PREVENTING SUICIDE IN MICHIGAN MEN (PRISMM)
MDHHS-COMPREHENSIVE SUICIDE PREVENTION

Michigan Premier Public Health Conference
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PLAN FOR TODAY

01. Review Michigan Suicide Data

02. Overview of CDC’s Comprehensive Suicide Prevention Grant and Technical Package for Suicide Prevention

03. Overview of Michigan’s PRiSMM Project
MICHIGAN VIOLENT DEATH REPORTING SYSTEM

SUICIDE DEATHS IN MICHIGAN, 2014-2018

Age-adjusted Suicide Rates* by Race, Michigan 2014–18

- White: 14.6
- Black: 7.1
- Asian: 4.1
- Native American: 11.0
- Mixed: 14.9

* Deaths per 100,000 population

Age-Adjusted Rate
- 7.6-11.2
- 11.3-14.8
- 14.9-18.4
- 18.5-22.0
- 22.1-26.0

* Deaths per 100,000 population
MICHIGAN VIOLENT DEATH REPORTING SYSTEM

SUICIDE DEATHS IN MICHIGAN, 2014-2018

Firearms were used in half of suicide deaths in Michigan in 2014–18, mostly by men. Women were more likely than men to use poison.

Means of Suicide Deaths, Michigan 2014–18

Suicide Rates* by Sex, Michigan 2014–18

At every age, men were more likely than women to die by suicide in 2014–18.
There may be more than one known circumstance for each death, or no known circumstance. Since more men (5,405) than women (1,438) die by suicide, the number of male suicide victims with a known circumstance may be greater, while the percent of female suicide victims with that circumstance may be greater.
Suicide Rates\(^1\) by 5-Year Age Group, Michigan\(^2\) Males Aged 25+, 2019\(^3\)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Suicide Rates (per 100,000)</th>
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<tbody>
<tr>
<td>25-29</td>
<td>29.1</td>
</tr>
<tr>
<td>30-34</td>
<td>35.4</td>
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<tr>
<td>35-39</td>
<td>28.4</td>
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<tr>
<td>40-44</td>
<td>30.3</td>
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<tr>
<td>45-49</td>
<td>33.8</td>
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<td>50-54</td>
<td>30.3</td>
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<tr>
<td>55-59</td>
<td>28.6</td>
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<tr>
<td>60-64</td>
<td>31.8</td>
</tr>
<tr>
<td>65-69</td>
<td>23.0</td>
</tr>
<tr>
<td>70-74</td>
<td>24.6</td>
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<tr>
<td>75-79</td>
<td>41.0</td>
</tr>
<tr>
<td>80-84</td>
<td>31.7</td>
</tr>
<tr>
<td>85+</td>
<td>40.0</td>
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</tbody>
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1. Rates per 100,000 male Michigan residents in given age group
2. Fatal injury occurred in Michigan (does not include Michigan residents with fatal injury that occurred outside Michigan)
3. Data from Michigan death certificates
Suicide Deaths per 100,000 Michigan Residents Aged 25+, 2014-2019

1. Rates per 100,000 Michigan residents of given sex and age group
2. Fatal injury occurred in Michigan (does not include Michigan residents with fatal injury that occurred outside Michigan)
3. Data from Michigan death certificates
Total Michigan male suicides in 2020: 1,130

<table>
<thead>
<tr>
<th>Means Data</th>
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<tbody>
<tr>
<td>Gun: 672 (59%)</td>
<td></td>
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<tr>
<td>Hanging/suffocation: 291 (26%)</td>
<td></td>
</tr>
<tr>
<td>Poisoning: 95 (8%)</td>
<td></td>
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<tr>
<td>Other: 72 (6%)</td>
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PREVENTING SUICIDE IN MICHIGAN MEN: PRISMM

- Comprehensive, multi-component collaboration to reduce suicide morbidity and mortality rates by 10% over five years.
  - Specific focus on adult men age 25+
    - 67% of the suicide deaths annually in MI

- Addresses significant risk factors
  - Rural and urban residence
  - Access to firearms
  - Limited access to behavioral health care
  - Need for high quality interventions tailored for unique needs of men
Key Activity #1: Create a coordinated multi-sectoral partnership plan.

Key Activity #2: Use existing data to finalize the selection of the vulnerable population(s) and to understand the circumstances of suicide.

Key Activity #3: Create an inventory of suicide prevention programs and identify prevention gaps and opportunities.

Key Activity #4: Select strategies/approaches from the CDC suicide prevention technical package.

Key Activity #5: Develop, implement, and evaluate a communication and dissemination plan for stakeholders.
PRISMM PARTNERS

- Coalition of organizations and statewide groups pursuing improved mental health amongst men
- Collective impact model
- Target audience: those working primarily men 25+

- UM’s Injury Prevention Center
- University of Maryland, Baltimore
- CMU School of Medicine Interdisciplinary Center for Community Health and Wellness
- Henry Ford Health System
- Michigan Department of Corrections
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TARGET POPULATION

- Michigan Men ages 25+
  - High fatality rate
  - High rates of suicidal behavior
  - Goal: decrease deaths and attempts by 10% over 5 years
  - Tracking help seeking behaviors as well
PREVENTING SUICIDE IN MICHIGAN MEN: PRISMM 2020-2025

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STATEWIDE INVENTORY/PARTNERSHIP PLAN

Inventory:
- Develop an understanding of statewide programs and efforts
- Leverage existing programming
- Identify gaps in programming
- Tracking programs, coalitions, and legislation

Partnership Plan
- Building coalition (multi-sector)
- Communicate and disseminate resources and findings
- Use partners to understand population needs
- Statewide connections
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STRENGTHEN ECONOMIC SUPPORTS

Strengthen household financial security

Housing stabilization policies
STRENGTHEN ACCESS AND DELIVERY OF SUICIDE CARE

Coverage of mental health conditions in health insurance policies

Reduce provider shortages in underserved areas
SAFER SUICIDE CARE THROUGH SYSTEMS CHANGE

Create protective environments

Reduce access to lethal means among persons at risk of suicide

Organizational policies and culture

Community-based policies to reduce excessive alcohol use
PROMOTE CONNECTEDNESS

- Peer norm programs
- Community engagement activities
Parenting skills and family relationship programs

Social-emotional learning programs

TEACH COPING AND PROBLEM-SOLVING SKILLS

Social-emotional learning programs
IDENTIFY AND SUPPORT PEOPLE AT RISK

- Gatekeeper training
- Crisis intervention
- Treatment for people at risk of suicide
- Treatment to prevent re-attempts
LESSEN HARMS AND PREVENT FUTURE RISK

- Postvention
- Safe reporting and messaging about suicide
What’s the problem?

What is “Preventing Suicide in Michigan men (PRiSMM)”?

What are the goals over the next 4-5 years?
STRATEGY SELECTION

**Tier 1: Community**
- Create Protective Environments: Reduce Access to Lethal Means via CALM and gun lock distribution
- Organizational Policies/Culture: Michigan Department of Corrections
- Identify and Support People at Risk: Community Gatekeeper Training
- Identify and Support People at Risk: Man Therapy Michigan
- Lessen Harms and Prevent Future Risk: Safe Messaging

**Tier 2: Healthcare**
- Strengthen Delivery and Access to Care: Safe Suicide Care through Systems Change/ Healthcare-Community Suicide Prevention Quality Improvement Collaborative (SPQIC)
- Identify and Support People at Risk: Provider Training: AMSR

**Tier 3: Upstream Prevention**
- Strengthen access and delivery of suicide care/Telemental Health
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COMMUNICATION AND DISSEMINATION PLAN

- Communication strategies:
  - Toolkits
  - Factsheets
  - Resource sharing
  - Outreach
  - Community engagement
EVALUATION PLAN

- Evaluating as we implement:
  - Implementation planning guided by desired outcomes
  - Regular participation from evaluation team in strategy meetings
  - Process, short term, and long term outcomes recorded
Connect to organizations and programs statewide

Keep Partnership updated on data and statewide programming

Implementation and monitoring of subcontracted projects

ONGOING PRISMM OBJECTIVES
WWW.MICHIGAN.GOV/SUICIDEPREVENTION

MDHHS
SUICIDE PREVENTION WEBSITE
SPOTLIGHT ON: MAN THERAPY MICHIGAN

- www.mantherapy.org
  - Free and important piece of the puzzle
  - Connect men to care who aren’t otherwise connected
- Resources Available to Michigan:
  - Google drive
    - Get connected to promotional material and creatives
  - Dashboards
    - Data for your regions
- ManTherapyMI@gmail.com
  - Connect to the team for research questions and how to get involved
THANK YOU FOR BEING HERE - QUESTIONS?

KRISTEN SMITH - SMITHK134@MICHIGAN.GOV
You can’t fix your mental health with duct tape.

Man Therapy

Thumb Community Health Partnership
What is the Thumb Community Health Partnership?

- Deckerville Community Hospital
- Great Lakes Bay Health Centers
- Harbor Beach Community Hospital
- Hills & Dales General Hospital
- Human Development Commission
- Huron Behavioral Health
- Huron County Health Department
- Lapeer County Health Department
- Lapeer Community Mental Health
- List Psychological Services
- Marlette Regional Hospital
- McKenzie Health System
- McLaren- Bad Axe
- McLaren Hospital-Caro
- McLaren Hospital- Lapeer
- Sanilac County Health Department
- Sanilac Community Mental Health
- Scheurer Health
- Tuscola Behavioral Health Systems
- Tuscola County Health Department
Thumb Community Health Partnership Priority Areas

Behavioral Health

Chronic Diseases
Addressing Men’s Mental Health

27 of 31

...deaths by suicide in the Thumb Region were men in 2020.
Goals of Man Therapy Campaign

- Reduce stigma around mental health for men
- Increase male help-seeking behavior & connecting them to local resources
- Reach men where they are
Strategies to Promote Man Therapy

- Man Therapy Video Production
- Events/ Presentations
- Billboards
- Newspaper Advertisement
- Radio Advertisements
- Man Therapy Collectibles
- Email Campaigns
- Social Media Campaign

- Partnering with Local Businesses
- Website Advertisements
- Radio Interviews
- Posters & Fliers
- Stickers on Take-Out Boxes
- Snapchat Advertisements
- Google Advertisements
- Movie Theatre Advertisements
Local Events and Personal Presentations

Health Expos

Golf Outings

Suicide Awareness Walks
mantherapy.org

Therapy. The way a man does it.
Paid Advertising

Sanilac County News
October 6, 2021
Contact us: 810-648-4000
www.mihomepaper.com
$1.00

County Medical Care Facility struggles with labor shortage

BY HANNAH BRYAN
Reporter

The Sanilac County Medical Care Facility may have survived a global pandemic, but its nurses are in short supply. Like many medical facilities and businesses across the country, the county is struggling to attract and retain qualified workers. The facility’s administrator, Harding, has faced a labor shortage affecting the facility and its application for the Employee Retention Tax Credit. According to the facility’s assistant administrator, Harding, the facility has lost almost 50 employees since the start of the pandemic. Two years ago, Harding said, the facility would have had about 200 to 250 employees. Now they have about 75. Harding said there are many reasons. Harding said.

Fall harvest in full swing

BY PHIL KAATZ
MII Extension Educator

There aren’t many sunny days you can say the crops didn’t have a day of significant stress during the growing season. 2021 is one of those years. The crops were planted on time in fields with adequate moisture and good soil.

You can’t fix your mental health with duct tape.

Check out mantherapy.org

Sponsored by Thumb Community Health Partnership

You can’t fix your mental health with duct tape.

Brakes, Suspension, Tires, Alignments, Tune Ups, and Much More!

SANDUSKY AUTO SALES
sandsburyautosales.com
810-648-9778

Craig Stone of Deckerville transfers his harvested soybeans into a truck.

Soybeans are harvested on the Craig Stone farm.
Man Therapy Collectibles

T-shirts & Hats

Drink Koozies
Email Campaigns

Sometimes life’s dog takes a dump on your lawn.

Clean it up at mantherapy.org

E-Card

REACH OUT TO YOUR MUSTACHE GROWING FRIEND

Hello All Man Therapy Partners!

As we continue to ramp up our efforts, we wanted to thank everyone who has made our launch a success by sharing, reposting and spreading the word about Man Therapy across the Thumb.

This month is Suicide Prevention Month, and specifically on World Suicide Prevention Day we encourage you to help bring awareness about suicide and the many resources that we have available in the community. We look forward to hearing from you this month then to share Man Therapy!
Social Media Ads

Thumb Community Health Partnership
Published by Kari White - November 15, 2021
Keep your mind top of mind. Take the 20-point head inspection and make sure you’re not about to drop the ball.

Get a few things off your Hairy Chest.

mantherapy.org
Therapy. The way a man does it

POOPING.
Meditation. The way a man would do it.

mantherapy.org
Therapy, but for men.
Man Therapy is a place where me...
Partnering with Local Businesses

• Car Dealerships
• Farm Equipment Dealerships
• Taxidermists
• Farm Agencies
• Jails
• Factories
Evaluating Marketing Strategies

• Tracking events and promotions with user trends on data dashboard
  • Organic Search- billboards and radio ads
  • Unique Users- Promotional Videos
• Social Media Advertisements
  • Engagement
  • Unique clicks
• Community Feedback
  • Total Reach
  • Target Audience
“This has been a beyond-excellent resource that I have shared with many people in my life. Most recently, we have been utilizing it with students here at the HATC. It has been well-received.”
- Theresa Hessling, Assistant Principal
Super funny way to get the message out on a serious topic! Without the humor, I honestly would have scrolled past without looking. And, whether people approve or disapprove, this posting is doing it’s job of getting people to talk about men’s mental health. Thank you Thumb Community Health Partnership for taking on this challenge!

But, to the guy who says he speaks for all men, I’m sorry but you do not. At the least, you do not speak for me. I will speak for myself, thank you! That is just an illustration of yet another problem in today’s society, too many people think that everyone should/must have the same opinion as they do!
Challenges & Lesson Learned

Challenges:

• Reluctance to promote Man Therapy in response to its humor being perceived as making light of mental health issues.

• COVID-19 restrictions making it difficult to place marketing materials in businesses and meet with some groups due to closures/limited hours.

• Discovering the best way to use Social Media
Challenges & Lesson Learned

Lessons Learned:

• Having information available regarding Man Therapy’s evidence-based designation is important.
• Alerting potential partners and answering questions about Man Therapy’s use of humor is key to its successful promotion,
• Man Therapy is A tool, not the ONLY tool to help address men’s mental health issues.
• Search Engine Optimization (SEO)
Stay Connected

TCHP Website:  
https://www.thumbhealth.org/mantherapy

TCHP Facebook:  
www.facebook.com/ThumbHealth

YouTube Channel: More Man Therapy Videos  
Thumb Community Health Partnership - YouTube
For additional information or questions about how your organization can start promoting Man Therapy or about the Partnership please contact me!

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Kari Granz, Program Coordinator
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