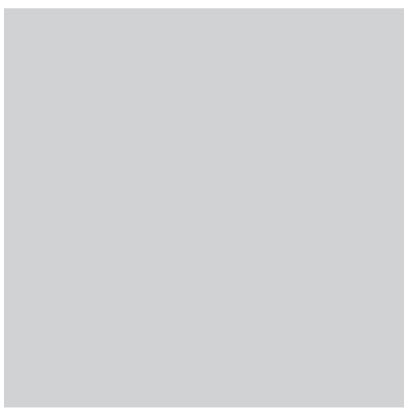




Building Momentum. Taking Action. Saving Lives.



2012–2013 Annual Report

A Letter from the Co-Chairs

At the National Action Alliance for Suicide Prevention (Action Alliance), we are providing leadership by advancing the *National Strategy for Suicide Prevention* (NSSP) in areas requiring coordination and leverage at the national level. We're pleased to share with you some of the results of that effort in the 2012–2013 annual report—*Building Momentum. Taking Action. Saving Lives*. This report reflects another strong year of leadership, growth, and action, which we believe will aid suicide prevention and help save lives.

The Action Alliance, comprised of high-level public- and private-sector leaders, is:

- **Championing** *suicide prevention as a national priority*. Our members continue to advance suicide prevention initiatives within and among their organizations, systems, and peer groups, advocating for a greater national commitment to ending the tragedy of suicide.
- **Catalyzing** *high-priority NSSP objectives through Action Alliance priorities and task forces*. Our members are developing systems approaches to transform health care for suicidal patients and continue to work strategically to change our public conversation about suicide in ways that

promote prevention. Other initiatives include creating the first-ever prioritized research agenda for suicide prevention, improving suicide-related data and surveillance, developing suicide prevention resources for juvenile justice and workplace settings, and promoting suicide prevention within faith-based and military/veteran communities.

- **Cultivating** *the resources needed to sustain progress*. Through the efforts of our members, public- and private-sector investments in dollars, time, meeting spaces, and other resources, the reach of our work continues to expand.

As the Action Alliance continues its leadership role of championing prevention, catalyzing action, and cultivating resources, others across the nation continue to join this growing movement. Together, we can reach the Action Alliance's goal of saving 20,000 lives in five years. That's because suicide is preventable, and with continued outreach, advocacy, and leadership, we will keep working to save as many lives as possible.

Thank you for your support of this critically important and life-saving work.

Sincerely,



A handwritten signature in black ink, appearing to read "Gordon H. Smith".

The Honorable Gordon H. Smith
President and CEO, National Association of Broadcasters
Action Alliance Private Sector Co-Chair



A handwritten signature in black ink, appearing to read "John M. McHugh".

The Honorable John M. McHugh
Secretary, United States Army
Action Alliance Public Sector Co-Chair

2012 National Strategy for Suicide Prevention: GOALS AND OBJECTIVES FOR ACTION

A report of the U.S. Surgeon General
and of the National Action Alliance for Suicide Prevention



Building Momentum

“This organization has brought together an extraordinary group of experts, academics, and leaders to work on some of the Nation’s most critical suicide prevention issues.”

—Action Alliance Public Sector Co-Chair,
the Honorable Secretary John M. McHugh

Setting the Stage

Launched on September 10, 2010, by the Secretaries of the U.S. Department of Health and Human Services (HHS) and the Department of Defense, the [National Action Alliance for Suicide Prevention](#) (Action Alliance) is an action-oriented assembly of hundreds of individuals making progress on objectives of the [National Strategy for Suicide Prevention](#) (NSSP) that require collaboration and leverage at the national level. It is the only public-private partnership advancing the NSSP, and does so, by **championing** suicide prevention as a national priority, **catalyzing** efforts to implement high-priority objectives of the NSSP, and **cultivating** the resources needed to sustain progress. The Action Alliance’s vision is a nation free from the tragic experience of suicide, and in 2012, it set a goal of saving 20,000 lives in the next five years.

The Action Alliance is composed of co-chairs to provide leadership; an [executive committee](#) (EXCOM) of members from the top ranks of public- and private-sector organizations to provide strategic direction; [task forces](#) to enhance the national infrastructure for suicide prevention

and promote interventions among high-risk populations and in specific settings; a sustainability committee to cultivate new resources; advisory groups to guide its work; and a secretariat to provide content and staff support.

A New National Strategy

On September 10, 2012, the Action Alliance released a revised NSSP to chart the course of the nation’s suicide prevention efforts for the years to come. The revised strategy takes into account nearly a decade of new research and other advancements in the suicide prevention field that have occurred since the original strategy was published, and it emphasizes the role that every American and every sector can play in preventing suicide. The Action Alliance disseminated information about the revised NSSP via robust outreach across various sectors that have critical roles in reducing the death toll from suicide, and several of these sectors have begun to adapt the strategy to their unique settings. More than 11,514 printed copies of the *National Strategy for Suicide Prevention* were distributed, and the document has been downloaded more than 4,234 times.

“The updated national strategy is a declaration that we can’t let up the pressure on the goal of reducing the suicide rate in this country.”

—Action Alliance Private Sector Co-Chair,
the Honorable Gordon H. Smith

Zero Suicide in Health Care Not another life to Lose



Suicide Care in
Systems Framework

Garnering Public & Corporate Support

Between October 1, 2012, and September 30, 2013, the Action Alliance was supported by Substance Abuse and Mental Health Services Administration (SAMHSA) grants totaling \$1.03 million, as well as donations of time, services, and logistical support from other individuals and organizations valued at \$850,000. Additionally, business leaders from Fortune 500 companies with stakes in suicide prevention approached the Action Alliance to partner on projects of mutual interest. In a “first” for the United States, we are bringing suicide prevention experts together with industry leaders to hold a meeting to explore what role, if any, the railroad industry may have in advancing suicide prevention in the United States. We are also partnering with Universal Health Services, Inc. (UHS) to dramatically reduce suicides by people receiving health care by advancing a national suicide prevention model, with a goal of it becoming a universally accepted, evidence-based approach. With a network of facilities across 37 states, UHS is considered the largest facility-based provider of mental health services in the United States. This partnership will significantly strengthen the nation’s clinical capacity to provide competent suicide care.

Taking Action

The Action Alliance is working to eradicate suicide in the United States. Through partnerships of member organizations, we are assembling the puzzle pieces and bringing about life-saving changes. Following are a few examples of our work.

Pursuing Zero Suicides in Health Care Settings

The Action Alliance’s effort to transform health systems with the goal of eliminating suicides among patients under care gained significant momentum in 2013. Building on its 2012 report, *Suicide Care in Systems Framework*, the Action Alliance recruited nine innovative health and behavioral health care systems, covering over 500,000 lives across 10 states, to form a learning collaborative and to work toward implementing the framework. The goal is to deliver state-of-the-art suicide care. The Action Alliance also launched www.zerosuicide.com to provide additional resources for these organizations and others interested in implementing the framework.

“When follow-up care is poor, people are put at risk for suicide.”

—Action Alliance member Mike Hogan,
Hogan Health Solutions LLC



Prioritizing Research

Our Research Prioritization Task Force completed the *Prioritized Research Agenda for Suicide Prevention*, the first-ever agenda of its kind for this field. The agenda poses six key questions to be addressed by the suicide prevention field and outlines pathways for attaining its 12 aspirational goals, with the expectation of reducing suicides by 20 percent in five years if the agenda is fully funded and implemented.

Changing the Conversation

The Action Alliance is leveraging national leaders from the suicide prevention field and the media to change the national narratives about suicide and suicide prevention to ones that promote hope, connectedness, social support, resilience, treatment, and recovery. This initiative targets both individuals working within the suicide prevention field, that is the messengers, and media professionals, who interpret and transmit the messages to the larger public.

For Messengers: Action Alliance Framework for Successful Messaging

The Action Alliance consulted with numerous suicide prevention experts and stakeholders to identify problems related to current suicide prevention messaging and provide input into a strategy to encourage individuals to convey messages that are safe and also help prevent suicide. The culmination of this work is the development of the Action Alliance's Framework for Successful Messaging. Informed by the latest communication science, this framework will be available at suicidepreventionmessaging.org in 2014.

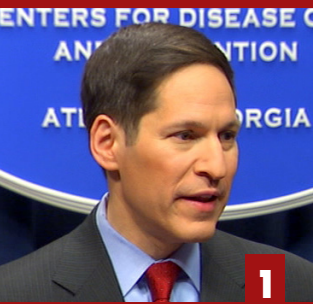
For Media Professionals: Recommendations for Reporting on and Portraying Suicide and Mental Health Issues

Concerted efforts are underway by the Action Alliance to encourage news organizations and the entertainment industry to adhere to guidelines on safely covering suicide in the news, as well as accurate portrayals of suicide and mental illnesses in the entertainment media. For instance, the Entertainment Industries Council's Brian Dyak partnered with the Radio Television Digital News Association (RTDNA) to coordinate a panel presentation on mental health and suicide at RTDNA's annual meeting. Additionally, the Action Alliance joined efforts with the Poynter Institute, widely regarded as the number one thought leader and professional trainer throughout the world of journalism, and developed a training strategy to significantly change journalism practices across the country.

Partnering with the Juvenile Justice System

The Action Alliance's Youth in Contact with the Juvenile Justice System Task Force completed a series of nine fact sheets and documents to raise awareness and provide strategies to help prevent suicide within the juvenile justice system, through research, collaboration with the mental health system, prevention programming, and staff training. Suicide is the leading cause of death among youth involved with the juvenile justice system.

EXCOM Members: Champions for Suicide Prevention



1

Tom Frieden, MD, MPH
Director, Centers for Disease Control and Prevention



2

Kathy Greenlee, JD, MBA
Administrator, Administration for Community Living



3

Grace Napolitano
Congresswoman, California's 38th District



4

Robert Turner
Senior Vice President, Corporate Relations, Union Pacific Railroad



5

Yost Zakhary
President, International Association of Chiefs of Police

1. Funded an Injury Control and Research Center focused solely on suicide prevention and hosted a suicide prevention Facebook chat on World Suicide Prevention Day in 2012
2. Incorporated suicide prevention into existing programs of the Administration for Community Living and the work of its grantees
3. Sponsored Congressional briefings on Capitol Hill on youth suicide prevention and the efforts of the Action Alliance
4. Bringing together railroad executives to meet with suicide prevention experts about what roles, if any, the industry might have in advancing national suicide prevention efforts
5. Developed the Center for Officer Safety and Wellness, which includes a focus on suicide prevention, and held a symposium to begin development of a national strategy for law enforcement officer suicide prevention

Championing Suicide Prevention

The backbone of the Action Alliance is its diverse and high-level membership. EXCOM members are advancing suicide prevention within their own organizations and forming partnerships that are critical to the success of the Action Alliance. These examples showcase how some of our members are making a difference through their leadership and influence.

Other Work in Progress

In Health Care Reform

The Action Alliance believes that health care reform offers an exceptional opportunity to make the large-scale system changes that can prevent suicide. The Action Alliance is working in partnership with the Centers for Medicare and Medicaid Services' (CMS) Innovation Center and the National Council for Behavioral Health

to identify opportunities for advancements. One example of such collaboration in 2013 was the Action Alliance's delivery of suicide prevention expertise and resources to CMS' Community-Based Care Transitions Program grantees, who are tasked with reducing re-hospitalizations within their health systems. By providing effective suicide care, health care systems can reduce re-hospitalizations and improve outcomes in patients at risk for suicide.

For Data and Surveillance

Our Data and Surveillance Task Force completed a comprehensive analysis of current data and surveillance systems, identifying recommendations

"I thank the Action Alliance for bringing us together and continuing the dialogue that is so critical to all of us."

—Action Alliance member,
Congresswoman Grace Napolitano



for the Action Alliance and others to address. The report identified the need to “develop a national coordinated program of surveillance on all types of suicidal behavior” and to “facilitate evidence-based action leading to a reduction in the incidence of suicide, suicide attempts, and suicidal thoughts in all populations.” The Action Alliance will next begin implementing the recommendations, including improvements to quality and timeliness of vital statistics data, which will better support decision making by policymakers, program developers, and funders.

In the Workplace

Our Workplace Task Force produced new world-class resources to support suicide prevention in the workplace, including a Web-based version of the *Comprehensive Blueprint for Workplace Suicide Prevention*, the booklet *A Manager’s Guide for Suicide Postvention*, and a suicide prevention video for firefighters. These resources are part of a comprehensive plan to communicate the business case for suicide prevention in workplace settings.

Among Faith Communities

After polling seminaries and theological schools regarding the scope of education provided on the topic, our Faith Communities Task Force began developing a suicide prevention curriculum to better prepare faith leaders to address mental health and suicide within their communities. The task force also delivered two webinars: one using Biblical narratives to support a positive approach to mental health and the other defining the role of faith leaders in preventing suicides.

Saving Lives

The Action Alliance continues to advance the revised NSSP and catalyze life-saving changes in the field of suicide prevention. This year, the Action Alliance launched two new and essential groups to help advance and assess NSSP implementation: the Impact Group will seek to prioritize efforts, forecast and model potential impact on the number of lives saved, and evaluate impact, and the NSSP Implementation Assessment Group will help assess how well we as a nation are implementing the NSSP. With the support of these groups, we hope to reach collective action, assess potential impact, and monitor how well we are reaching our goal. As more people realize they have a critically important role in preventing suicide and actively take on that role, we can reach our goal of saving 20,000 lives in the next five years, and eventually achieve our vision of a nation free from the tragic experience of suicide.

Mission: A nation free from the tragic experience of suicide.

Goal: Save 20,000 lives in the next five years.

Suicide is one of our nation's most urgent and preventable public health challenges, and we all have a role to play in preventing it. There are many ways to get involved with the National Action Alliance for Suicide Prevention.

To learn more about the Action Alliance and how you can help, please visit:

www.actionallianceforsuicideprevention.org



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