



# Suicide Contagion Among Adolescents

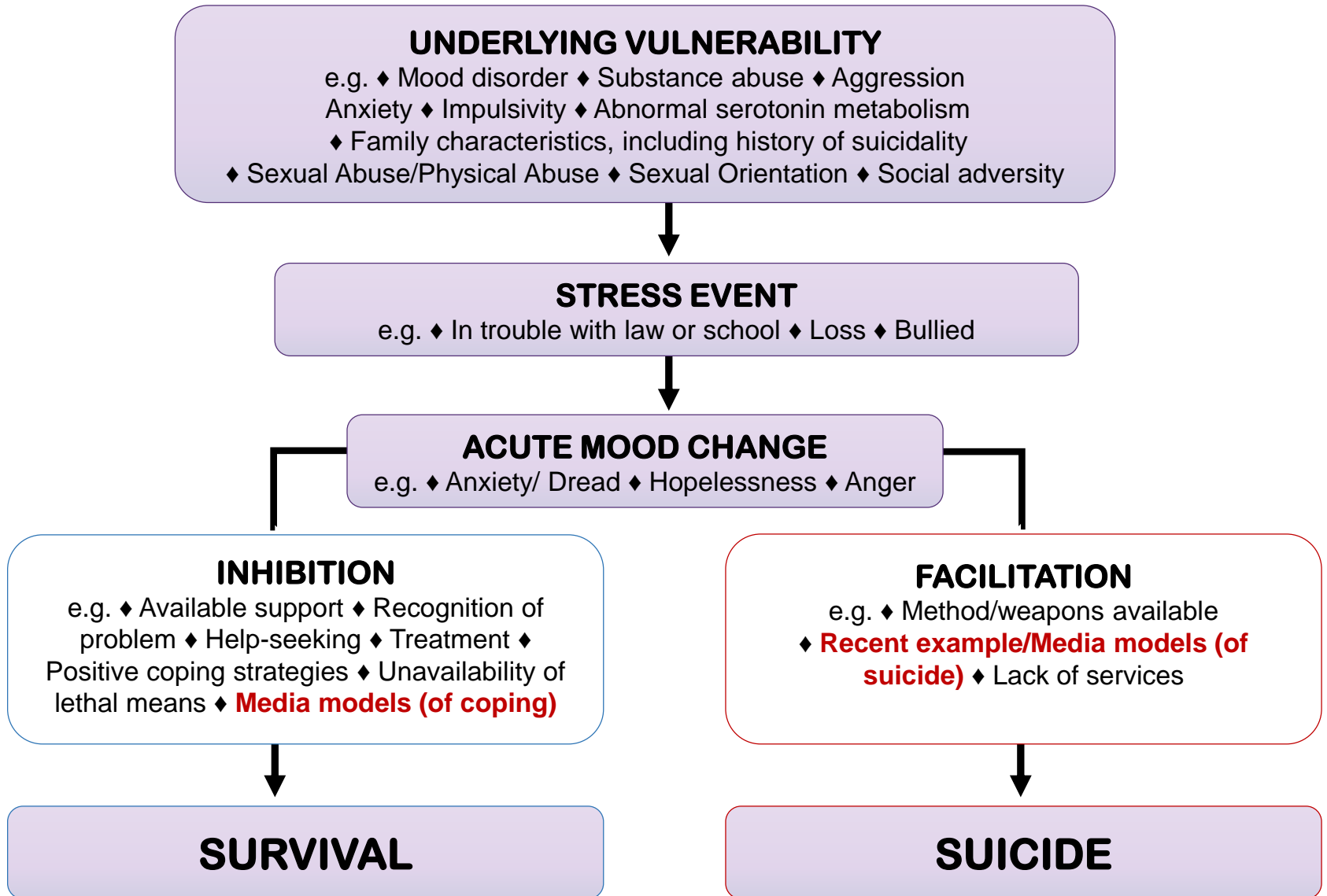
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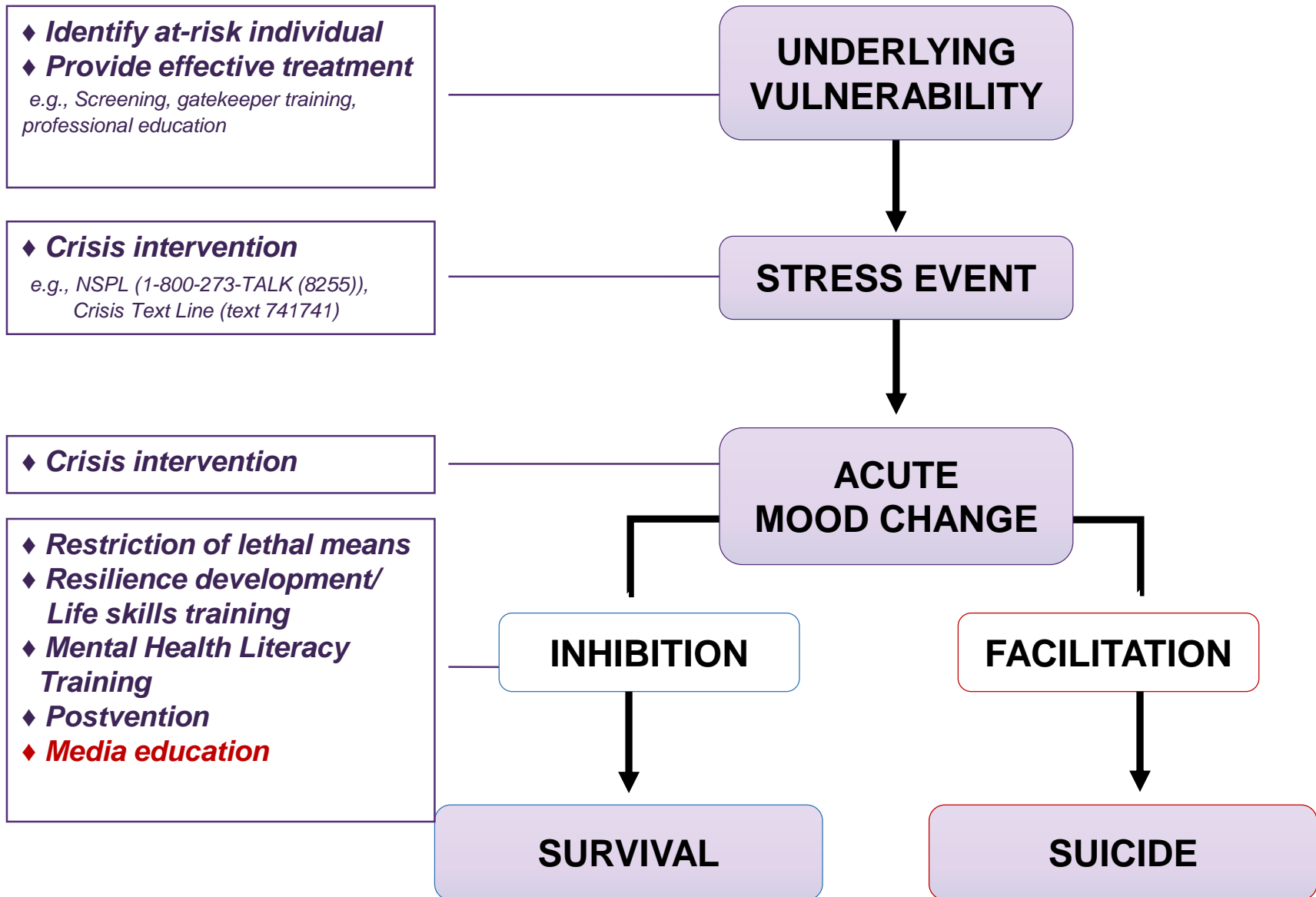
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2020 CO Safe Schools Summit  
Virtual Workshop  
Friday, October 23, 2020

# SUICIDE DEATHS: CONTRIBUTING FACTORS



# PREVENTION STRATEGIES



# SUICIDE CONTAGION/MODELING

## Definition

Process by which knowledge (direct or indirect) of one suicide facilitates the occurrence of a subsequent suicide.

# SUICIDE CONTAGION/MODELING

## Sources of Evidence

Impact of exposure to suicidal peers

Impact of Media

Suicide clusters

# IMPACT OF EXPOSURE TO SUICIDAL PEER

Association between suicide attempts or deaths by suicide of a peer and personal suicidal behavior

The majority of the studies examining exposure to suicidal behavior of adolescent peers have found significant cross-sectional and longitudinal associations with adolescent suicide ideation and attempts.

ORs range from 2.8 - 11.0 (attempted suicide)

## References

Feigelman, W.; Gorman, B.S. Assessing the effects of peer suicide on youth suicide. *Suicide Life Threat. Behav.* 2008, 38, 181–194.

Insel, B.J.; Gould, M.S. Impact of modeling on adolescent suicidal behavior. *Psychiatry. Clin. N. Am.* 2008, 31, 293–316.

Randall, J.R.; Nickel, N.C.; Colman, I. Contagion from peer suicidal behaviour in a representative sample of American adolescents. *J. Affect. Disord.* 2015, 186, 219–225.

Ho, T.; Leung, P.W.; Hung, S.; Lee, C.; Tang, C. The mental health of the peers of suicide completers and attempters. *J. Child Psychol. Psychiatry* 2000, 41, 301–309.

Swanson, S.A.; Colman, I. Association between exposure to suicide and suicidality outcomes in youth. *CMAJ* 2013, 185, 870–877.

# IMPACT OF EXPOSURE TO SUICIDAL PEER

Longitudinal association between a peer's attempted or completed suicide and adolescent suicidal behavior

*(Swanson and Colman, 2013)*

Exposure to a schoolmate's attempted or completed suicide predicted suicidal ideation and attempts among youth 2 years after exposure. *(This is a consistent finding across several longitudinal analyses of ADD Health data.)*

Closest friends of a suicide victim appeared not to be at heightened risk of suicidality compared with acquaintances. (This is not a consistent finding across studies.)

Students who had experienced stressful life events appeared more affected than those without such life events.

Effects of suicide exposure on suicidality outcomes were not modified by previous social support, depression, or anxiety, ideation or attempts.

ORs ranged from 2.72 – 3.07



International Journal of  
*Environmental Research  
and Public Health*



Article

## Exposure to Suicide in High Schools: Impact on Serious Suicidal Ideation/Behavior, Depression, Maladaptive Coping Strategies, and Attitudes toward Help-Seeking

Madelyn S. Gould <sup>1,\*</sup>, Alison M. Lake <sup>2</sup>, Marjorie Kleinman <sup>2</sup>, Hanga Galfalvy <sup>3</sup>, Saba Chowdhury <sup>2</sup> and Alison Madnick <sup>2</sup>

## BACKGROUND

Although postvention efforts tend to be school-based, little is known about the impact of a schoolmate's suicide on the school's student population overall.





Article

## Exposure to Suicide in High Schools: Impact on Serious Suicidal Ideation/Behavior, Depression, Maladaptive Coping Strategies, and Attitudes toward Help-Seeking

Madelyn S. Gould <sup>1,\*</sup>, Alison M. Lake <sup>2</sup>, Marjorie Kleinman <sup>2</sup>, Hanga Galfalvy <sup>3</sup>, Saba Chowdhury <sup>2</sup> and Alison Madnick <sup>2</sup>

### OBJECTIVE

Whether there is excess serious suicidal ideation/behavior and depression among students in a school where a schoolmate has died by suicide.

- Who is at highest risk? Does the degree of distress correspond to the level of friendship with the suicide victim? with concomitant undesirable life events?

### DESIGN

- 12 schools in 2 counties in New York State
- At six schools a student had died by suicide within past six months (“exposed” schools)
- At six schools no student death occurred within that time (“non-exposed” schools)

### RESULTS

- No excess morbidity (i.e., serious suicidal ideation/behavior and depression) was evident among the general student population after a death by suicide of a schoolmate.
- Students with more concomitant negative life events were at increased risk of serious suicidal ideation/behavior and depression.
- There was a significant relationship between friendship with the decedent and morbidity, in that students who were friends, but not close friends, of the decedents had the greatest odds of serious suicidal ideation/behavior.
- Overall, students in exposed schools had more adaptive attitudes toward help-seeking; but this was not true of the decedents’ friends or students with concomitant negative life events.

# IMPACT OF MEDIA

## Research finds a greater increase in suicide when

- Frequency of stories increases (dose-response effect)
- Higher proportion of the population is exposed
- Headlines are dramatic
- Prominence of story increases (e.g. front page)

The increase in subsequent suicides following media exposure has been termed **“The Werther Effect”**

## References

# IMPACT OF MEDIA

## *History: “The Werther Effect”*



**1774:** *“The Sorrows of Jung Werther”* –  
JW Von Goethe

Following publication of the novel,  
imitative suicides among young men in  
Germany, Denmark and Italy.

# Increase in suicides the months after the death of Robin Williams in the US

Published: February 7, 2018

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## Abstract

Investigating suicides following the death of Robin Williams, a beloved actor and comedian, on August 11<sup>th</sup>, 2014, we used time-series analysis to estimate the expected number of suicides during the months following Williams' death. Monthly suicide count data in the US (1999–2015) were from the Centers for Disease Control and Prevention Wide-ranging ONline Data for Epidemiologic Research (CDC WONDER). Expected suicides were calculated using a seasonal autoregressive integrated moving averages model to account for both the seasonal patterns and autoregression. Time-series models indicated that we would expect 16,849 suicides from August to December 2014; however, we observed 18,690 suicides in that period, suggesting an excess of 1,841 cases (9.85% increase). Although excess suicides were observed across gender and age groups, males and persons aged 30–44 had the greatest increase in excess suicide events. This study documents associations between Robin Williams' death and suicide deaths in the population thereafter.

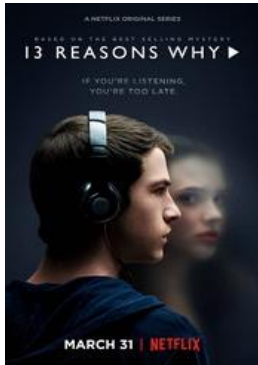
# Netflix Series 13 Reasons Why

Released March 31, 2017



## CONCERNS

- Suicide is presented as a way to solve problems
- Glamorizes and romanticizes suicide
- Suicide by a very appealing character
- Not addressing mental illness or alternatives to suicide
- Presents help-seeking as a fruitless activity – failure of all
- Graphic depiction of suicide



**RESEARCH LETTER** JAMA Internal Medicine Published online July 31, 2017

## Internet Searches for Suicide Following the Release of *13 Reasons Why*

Ayers et al

Quasi-experimental design compared online suicide-related searches (using Google Trends) during periods after (March 31, 2017 – April 18, 2017) and before (January 15, 2017 – March 30, 2017) release of *13 Reasons Why*

- All suicide queries were cumulatively 19% higher for the 19 days following the release, reflecting 900,000 to 1.5 million more searches than expected.
- Most rising searches focused on suicidal ideation, for example “how to commit suicide” (26%); “commit suicide” (18%);
- Searches for suicide hotlines were also elevated (12%) as were other public awareness searches – eg., “suicide prevention” (23%)

**13 Reasons Why raised awareness but at what cost?**

JAMA Psychiatry | Original Investigation

## Association of Increased Youth Suicides in the United States With the Release of *13 Reasons Why*

May 29, 2019

Thomas Niederkrotenthaler, MD, PhD, MMSc; Steven Stack, PhD; Benedikt Till, DSc; Mark Sinyor, MSc, MD;  
Jane Pirkis, PhD; David Garcia, DSc; Ian R. H. Rockett, PhD, MPH; Ulrich S. Tran, DSc

- 12.4% increase in suicide among boys
- 21.7% increase among girls
- No excess suicide mortality in age groups other than 10- to 19- year olds

Journal of the American Academy of  
**CHILD & ADOLESCENT  
PSYCHIATRY**

- Significant increase in suicide among 10-17 year olds
- No excess in other age groups
- No excess in control analyses of homicide deaths

JOURNAL OF  
**ADOLESCENT  
HEALTH**

[www.jahonline.org](http://www.jahonline.org)

Suicide Attempt Admissions From a Single Children's Hospital Before  
and After the Introduction of Netflix Series *13 Reasons Why*

Michael Townsend Cooper, Jr., M.D., M.S.<sup>†</sup>, David Bard, Ph.D., Rebecca Wallace, Ph.D.,  
Stephen Gillaspay, Ph.D., and Stephanie Deleon, M.D.

- Suicide admissions for suicide attempts following March 2017 were higher than predicted

# 13 Reasons Why: Netflix removes suicide scene from season one

🕒 16 July 2019



🔗 Share



**A controversial scene in Netflix drama 13 Reasons Why in which a teenage girl kills herself has been removed, two years after it first appeared.**

Netflix said the decision had been made "on the advice of medical experts".



# IMPACT OF MEDIA

## ***Converse effects exist also:***

↓ suicide following release of media guidelines or during newspaper strikes

↓ suicide following articles on suicidal individuals who adopted positive coping strategies and refrained from suicidal behavior in adverse circumstances: “Papageno effect”

*(Motto, 1970; Niederkrotenthaler et al., 2010)*

# “PAPAGENO EFFECT”

Content analysis of 497 suicide-related print media reports published in Austria between January 1 and June 30, 2005. Ecological study to identify associations between media item content and short-term changes in suicide rates.

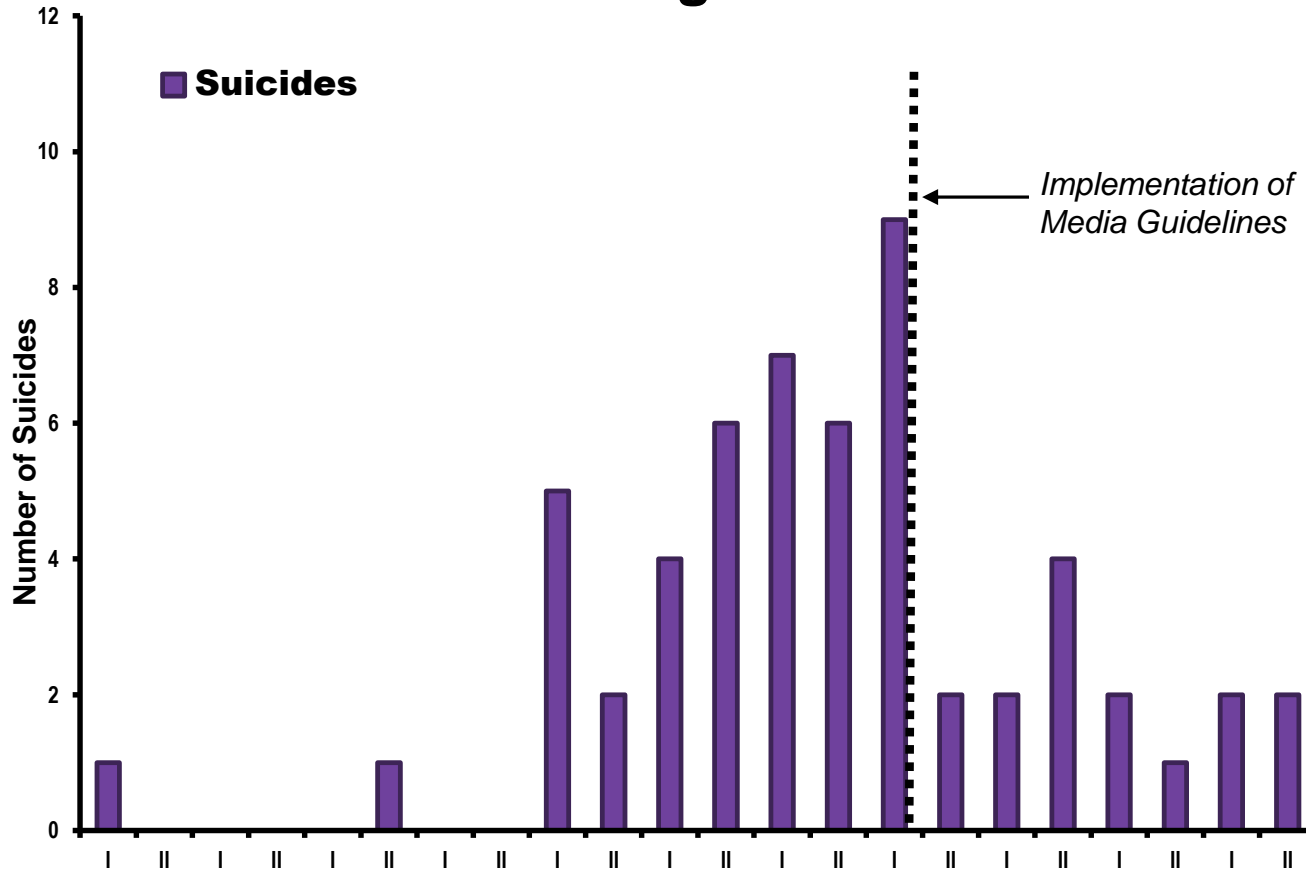
In multivariate analysis, **repetitive reporting** associated with **increases** in suicide rates.

Media items describing suicidal individuals’ **adoption of coping strategies** other than suicidal behavior were associated with a **decrease** in suicide rates.

## Reference

# EVIDENCE OF MEDIA GUIDELINES' EFFECTIVENESS

## SUICIDES IN THE VIENNA SUBWAY SYSTEM 1980 through 1990



The media guidelines of the Austrian Association for Suicide Prevention went into effect in June 1987

# MAGNITUDE OF THE EFFECT OF THE MEDIA

- 12% increase in suicides following Marilyn Monroe's death
- More recently, 10% increase in suicides following Robin Williams' death
- Approximately 75% decrease in subway-suicides following implementation of media guidelines in Vienna

## IMPACT OF MEDIA EXISTS...

***But it's not a monolithic effect!***

### **Interactive factors exist**

- Audience
- Stories
- Match ► Differential Identification

# SUICIDE CLUSTERS

## SIXTH IN STRING OF FATAL FALLS

Joanne Michelle Leavy, 23, is the latest New York University student to die in a fatal fall in less than a year. Here's a look at the rash of deaths:

■ In late June, a graduate student, whose name has not been released, died in a fall from a midtown building.

■ **Diana Chien**, 19, died when she threw herself off the 26th-story roof of her boyfriend's off-campus apartment building on March 6, after a quarrel.

■ **Michelle Gluckman**, 19, of Brooklyn plunged from six stories into the rear courtyard of

a building near Washington Square Park on Oct. 18, 2003. Two students tried to stop Gluckman, a sophomore, but they could not pull her back inside the building.

■ Freshman **Stephen Bohler**, 18, leaped to his death from a 10th-floor balcony in the Elmer Bobst Library on Washington Square South on Oct. 10, 2003.

The death of the swim team

member from Dayton, Ohio, initially was believed to be a suicide. But the medical examiner ruled it an accident after an autopsy revealed hallucinogenic mushrooms and marijuana in Bohler's system.

■ **Jeff Skolnik**, 19, a student from Evanston, Ill., climbed over the same balcony and jumped to his death as other students watched in horror on Sept. 12, 2003.

Dave Goldiner

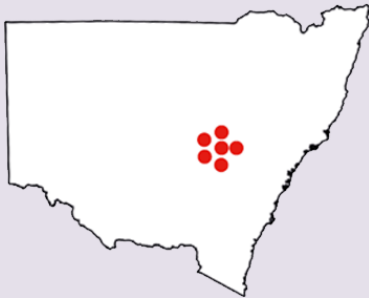
# SUICIDE CLUSTER

## *Definition*

Excessive number of suicides occurring in close temporal and/or geographical proximity.

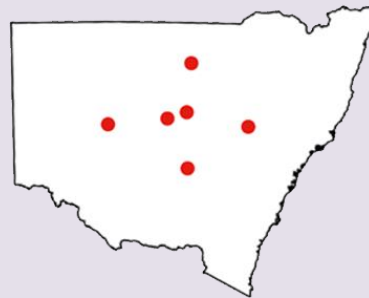
# TYPES OF SUICIDE CLUSTERS

## Point Cluster



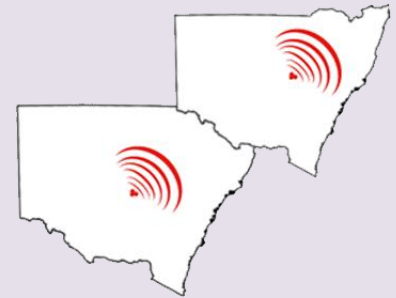
A greater than expected number of suicides or self-harm episodes within a specific time period and in a specific location or settings.

## Mass Cluster (Temporal Cluster)



A greater than expected number of suicides or self-harm episodes within a specific time period, which are spread out geographically.

## Echo Cluster



A cluster occurring in the same location as a previous cluster, but some time later.

## Reference



# SUICIDE CLUSTERS

There is no one type of “suicide cluster-prone” community. Clusters occur in communities with varying socioeconomic and ethnic profiles.

## Canada First Nation community in crisis amid ‘almost nightly’ suicide attempts

Community of 2,000 has seen more than 100 attempts in seven months, says chief, as country's indigenous people continue to face higher levels of poverty.



## The Silicon Valley Suicides

Why are so many kids with bright futures killing themselves in Palo Alto?



# SUICIDE CLUSTERS

Suicide clusters occur primarily among teenagers and young adults

PUBLIC HEALTH BRIEF

TABLE 1—Results of Knox Procedure on 1978–1984 NCHS Mortality Detail File

Age (years)	N	Window = 7 Days				Window = 14 Days				Window = 30 Days			
		Close-Close Pairs		O/E	P	Close-Close Pairs		O/E	P	Close-Close Pairs		O/E	P
		Expected	Observed			Expected	Observed			Expected	Observed		
15–19	12135	1339.2	1420	1.060	.011	2756.7	2842	1.031	.047	6000.7	6177	1.029	.009
20–24	25511	6335.5	6523	1.030	.008	13126.1	13481	1.027	.001	28642.6	29602	1.033	.000
25–29	23275	7126.1	7155	1.004	.365	14775.8	14888	1.008	.174	32247.7	32681	1.013	.008
30–34	19534	4805.0	4834	1.006	.338	9991.0	10035	1.004	.328	21794.4	21978	1.008	.106
35–44	29092	9707.5	9822	1.012	.119	20086.4	20271	1.009	.094	43780.9	44066	1.007	.087
45–54	26002	6976.1	7103	1.018	.060	14530.8	14629	1.007	.205	31622.9	31633	1.000	.478
55–64	25624	6399.6	6623	1.035	.002	13277.2	13401	1.009	.136	28928.5	29260	1.011	.024
65–74	19621	3334.8	3395	1.018	.139	6877.7	6976	1.014	.111	15002.1	15247	1.016	.020
75+	14718	2373.0	2367	0.997	.550	4876.8	4888	1.002	.435	10567.0	10554	.998	.551

The effect size was two to four times greater among the adolescents than in other age groups.

*Discussion*

Suicide clusters appear to occur primarily among teenagers and young adults, although clusters do occur occasionally at other ages. This is consistent with the findings of Phillips and Carstensen<sup>10</sup>; the impact of suicide stories on groups in prevention strategies will be necessary to reduce the suicide rate substantially.

**ACKNOWLEDGMENTS**

The work was supported by research contract 200-85-0834(P) from the Centers for Disease Control and a Faculty Scholars Award from the William T. Grant Foundation.

**REFERENCES**

1. Gould MS, Davidson L: Suicide contagion among adolescents. In: Phillips AB, Fergusson RA (eds): *Advances in Adolescent Mental Health*.

## Reference



# SUICIDE CLUSTERS

At a minimum, 5 youth suicide clusters occur each year in the U.S.

Approximately 5% of teen suicides occur in clusters

# SUICIDE CLUSTERS

The media can play a role in triggering a cluster

## Newspaper coverage of suicide and initiation of suicide clusters in teenagers in the USA, 1988–96: a retrospective, population-based, case-control study



*Madelyn S Gould, Marjorie H Kleinman, Alison M Lake, Judith Forman, Jennifer Bassett Middle*

### Summary

**Background** Public health and clinical efforts to prevent suicide clusters are seriously hampered by the unanswered question of why such outbreaks occur. We aimed to establish whether an environmental factor—newspaper reports of suicide—has a role in the emergence of suicide clusters.

*Lancet Psychiatry* 2014

Published Online

May 2, 2014

<http://dx.doi.org/10.1016/>

# SUICIDE CLUSTERS

## Content analysis of suicide stories

To identify specific features in media suicide reports that may contribute to the initiation of teenage suicide clusters, we developed a content analytic strategy of qualitative characteristics abstracted from newspaper stories. 48 youth cluster communities (648 stories) compared to 95 non-cluster communities (1,081 stories).

↑ number of stories about any suicidal individual

↑ number of stories about the teen suicide in our study

# SUICIDE CLUSTERS

Stories published after the index cluster suicides compared to those published after non-cluster suicides:

- ↑ number of stories about any suicidal individual
- ↑ number of stories about the teen suicide in our study
- ↑ front page story placement
- ↑ size of headlines
- ↑ headlines containing the word suicide
- ↑ headlines containing a description of the methods
- ↑ sensational headlines
- ↑ presence of pictures
- ↑ detailed descriptions of the suicidal individual and act

# SUICIDE CONTAGION

## Hypothesized Mechanisms

- Social transmission
  - Descriptive norms
  - Social integration & regulation
  - Social learning theory
  - Approach/Avoidance conflict: restraint reduction
  - “Social multiplier” that amplifies the effects of other suicidogenic factors
  - Changes in social norms
- 
- Assortative relating\*



NEWS

# Why livestreamed suicides are becoming a disturbing new norm

By Joshua Rhett Miller

January 31, 2017 | 3:10pm | Updated



**NEW YORK POST**

# WAYS TO CONTAIN SUICIDE CONTAGION: Implications for Postvention

# WHAT IS POSTVENTION?

- Intervention after suicide is called “postvention”

- Originated by Edwin Shneidman in 1968 at first conference of the American Association of Suicidology

- Postvention addresses the care of bereaved survivors and caregivers and aims to minimize contagion

- Acknowledges the importance of preventive and intervention efforts in the period “after”

# SUICIDE POSTVENTION

Best practices in the community include:

- Enhancing community connectedness
- Promoting media and public relations best practices
- Initiating/promoting telephone and online crisis interventions and other technologies (e.g., Apps)
- Shaping community members' (including students') desire to "do something"

# SUICIDE POSTVENTION

## I. Enhancing community connectedness

Develop infrastructure for community collaboration (i.e., create a coalition)

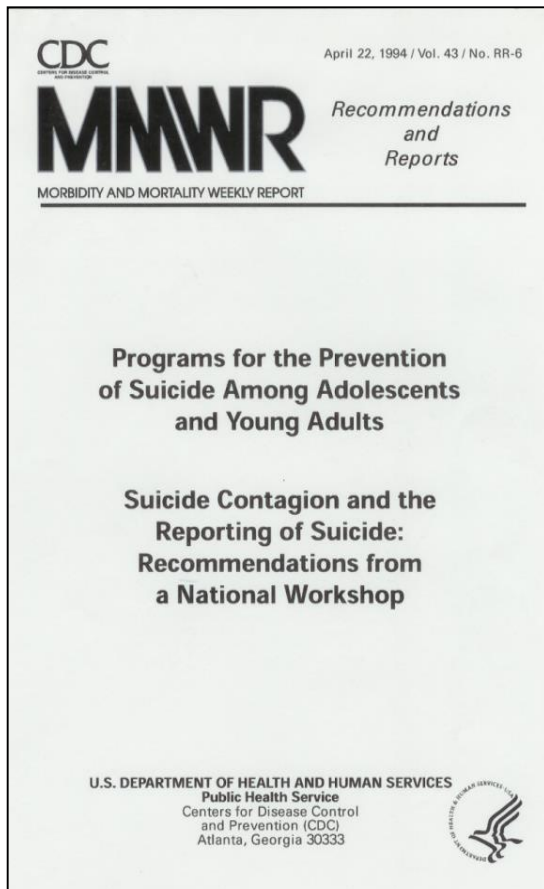
- Include local government agencies, schools, universities, law enforcement and fire and emergency medical services, mental health and public health agencies, businesses, workplaces, faith communities and religious institutions, funeral professionals, social media and online communities, loss and attempt survivors, researchers.

Facilitate the public's access to community officials, e.g., town hall meetings

Implement programs, such as Sources of Strength, designed to enhance connectedness in schools

# SUICIDE POSTVENTION

## II. Promoting media and public relations best practices: Adhering to media guidelines in the wake of a suicide



The infographic is titled "RECOMMENDATIONS FOR REPORTING ON SUICIDE". It lists several important points for covering suicide, such as "More than 50 research studies worldwide have found that certain types of news coverage can increase the likelihood of suicide in vulnerable individuals." It also provides a comparison of "INSTEAD OF THIS" (with a red X) and "DO THIS" (with a green checkmark). The "INSTEAD OF THIS" section includes examples like "Big or sensationalistic headlines, or prominent placement (e.g., 'Kurt Cobain Used Shotgun to Commit Suicide')." The "DO THIS" section includes "Inform the audience without sensationalizing the suicide and minimize prominence (e.g., 'Kurt Cobain Dead at 27')." A list of references and additional information is provided at the bottom.

### RECOMMENDATIONS FOR REPORTING ON SUICIDE

Developed in collaboration with American Association of Suicidology, American Foundation for Suicide Prevention, American Public Policy Center, Connecticut Suicide Project, University of Oregon, Ohio State University, Columbia University Department of Psychiatry, Connecticut College, Emotion Technology International Association for Suicide Prevention, Task Force on Media and Suicide, Medical University of Vienna, National Alliance on Mental Illness, National Institute of Mental Health, New York State Psychiatric Institute, Substance Abuse and Mental Health Services Administration, Suicide Awareness Voices of Education, Suicide Prevention Resource Center, The Centers for Disease Control and Prevention (CDC) and UCLA School of Public Health, Community Health Sciences.

#### IMPORTANT POINTS FOR COVERING SUICIDE

- More than 50 research studies worldwide have found that certain types of news coverage can increase the likelihood of suicide in vulnerable individuals. The magnitude of the increase is related to the amount, duration and prominence of coverage.
- Risk of additional suicides increases when the story explicitly describes the suicide method, uses dramatic/graphic headlines or images, and repeated/extensive coverage sensationalizes or glamorizes a death.
- Covering suicide carefully, even briefly, can change public misperceptions and correct myths, which can encourage those who are vulnerable or at risk to seek help.

Suicide is a public health issue. Media and online coverage of suicide should be informed by using best practices. Some suicide deaths may be newsworthy. However, the way media cover suicide can influence behavior negatively by contributing to contagion or positively by encouraging help-seeking.

Suicide contagion or "copycat suicide" occurs when one or more suicides are reported in a way that contributes to another suicide.

References and additional information can be found at: [www.ReportingOnSuicide.org](http://www.ReportingOnSuicide.org).

#### INSTEAD OF THIS: ❌

- Big or sensationalistic headlines, or prominent placement (e.g., "Kurt Cobain Used Shotgun to Commit Suicide").
- Including photos/videos of the location or method of death, grieving family, friends, memorials or funerals.
- Describing recent suicides as an "epidemic," "skyrocketing," or other strong terms.
- Describing a suicide as inexplicable or "without warning."
- "John Doe left a suicide note saying..."
- Investigating and reporting on suicide similar to reporting on crimes.
- Quoting/interviewing police or first responders about the causes of suicide.
- Referring to suicide as "successful," "unsuccessful" or a "failed attempt."

#### DO THIS: ✅

- Inform the audience without sensationalizing the suicide and minimize prominence (e.g., "Kurt Cobain Dead at 27").
- Use school/work or family photo; include hotline logo or local crisis phone numbers.
- Carefully investigate the most recent CDC data and use non-sensational words like "rise" or "higher."
- Most, but not all, people who die by suicide exhibit warning signs. Include the "Warning Signs" and "What to Do" sidebar (from p. 2) in your article if possible.
- "A note from the deceased was found and is being reviewed by the medical examiner."
- Report on suicide as a public health issue.
- Seek advice from suicide prevention experts.
- Describe as "died by suicide" or "completed" or "killed him/herself."



# PREVENTING SUICIDE

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A resource for filmmakers  
and others working on  
stage and screen



World Health  
Organization

# SAFE MESSAGING

## Recommendations

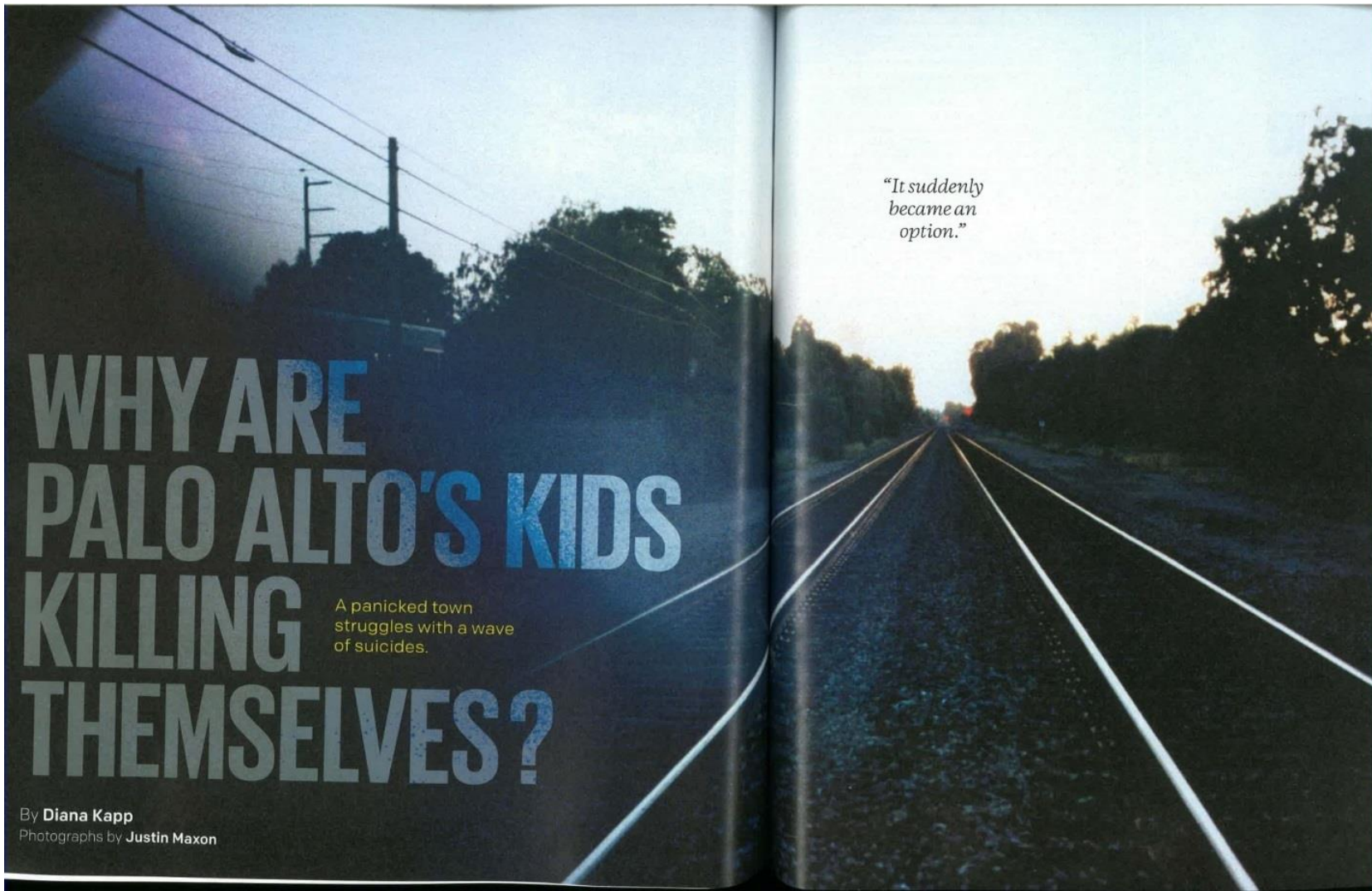
Tip the balance of the media effect in favor of “Papageno effect” rather than “Werther effect.”

Shape content:

- ↓ front page story placement,
- ↓ size of headlines,
- ↓ headlines containing the word suicide....etc.

Include resources in any report, for example in the U.S. National Suicide Prevention Lifeline, Crisis Text Line





# WHY ARE PALO ALTO'S KIDS KILLING THEMSELVES?

A panicked town  
struggles with a wave  
of suicides.

*"It suddenly  
became an  
option."*

By **Diana Kapp**  
Photographs by **Justin Maxon**

SF  
Magazine  
June 2015

COUCH

## No Longer Wanting to Die

By WILL LIPPINCOTT MAY 16, 2015 2:30 PM 394 Comments



“...depression is treatable, and suicide is preventable. Don't lose hope. You're not alone. I, too, once firmly believed that I was broken beyond repair – but I was wrong.”

# SUICIDE PREVENTION

## II. Promoting media and public relations best practices: Working with the media – changing narratives

- ✓ Build long-term relationships with reporters, editorial boards

- ✓ Teachable moments – e.g., send out press releases on local prevention efforts

- ✓ Pitch story angles that change the focus/narrative

- ✓ Identify local experts who can provide information and who they can quote (and who can guide the narrative you want to achieve)

# SUICIDE POSTVENTION

## III. Initiating/promoting telephone and online crisis interventions, and other technologies (e.g., Apps)

- Promote crisis hotline numbers (e.g., in the U.S., 1-800-273 TALK- soon to be “988”)
- Responsible postvention initiatives should utilize social networking sites to 1) distribute relevant information and resources, and 2) monitor comments from individuals connected to the bereaved.

### Reference

# SUICIDE POSTVENTION

## III. Initiating/promoting telephone and online crisis interventions, and other technologies (e.g., Apps): Social Media Resources



A screenshot of the Facebook Help Center page for Suicide Prevention. The page has a blue header with the Facebook logo and "Help Center" text, and a search bar. The main content area is white with a blue title "Suicide Prevention". Below the title is a paragraph: "If you've encountered a direct threat of suicide on Facebook, please contact law enforcement or a suicide hotline immediately." There are five expandable sections with blue text and downward arrows: "I'm having thoughts about suicide or self-injury.", "I need to find a suicide helpline for myself or a friend.", "What should I do if someone posts something about suicide or self-injury on Facebook?", "How do I help a member of the US military community (example: active soldier, veteran or family member) who has posted suicidal content?", and "How do I help an LGBT person who has posted suicidal content on Facebook?". A final section reads "How do I help a law enforcement officer who has posted suicidal content?". At the bottom, it says "Visit our Family Safety Center for more safety information, tools, and resources."

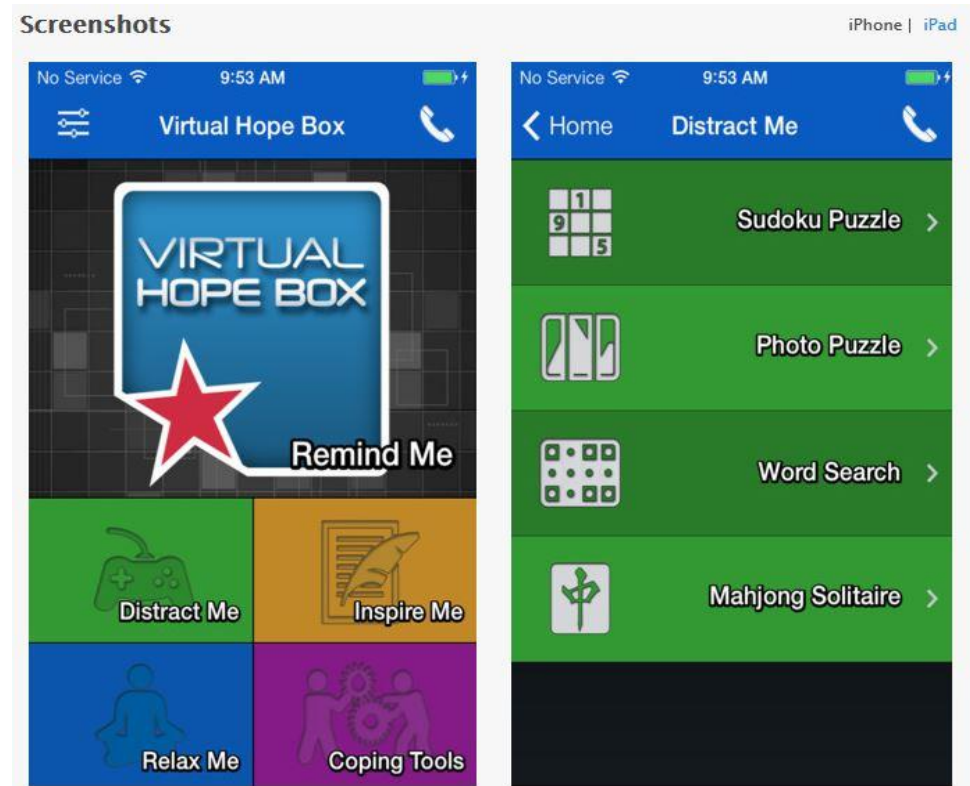
The infographic is titled "HELP A FRIEND IN NEED" in large yellow letters on a blue background. To the left is a photo of a woman smiling and hugging a man. Below the title, it says: "Facebook is proud to work with The Jed Foundation and The Clinton Foundation, non-profits that work to promote emotional wellbeing, to share potential warning signs that a friend might be in emotional distress and need your help." Below this is a yellow box with a warning sign icon and the text: "POSSIBLE WARNING SIGNS OF EMOTIONAL DISTRESS". Inside this box, it says: "If you see someone posting distressing messages or content on Facebook or behaving dramatically differently than usual, it may signal that this person needs help. If you have a gut feeling that something is not right, you should act on it." Below the yellow box, there are two columns of text: "Be aware of statuses/posts, messages, photos or videos that include the following themes:" and "especially increase in substance use or taking other risks". To the right of the infographic is a blue box with a white icon of a person with a keyhole for a head and the text "TRUST YOUR INSTINCTS".

# SUICIDE PREVENTION

## III. Initiating/promoting telephone and online crisis interventions, and other technologies (e.g., Apps): App Tools

### Virtual Hope Box

by National Center for Telehealth  
& Technology  
(*Apple App Store or Google Play*)

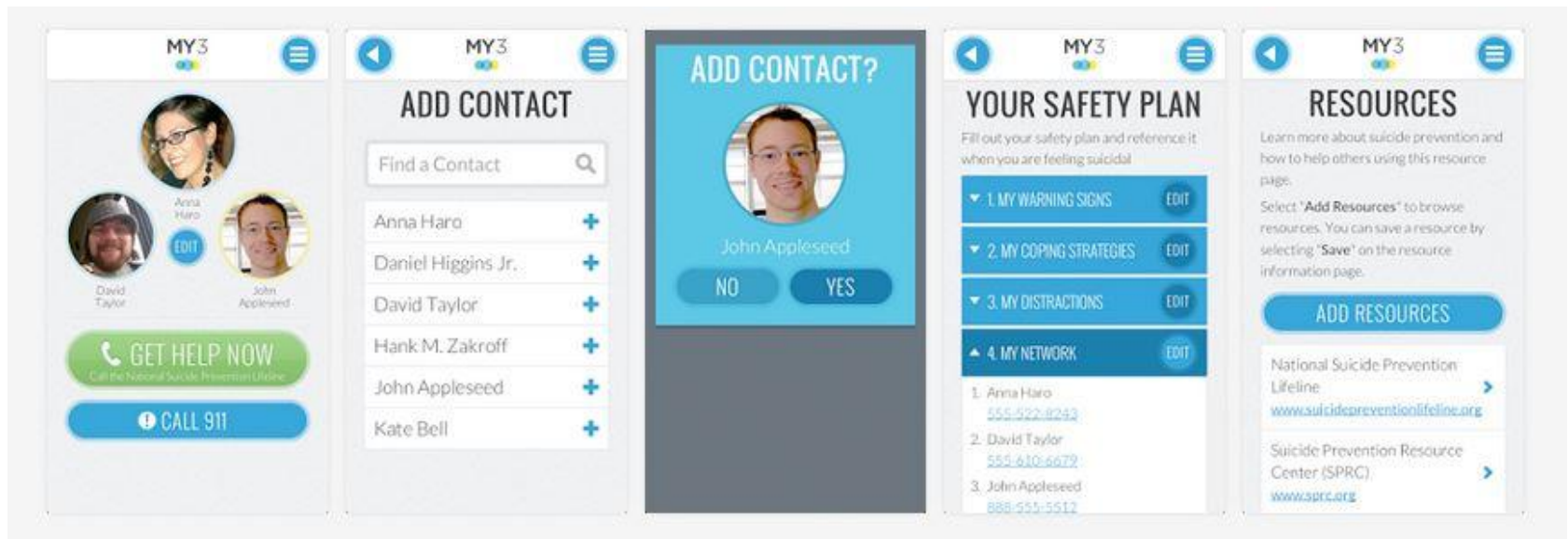


# SUICIDE POSTVENTION

## III. Initiating/promoting telephone and online crisis interventions, and other technologies (e.g., Apps): App Tools

### MY3 Suicide Prevention App

(download at [suicidepreventionlifeline.org](http://suicidepreventionlifeline.org) or Apple App Store or Google Play)



# SUICIDE POSTVENTION

## III. Initiating/promoting telephone and online crisis interventions, and other technologies (e.g., Apps): App Tools

### The Safety Plan App

The Safety Plan app was developed with permission from Stanley & Brown (2012). Developers: Barbara Stanley, Gregory K. Brown, and Padraic Doyle. New York State Office of Mental Health.

**Safety Plan** [View More by This Developer](#)  
By **Two Penguins Studios LLC**  
Open iTunes to buy and download apps.

**Description**  
WHAT IS A SAFETY PLAN?  
A safety plan is a list of coping strategies and social supports that people can use when they are in a suicidal crisis or very distressed. It helps them not act on their suicidal feelings. The plan is brief, is in the individuals' own words.  
[Safety Plan Support](#) ...More

**What's New in Version 1.1**  
Universal version, Facebook login, and UI updates

[View in iTunes](#)

This app is designed for both iPhone and iPad

**Free**  
Category: Medical  
Updated: Jan 17, 2014  
Version: 1.1  
Size: 6.7 MB  
Language: English  
Seller: Two Penguins Studios LLC  
© 2013 Two Penguins Studios LLC  
Rated 4+

**Compatibility:** Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

**Customer Ratings**  
We have not received enough ratings to display an average for the current version of this application.  
All Versions:  
★★★★ 5 Ratings

**More by Two Penguins Studios LLC**

[Safety Plan](#) [Emergency](#) [Contacts](#) [Overview](#)

**Screenshots** iPhone | iPad

**Planning Guide**  
Step 1: Warning Signs  
Step 2: Internal Coping Strategies  
Step 3: Social Supports and Social Settings  
Step 4: Family and Friends for Crisis Help  
Step 5: Professionals and Agencies

**All Contacts**  
Below are all the contacts you entered in your safety plan.  
Social Contacts  
Kate  
Family and Friends  
David  
Professional and Agencies  
National Suicide Prevention Lifeline (Spanish)  
SAMHSA Treatment Locator  
National Suicide Prevention Lifeline  
911



# SUICIDE POSTVENTION

## IV. Shape community's and students' desire to "do something"

Need to balance needs of mourners, while minimizing likelihood of contagion:

- Encourage stories of resilience and help seeking for media outlets, including school papers
- Encourage volunteering at nearest crisis center (rather than starting a new crisis line)
- Encourage participating in suicide prevention activities (e.g., in U.S. - AFSP's "Out of Darkness" walks)

# SUICIDE POSTVENTION

## Conclusion


- Develop the postvention plan before a suicide occurs

- No need to reinvent the wheel – resources exist

# SUICIDE POSTVENTION Resources

## AFTER A SUICIDE RESOURCE DIRECTORY

Coping with grief, trauma, and distress



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[Home](#)

24/7 Peer Support

GRIEF IN GENERAL

SUICIDE GRIEF PRIMER

SUICIDE GRIEF WEBSITES

SUICIDE GRIEF MATERIALS

ONLINE ASSISTANCE

SUPPORT GROUPS

SPECIAL POPULATIONS

BEREAVED CHILDREN

MILITARY/VETS/FAMILIES

SCHOOLS / WORKPLACES

COMMUNITIES

HELPING OTHERS

CHILDREN'S CAREGIVERS

FIRST RESPONDERS

BOOKSTORE

DETAILED LISTINGS

National Guidelines:  
Responding After a Suicide

### Home


"After a Suicide" is a portal linking people who are grieving after a death by suicide to an online directory of resources and information to help them cope with their loss. The directory also lists items for people who want to offer support and assistance to the suicide bereaved. The site's Bitlink\* is [bit.ly/afterasuicide](http://bit.ly/afterasuicide). *This site is not for crisis outreach: For immediate assistance, call 1-800-273-TALK (8255).*

- [Grief in General](#) -- Introductory material on bereavement
- [Suicide Grief Primer](#) -- An overview of grief after suicide

### CATEGORIES

- [Suicide Grief Websites](#) -- Comprehensive sites focused on suicide bereavement
- [Suicide Grief Materials](#) -- Booklets, handouts ... about grief after suicide
- [Online Assistance](#) -- Interactive help available online
- [Support Groups](#) -- Information about group support for people bereaved by suicide
- [Special Populations](#) -- For bereaved parents, people of color, peer helpers, clinicians ...
- [Bereaved Children](#) -- Items for suicide bereaved children, plus children's grief in general
- [Military/Vets/Families](#) -- Resources for bereaved military, veterans, and their families
- [Schools/Workplaces](#) -- Best practices for community, work, school responses to suicide
- [Communities](#) -- Postvention training and principles for communities
- [Helping Others](#) -- Principles, theories, guidance on assisting the suicide bereaved
- [Children's Caregivers](#) -- Guidance on helping children bereaved by suicide
- [First Responders](#) -- Guidance for law enforcement, LOSS Teams ...

\*Bitlinks ([bit.ly/sitename](http://bit.ly/sitename)) are used the same way as a site's original Internet address.



[RECOMMENDED BOOKS](#)   [ABOUT](#)   [CONTACT](#)

[NATIONAL GUIDELINES: RESPONDING AFTER A SUICIDE](#)

# SUICIDE POSTVENTION

## Resources (cont'd)

### General Resources

American Foundation for Suicide Prevention (AFSP):  
<https://www.afsp.org/coping-with-suicide-loss/resources>.

Suicide Prevention Resource Center (SPRC):  
<http://www.sprc.org/programmatic-issues/prevention-strategies/postvention-and-crisis-response>

Action Alliance Postvention Toolkit:  
<http://actionallianceforsuicideprevention.org/sites/actionallianceforsuicideprevention.org/files/Managers-Guidebook-To-Suicide-Postvention-Web.pdf>

# SUICIDE POSTVENTION

## Resources (cont'd)

**Youth, adolescents, and school-based postvention resources**

