

Improving Access to Care **Southcentral Foundation's** **Approaches and Lessons Learned**

Alaska Area Summit for Suicide Prevention
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Presentation Objectives

- Share an overview of SCF and why Suicide Prevention is a corporate initiative
- Share an overview of SCF's Behavioral Urgent Response Team (BURT) approach for intervention
- Share overview of SCF's Dena'a Yeets' (Our Breath of Life) program and activities
- Share examples of the SAMHSA and MSPI Grants activities
- Share lessons learned in connecting to the hearts of our customer-owners

Southcentral Foundation



Katherine Gottlieb, MBA
President and CEO

Mission:

Working together with the Native Community to achieve wellness through health and related services.

Vision:

A Native Community that enjoys physical, mental, emotional and spiritual wellness.

Why Suicide Prevention is Important?

- One of SCF's Corporate Initiatives:
Reduce the incidence of Suicide.
- Suicide is a major, preventable public health problem. According to the Centers for Disease Control and Prevention, in 2007, it was the tenth leading cause of death in the U.S.
- Alaska's 2009 age-adjusted overall rate is approximately 2 times the U.S. age-adjusted rate.

Suicide Rate per 100,000: Alaska Statewide vs. U.S. National

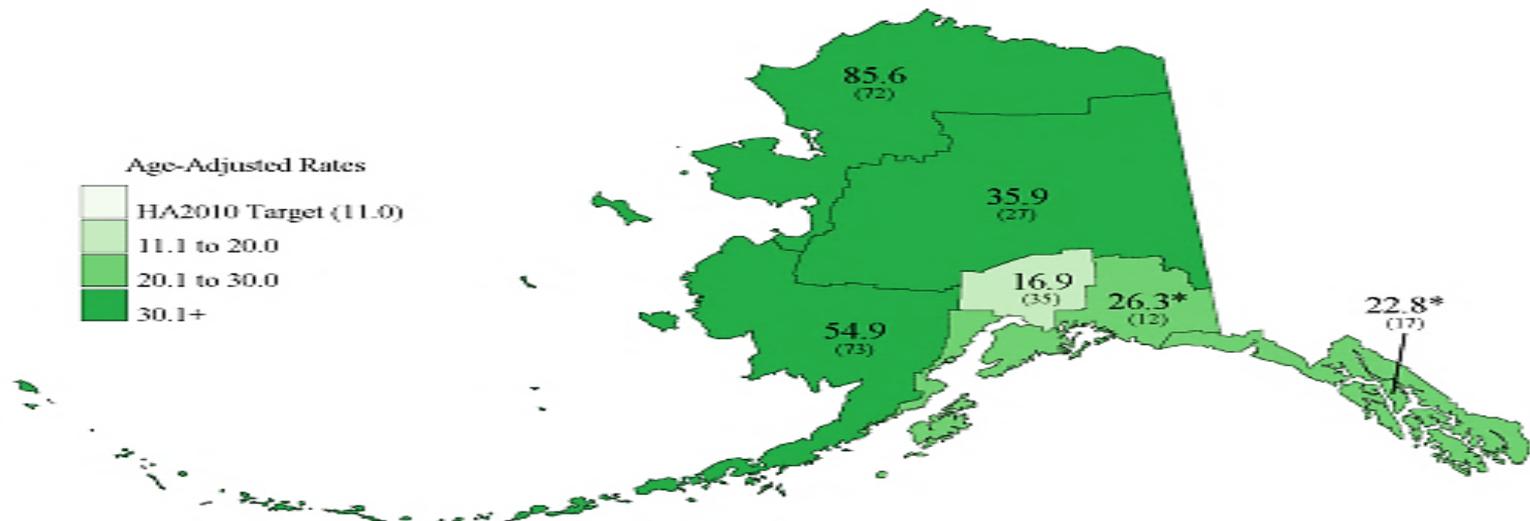
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Alaska Overall										
Number	135	103	131	123	154	127	132	149	167	140
Crude Rate	21.5	16.3	20.4	19.0	23.4	19.1	19.7	22.0	24.5	20.2
Age-Adjusted Rate	21.1	16.5	20.9	20.5	23.3	19.5	20.0	23.1	24.7	20.2
U.S. Overall Age-Adjusted Rate	10.4	10.7	10.9	10.8	10.9	10.9	10.9	11.3	11.6	11.7

- **Number of suicides:** actual of number of confirmed suicides.
- **Crude rate:** actual number of suicides per 100,000 population.
- **Age-adjusted rate:** The age-adjusted rate is a weighted average, not a real number; it is only used only for comparison purposes and should never be used alone without another age-adjusted comparison rate. The adjustment makes both rates comparable. It accounts for the distribution of people of different ages (some communities are “younger” or “older” than others). It reflects the rate that would occur if every region had the same age mix of people. It should never be confused with crude rate which reflects the actual suicide rate for that region.

Suicide Data

Source: Alaska Bureau of Vital Statistics (updated 08/23/2010)

Suicide Deaths of Alaska Natives Rates and Numbers by Region of Residence, 2005 - 2009



*Rates based on fewer than 20 occurrences are statistically unreliable and should be used with caution.

Source: Alaska Bureau of Vital Statistics. Last updated on 08/23/2010.

SCF's Multi-dimensional Population Health Approach

Risk Factors

Risk factors for suicide are complex and can include mental illness, substance abuse, economic stressors, family violence, ready access to weapons and historical trauma, including adverse early childhood experiences.

Interventions

To address these risk factors and others, SCF has engaged a multi-dimensional population health approach to suicide prevention. This approach includes:

- primary prevention (relationship building and education)
- secondary prevention (screenings)
- tertiary prevention (treatment and care) strategies.

Prevention strategies focusing on adolescent high risk populations are being advanced. All SCF departments and areas support suicide prevention either directly or indirectly.

Behavioral Urgent Response Team (BURT)

BURT Overview

- Created to help providers and clinicians address psychiatric emergencies in the hospital, in the ER, and in the clinics
- Allows a seamless transition of the client from the office to the emergency room
- Maintains safety of the client and the staff
- Allows BURT, providers and clinicians to work together on management of client's crisis

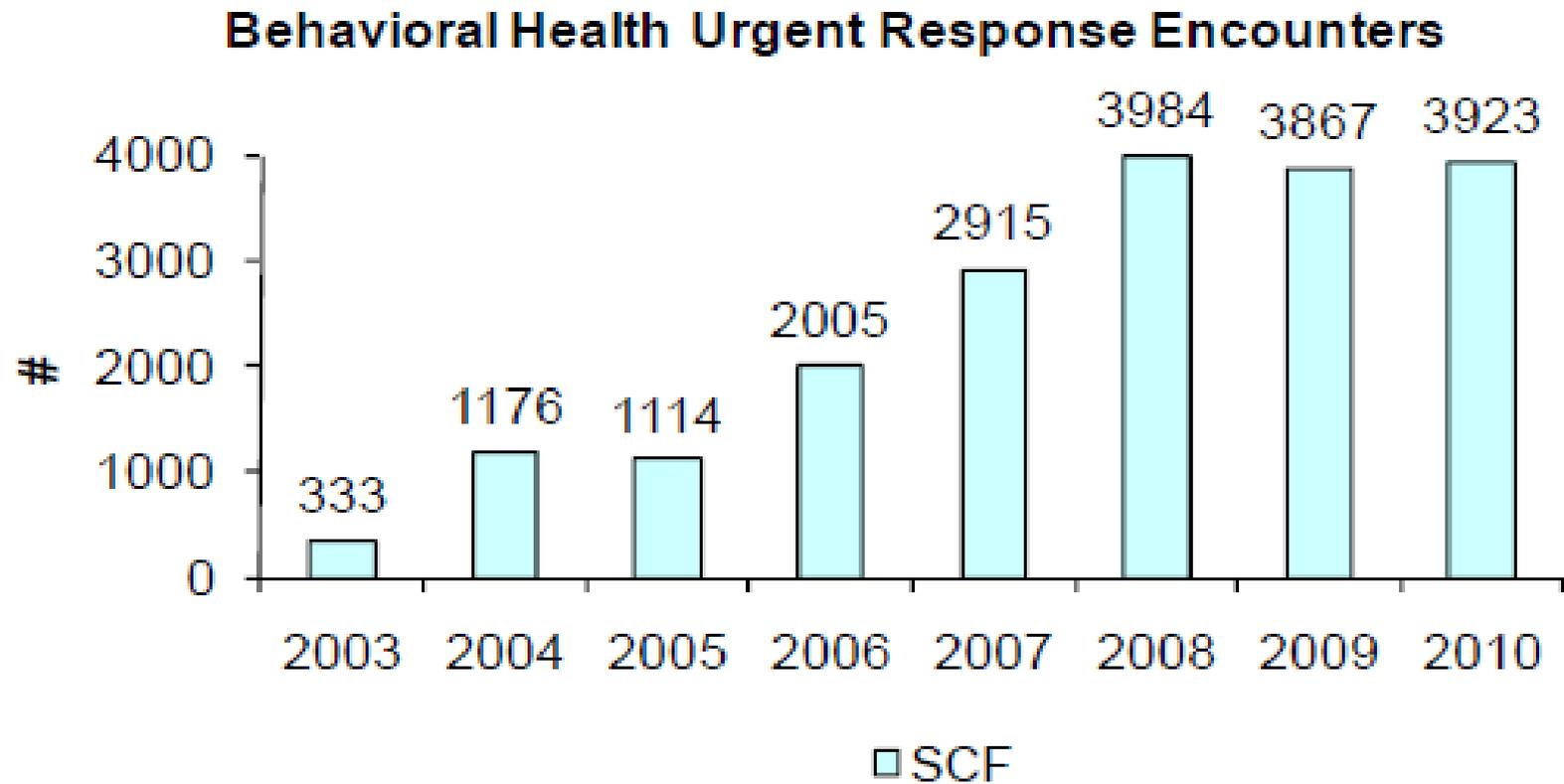
Scope of Services

- Address psychiatric emergencies and crises
- Provide mental health (including substance abuse) consultation and liaison services anywhere on the ANMC campus

Vision

A cohesive, organized response to demands for rapid triage, assessment, and disposition for patients who are suicidal, homicidal or psychotic on the ANMC campus.

BURT Encounters Data



Staffing

- Bachelor's level case managers
- Master's level therapists
- Advanced Nurse Practitioner

Service Areas

- The Emergency Department (ER & Fast Track)
- Hospital wards
- Outpatient clinics that do not have a Behavioral Health Consultant (BHC).

Roles and Responsibilities (Outpatient, ED/Fast Track & Hospital Wards)

- Assessing:
 - Risk of suicide or homicide
 - Decisional capacity for medical decisions
 - “Readiness to Change”
 - Motivational interviewing as a brief intervention for patients whose medical or social problems are thought to be alcohol and drug related.

Roles and Responsibilities (Outpatient, ED/Fast Track & Hospital Wards)

- Evaluating and recommending treatment for:
 - Psychiatric conditions such as depression, psychosis, substance abuse, etc.
 - Behavioral problems

Roles and Responsibilities (Outpatient, ED/Fast Track Only)

- Responding to domestic and family violence, homelessness or other housing issues even if independent of psychiatric or substance abuse problems.
- Assistance with referrals to behavioral health and social service resources (e.g. substance abuse treatment, food banks, etc.)

Roles and Responsibilities (Outpatient Clinics with BHCs)

- BURT will provide back-up consultation and urgent response to BHC's in the following locations:
 - Primary Care Clinics
 - Pediatrics
 - Obstetrics and Gynecology (OB-GYN)
- BURT will accept referrals for cases that:
 - Are more acute or complex than can be appropriately managed in a primary care setting, and that
 - Require care more urgently than can be provided through routine referral to the Behavioral Health Clinic

Social Services

- BURT is the contact for social services in the Emergency Department, and after hours for the hospital
- BURT responds to social service needs on client's that are within the Anchorage Service Unit without a designated Primary Care Provider (PCP).
- Those with a PCP are referred to their PCP for assistance.
- BURT also works with individuals who are in Anchorage temporarily and are working with outpatient clinics (e.g. Internal Medicine, Oncology, etc...)

SCF Suicide Prevention Grant Projects

SAMHSA
MSPI

Substance Abuse & Mental Health Service Administration (SAMHSA)

- SAMHSA funded grant target is Alaska Native youth (ages 10-24) – that they are supported, connected, engaged and have the necessary life skills and social competence to protect against suicide.
- Overall theme for the SAMHSA funded grant is “Lead the Change”. Annual Themes for the 3 year grant are.....
 - **Speak**
 - **Connect**
 - **Act**

Lead the Change Speak Connect Act

Focuses on 4 main areas

- Public Awareness Campaign
- Networking and Outreach
- Training
- Promoting the Denaa Yeets' Program



Lead the Change Speak Connect Act

PUBLIC AWARENESS CAMPAIGN

- Public Service Announcements
- Advertisements
- Youth Advisory Committee
- Community Events



Public Service Announcement (PSA)

- Annually we host a PSA Contest during the school year. We recruit youth within the Anchorage School District and from other youth serving organizations.
- We recruit Media Mentors (over the age of 21) who go through an intense background check as if they were being hired by Southcentral Foundation.
- Dena Yeets' employees pair up youth groups with Media Mentors and facilitate a Kick Off event on the SCF campus.



PSA Grand Finale



Advertisement

We partnered with the Municipal of Anchorage to emphasize how important suicide prevention is. This collaboration resulted in a promotional campaign that included 1 bus wrapped in our logo for a year, 2 smaller signs overhead inside the buses, and multiple curb signs.

Additionally, we also decided to continue these advertisement messages in advertise in the Anchorage airport terminal and baggage claim area as well as in the movie theatres.



Advertisement



Southcentral
Foundation

LEAD THE CHANGE
SPEAK. CONNECT. ACT.

70 percent of people who commit suicide tell someone or give warning signs before they act. If you have an open ear, chances are you will be someone who can step in and bring hope to a friend or family member who is thinking about suicide. Three simple steps can save a life: Speak, Connect, Act. Call the number below if you need help.

CALL 800 888 5432

Youth Advisory Committee

Design Elements

- Hold committee meetings only when needed.
- Provide incentives to engage and encourage participation of youth.
- Ask open ended questions to get their input.
- Provide questionnaires that do not require personal information.
- Present the advisory committee with future ideas and concepts for advertisements – so we make decisions based on youth input and preferences.

Community Events



Wax Box Arts Collective presents

The Winter Bear

Inspired by the life of Kuyukon Athabascan elder Sidney Huntington
A play by Anne Hanley • Directed by Jayne Wenger

Southcentral Foundation performances:
Elders and Youth: Oct. 17 at 8 p.m.
Danaa Yaats' youth: Oct. 19 at 11 a.m.
AFN special performance: Oct. 21 at 8 p.m.

Public performances:
Oct. 20 at 8 p.m.
Oct. 22 at 2 p.m.
Alaska Wild Berry Theater
5225 Juneau Street
Anchorage, Alaska

Recommended for ages 12 and up
For tickets go to CenterBox at www.alaskaqueercenterbox.net
For Southcentral Foundation shows, please contact
Aunama Mardock at (907) 729-4923

The Winter Bear is made possible by support from Southcentral Foundation (SCF) and The Alaska Mental Health Trust Authority.



Lead the Change Speak Connect Act



NETWORKING

Amanda, Amber and I believe networking is more than just making phone calls to youth serving organizations and collaboration activities. We go into the community and put a face and name to our program. We provide resources, fliers, and educate organizations about our referral process, programs and services.

OUTREACH

Speaking Tours

- Warning Signs
- How to Help
- Spotlight Presentations
- School Classrooms



Lead the Change

Speak Connect Act

TRAINING: Applied Suicide Intervention Skills Training is scheduled quarterly. We have trained 177 at the end of the 2nd Grant year – our goal is to train 250 by the end of year 3.

- ASIST
 - A 2 day workshop to teach suicide 1st Aid.
 - For more information please visit www.livingworks.net

Promoting the Denaa Yeets Program

- In everything we do for this grant we are constantly promoting the Denaa Yeets' Program.
- Denaa Yeets' is located with in the Behavioral Health Clinic and serves Alaskan Natives ages 18 and over. The services provided to the customer-owner is unique and based upon their individual needs.
- When we go into the community we always provide the Denaa Yeets' fliers.

Indian Health Service Methamphetamine & Suicide Prevention Initiative (MSPI)

- I.H.S. funded grant project serving Alaska Native and American Indian people in Anchorage and the Mat-Su Valley – focusing on prevention activities as well as intervention with customers showing signs and symptoms, thereby reducing the incidence of suicide ideation and attempts.
- Includes a community-based participatory research project to identify service gaps and develop culturally relevant programming.

Indian Health Service Methamphetamine & Suicide Prevention Initiative (MSPI)

- Collaboration with State of Alaska, Alaska Native Epidemiology Center, and the Chickaloon Village Traditional Council, Knik Tribal Council, Native Village of Tyonek and other community stakeholders in the Anchorage Service Unit to enhance community access to suicide prevention services

Examples of MSPI Grant Activities

- Critical Incident Stress Management (CISM) training provided to 22 individuals to prepare 7 suicide crisis response teams in the MSPI defined service area
- Next CISM training scheduled for Dec 2011 – contact Bob Chaney at bchaney@scf.cc or (907) 729-8593 if you would like to attend.

Examples of MSPI Grant Activities

- Increase Dena'a Yeets' caseload of unduplicated customers ages 18 through 24 – increased growth is 12 fold growth (1200%)
- Increase BURT response rate to at least 98%. SCF is providing a 100% response rate – served 184 customer-owners in last grant reporting period (Sep 2010-Feb 2011).

Examples of MSPI Grant Activities

- Implemented new screening protocols to advance early identification and intervention – **13,458 screenings** during last reporting period (Sep 2010 – Feb 2011).

Screening Tools

- SBIRT (adult substance abuse) = 6231
- Prime MD (adult depression) = 5768
- SDQ Parent (adult strengths/difficulties) = 595
- SDQ Child (child strengths/difficulties) = 465
- CRAFFT (child/youth substance abuse) = 399

Examples of MSPI Grant Activities

- The SCF Suicide Protective Factors Study Team developed a focus group strategy and received IRB approval to conduct a community-based participatory research project to identify service gaps and develop culturally relevant programming

Current Status

- Focus groups have been conducted to gather feedback.
- The Study Team is currently reviewing the information to determine needs and opportunities for improvement.

Lessons Learned

Lessons Learned --> link

- Connect to the Heart – meet people where they are – to what matters most to them – honor their need and who they are – **listen**
- Voice of the Customer – Let their needs drive choices and approaches – **inquire**
Surveys Focus groups Advisory Groups One-on-one
- Collaborate with others – **network**
- Ongoing assessment of approaches – use data to drive decisions and continuously improve – **know**

Questions – Contact Info

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