Presented By:
Guam Behavioral Health and Wellness Center, Prevention and Training Branch
Where America's Day Begins
Keep your campaign data-driven, to make sure that the PSA message is appropriate, timely and culturally relevant.
A Profile of Suicide on Guam

Suicide Mortality

Crude suicide death rate, 2000-2012

<table>
<thead>
<tr>
<th>Year</th>
<th>Crude suicide death rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>18.7</td>
</tr>
<tr>
<td>2001</td>
<td>14.2</td>
</tr>
<tr>
<td>2002</td>
<td>14.1</td>
</tr>
<tr>
<td>2003</td>
<td>12.8</td>
</tr>
<tr>
<td>2004</td>
<td>10.2</td>
</tr>
<tr>
<td>2005</td>
<td>17.8</td>
</tr>
<tr>
<td>2006</td>
<td>11.4</td>
</tr>
<tr>
<td>2007</td>
<td>16.5</td>
</tr>
<tr>
<td>2008</td>
<td>18.9</td>
</tr>
<tr>
<td>2009</td>
<td>18.9</td>
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<tr>
<td>2010</td>
<td>19.5</td>
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<tr>
<td>2011</td>
<td>18.8</td>
</tr>
<tr>
<td>2012</td>
<td>15.6</td>
</tr>
</tbody>
</table>
A Profile of Suicide on Guam

Suicide Mortality

Figure 117. Comparison of Guam crude suicide death rate with other Asia-Pacific countries
A Profile of Suicide on Guam

Suicide Mortality

Cumulative suicide deaths by age, Guam 2000-2012

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Suicide Deaths</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-19</td>
<td>66</td>
</tr>
<tr>
<td>20-29</td>
<td>118</td>
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<tr>
<td>30-39</td>
<td>64</td>
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<td>40-49</td>
<td>43</td>
</tr>
<tr>
<td>50-59</td>
<td>21</td>
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<tr>
<td>60+</td>
<td>8</td>
</tr>
</tbody>
</table>
A Profile of Suicide on Guam

Suicide Mortality

Cumulative suicide deaths by ethnicity, Guam 2000 - 2012

- Chamorro: 37%
- Filipino: 7%
- Chuukese: 7%
- Other: 10%
- Caucasian: 5%
- Other Asian: 3%
- Japanese: 2%
- White: 2%
- Other FSM: 2%
- Pohnpeian: 0%
- Native American: 0%
- African American: 0%
- Native American: 0%
- Caucasian: 0%
- Other: 0%

Other Asian: 3%
Japanese: 2%
White: 2%
Other FSM: 2%
Pohnpeian: 0%
Native American: 0%
African American: 0%
Caucasian: 0%
Other: 0%
A Profile of Suicide on Guam

Higher rate for attempts – Females
Higher rate for completion – Males
A Profile of Suicide on Guam

Site of Suicide, Guam 2008 - 2012

- Home: 78%
- Jungle/Boonies: 17%
- Other: 5%
Who are involved?
Mobilizing community stakeholders
Garrett Lee Smith Memorial Act Grant: FY 2008 - 2011

Strengthen data collection, analysis and reporting;
Build workforce capacity;

Build community awareness;
Implement prevention programs that work.
Garrett Lee Smith Memorial Act Grant: 2013 - 2015

Additional Goals:

- Strengthen local pool of community gatekeepers
- Promote knowledge and access to local Crisis Hotline and National Suicide Prevention Lifeline
- Increase access to local GBHWC services by those at risk
Stop Suicide on Guam!

Call the 24 hr. Crisis Hotline
647-8833

National Suicide Prevention Lifeline:
1-800-273-8255 (TOLL FREE)

Focus on Life
www.peaceguam.org

Funded by the Department of Mental Health and Substance Abuse. Garrett Lee Smith Memorial Act. SAMHSA Grant #1u79m058391-01

Life is full of unexpected suffering. Muster all your strength and courage with perseverance and hope to get through this difficulty; allow others to help.

Speaker Judith T. Won Pat, Ed. D.
Mom, Educator, Legislator; Husband died by suicide

Use your voice; tell your story. Choose to succeed in life and overcome controversy and doubt.

Rico L. Sablan
Cultural Dancer: Pala Taitbo Tano, Father died by suicide
"I lost my dad at a young age, but did not find out until I was 22. I was unable to picture him from other people who told me the kind of man he was. I don’t resent him for the lost opportunity to create a special bond with him, but I know he must have felt like no one was there for him."

"Life is worth living. We can help each other; we can help ourselves."

"There is hope that suicide can be prevented. Imagine if every single person chooses to live – in spite of the circumstances in their life, their struggles, their pain, their feeling of loneliness – there won’t be any more suicides or attempts, because of that commitment to self."

"During my ASIST training, I’ve learned that it can be a relief to know that you’re thinking about completing suicide? As a trained ASIST provider, I now feel equipped to bring them to safety."
Production of Culturally Relevant Materials in English, Chamorro, and Chuukese.

**Facts for Youth**

**Fakto para i Manholl**

**Auror Ngeni Youth Ika Anuon Me Fopwun**

**MEI WOR ANEN ANINIS - APOROUSA NGENIEN**

**Suicide on Guam**: Suicide ideation and attempts among high school youth are influenced by the following common factors:

**COMMON FACTORS:**

- Sadness: Feeling alone and depressed
- Behavior: Change in daily routine schedules
- Relationship: Physical, emotional, or sexual abuse
- Social isolation: Lesbian, Gay, Bisexual, and transgender
- Peer Pressure: Consistently being picked on or forced to do things they do not want to do
- Alcohol or Other Drugs: Using and abusing
- Health: Mental illnesses such as depression or bipolar disorders

**Finatai** Pinino' Maisa Giya Guá: Isan Guáha, yan I más ancho

**Parake Tāya bali:** I don’t think I’m worth living for.

**Ni-Manau Won ei fon Guá**: Non non animuwenin manaw, manaw won ei fon Guá.

**Ekekimen Mochenin**

**Ni-Manau Ren Choon Sukun a Feito Seni**

**Netipengew**: Ewe eis echewen won ar akpepwo ika netipew. Siwini noni nakimikid: Akonon nakimikid msi sori e echewen noni agani ekeni esti ika anekkoum.

**Met ei upwen fori?**

**Koppe Pwam fori**

- Oupw epe ekkii aramana re can anekkoum panaw.
- Nirena epe ekeni anekkoum rena ekeni mna, re choch choch mna.

**Chechemi Ereniomw Me Nonomun**

Chechemeni pwe Guá na ekeni aramana iri mpeppou epe ekkii rena eki."
Maximizing Exposure
Maximizing Exposure
Maximizing Exposure
Maximizing Exposure
Exposure beyond Media: Community Partnerships and Leveraging Funding Opportunities
Maximize your media buy, based on your target audience.
Continue to build partnerships with other community groups, agencies and even private organizations.
Be creative and consistent in using non-traditional media
What We’ve Learned

Being data- and community-driven is key.
What We’ve Learned

The campaign must have a consistent, clear and direct call to action.

STOP SUICIDE ON GUAM!

There is Hope and Help Available
Call Guam’s 24hr Crisis Hotline: 671-647-8833

National Suicide Prevention Lifeline
1-800-273-8255 (TOLL FREE)
What We’ve Learned

Hope is contagious.

Stop Suicide on Guam

Use your Voice; tell your story. Choose to succeed in life and overcome controversy and doubt.

Rico L. Sablan
Cultural Dancer Pa'a Taotao Tano, Father died by suicide

Stop Suicide on Guam!
What We’ve Learned

Maximize your exposure.
What We’ve Learned

Survivor testimonials give the campaign the greatest impact.

My children lost a father and I lost my husband and a friend to suicide.
What We’ve Learned

Always provide safe messages
Si Yu’os Ma’ase!

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