



# Pasco Aware

## Suicide Prevention Task Force Fact Sheet

<b>Abstract</b>	Pasco Aware is a collaborative effort started in 2005 to develop and implement suicide prevention initiatives and to raise the awareness of suicide in Pasco County. In the spring of 2005, the Multi-Agency Coordinating Council (MACC) formed Pasco Aware to address the issue of suicide.	
<b>Mission</b>	The mission of Pasco Aware is to provide suicide prevention and intervention throughout Pasco County schools and the community and to foster awareness of responsible media reporting on the subject of suicide.	
<b>Background</b>	Suicide continues to be a serious, pervasive, yet preventable national public health issue. In 2005, Florida ranked 3 <sup>rd</sup> highest among states for the number of suicide fatalities and had the 18th highest suicide rate <sup>[1]</sup> . Suicide was the state's 10th leading cause of death in 2006. Florida's 2006 suicide rate was nearly double the homicide rate. A state task force developed the <i>Florida Suicide Prevention Strategy 2005-2010</i> . The goal of the <i>Strategy</i> is to decrease the incidence of suicide by one third by 2010. While statewide suicide death rates decreased in 2004-2006, rates increased in Pasco County. The age-adjusted suicide death rate for Pasco County for three years from 2004 through 2006 was 17.6, 15.1 and 19.0 respectively, in comparison to state rates of 12.8, 12.2, and 12.3 <sup>[2]</sup> .	
<b>Members</b>	Bay Care Department of Juvenile Justice District School Board of Pasco County (Leadership) Eckerd Youth Alternatives Farm Workers Self-Help Florida SEDNET Louis de la Parte Florida Mental Health Institute, University of South Florida	National Alliance on Mental Health (NAMI) Pasco County Sheriff's Department Pasco Hernando Community College Saint Leo University The Beth Foundation (Funding) The Harbor, Behavioral Health Care Youth and Family Alternatives
<b>Activities</b>	<b>Completed</b>	<ol style="list-style-type: none"> <li>1. Developed and implemented gatekeeper training. Trained over 80 representatives from each of the participating agencies to become trainers in the Gatekeeper model. To date, more than 475 people in the community have received Gatekeeper training.</li> <li>2. Conducted a media campaign to raise awareness. The media campaign included billboards and Public Service Announcements through Clear Channel Communications, newspaper articles in the St. Petersburg times and the Tampa Tribune, and promotional materials including posters. Also developed a quarterly newsletter.</li> <li>3. Expanded partnerships to include a broader segment of the community.</li> <li>4. Assessed the ongoing effectiveness of Gatekeeper training. Evaluations indicated a reduction in retention and application of training material over time. Developed a newsletter to reinforce learning and encourage application of learned materials. The newsletter will be electronically mailed to training participants in the months following training.</li> </ol>
	<b>Planned</b>	<ol style="list-style-type: none"> <li>1. Continue to expand coalition partnerships.</li> <li>2. Develop a strategic plan containing actions to be implemented in the future. Scheduled a strategic planning meeting for April 1, 2008.</li> <li>3. Conduct planning with partners to identify how Pasco Aware may invigorate and expand the suicide prevention efforts in Pasco County.</li> </ol>
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<sup>[1]</sup> CDC/NCHS

<sup>[2]</sup> Florida Department of Health