

# Strategic Planning for Pasco Aware: Concept Mapping Results

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July 10, 2008

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# Strategic Planning for Pasco Aware: Concept Mapping Results

## I. Introduction

In 2007, the Florida State Legislature authorized the formation of the Florida Statewide Office of Suicide Prevention (SOSP) and the Florida Suicide Prevention Coordinating Council (SPCC) for the purpose of implementing the Florida Suicide Prevention Strategy. Subsequently, the legislature issued an allocation to the Louis de la Parte Florida Mental Health Institute (FMHI) at the University of South Florida to assist the SOSP with implementing the Strategy. FMHI then formed the Florida Suicide Prevention Implementation Project with the following mission:

*To work cooperatively with the Office of Suicide Prevention and the Suicide Prevention Coordinating Council to develop an implementation process and plan to enhance the capacity of the State and of local communities to convert the Florida Suicide Prevention Strategy into concrete actions.*

The SPCC identified Pasco County as one of the first two communities to receive assistance from FMHI for implementing the Strategy. The County had a suicide prevention effort underway. In the spring of 2005, the Multi-Agency Coordinating Council (MACC) formed Pasco Aware to address the issue of suicide. Pasco Aware is a collaborative effort to develop and implement suicide prevention initiatives and to raise the awareness of suicide in Pasco County. Its mission 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.

Since 2005, Pasco Aware had implemented a number of suicide prevention efforts including ongoing gatekeeper training, training evaluations, and media campaigns. With assistance from FMHI, Pasco Aware expanded partnerships to include a broader segment of the community and took steps to develop a strategic plan. With a diverse membership (representing schools, mental health providers, farm workers, business and survivors) having various levels of knowledge and experience in suicide prevention, Pasco Aware set out to establish the priorities of the group using a scientific participatory process called concept mapping. This paper summarizes the concept mapping activities conducted by FMHI with Pasco Aware from April through May of 2008.

# II. Method

## Overview

Concept mapping is a research technique that allows a group of stakeholders to express their ideas on a topic and then study these ideas as they relate to one another. Concept mapping begins with a structured brainstorming process in which participants are given a focus statement and guided to generate statements in response to a prompt. Responses are then classified and rated by selected characteristics. This process results in visual maps that illustrate:

- » The group's ideas
- » How the ideas are related to one another
- » How the ideas can be organized or clustered into general concepts
- » How concepts are rated by the group in terms of characteristics such as importance and feasibility.

Concept mapping for Pasco Aware was conducted in three phases:

1. Brainstorming
2. Sorting and Rating
3. Analysis and Feedback.

Following is a summary of the activities within each phase.

### 1. Brainstorming

A planning meeting of Pasco Aware was held on April 1, 2008. Attendees came from a diverse backgrounds and affiliations including schools, mental health providers, farm workers, business and survivors. Attendees varied in their knowledge and experience in suicide prevention. It was imperative to establish the priorities of the group. To accomplish this purpose, the project turned to a mixed-method research technique called concept mapping.

Brainstorming began during a planning meeting of Pasco Aware on April 1, 2008. Meeting participants reviewed a Pasco Aware Fact Sheet to acclimate them to the group's history, accomplishments and plans. To generate ideas regarding future actions, each meeting participant was asked to complete the following prompt:

*“To invigorate and expand suicide prevention efforts in Pasco County, Pasco Aware should ...”*

The brainstorming facilitator went around the room and asked each person to respond until all participants had responded at least once. Responses were electronically recorded and displayed on an overhead screen. For two weeks following the planning

meeting, planning meeting attendees and other Pasco Aware members continued to enter responses to the prompt via internet-based concept mapping software. Brainstorming was closed on April 13, 2008. The project merged similar responses which left 108 statements to be sorted and rated. The statements are listed in Appendix A.

## 2. Sorting and Rating

Pasco Aware extended an invitation to all members to participate in sorting and rating the 108 statements using internet-based software. Participants were asked to sort all the statements into groups in a way that made sense to them. Participants created names or titles for each group that reflected the kinds of statements in the group. For example, some participants placed “Provide speakers free of charge (speakers, speakers, speakers)” and “Educate the medical community about the warning signs of suicide” under “Training.”

Participants continued using the internet-based software system to rate the statements in terms of importance and ease of implementation. Each statement was rated on a 5-point scale as shown in Table 1.

**Table 1 – Rating Scale**

<b>Importance</b>	
1	Not very important
2	Somewhat important
3	Quite important
4	Very important
5	Extremely important
<b>Ease of Implementation</b>	
1	Not easy to implement
2	Somewhat easy to implement
3	Quite easy to implement
4	Very easy to implement
5	Extremely easy to implement

Table 2 contains statistical information regarding participation in sorting and rating. The response rate was within the acceptable limits reported in the literature.

**Table 2**

<b>Concept Mapping Phase</b>	<b>Number of Participants</b>
Invited to Participate in Sort & Rate	34
Sorted	11
Rated Importance	15
Rated Ease of Implementation	13

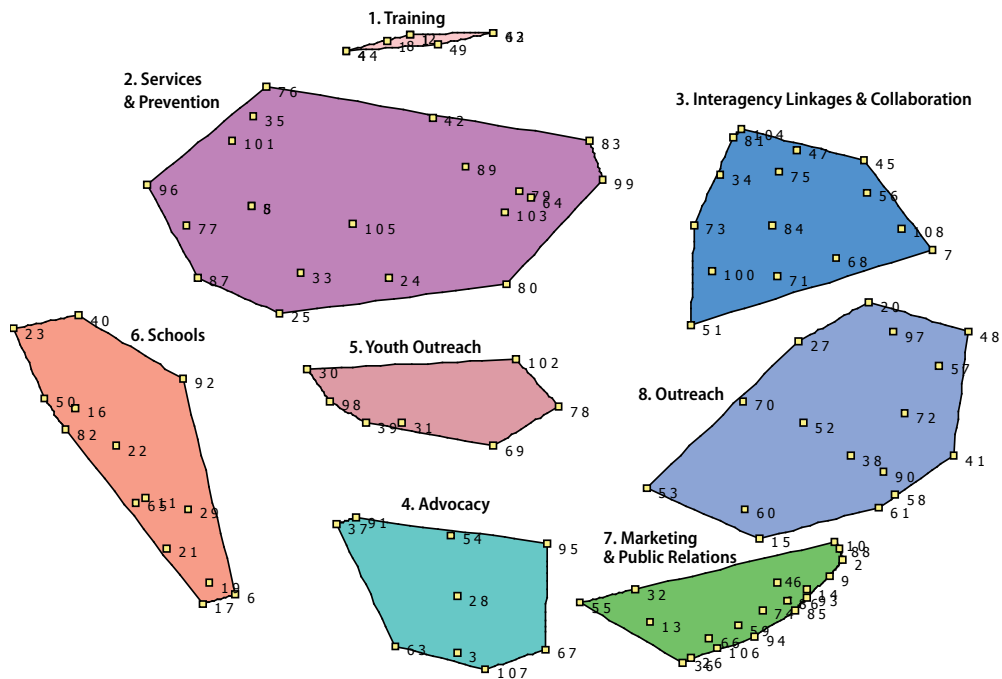
### 3. Analysis and Feedback

The analysis of these data was conducted using the Concept System software package (Concept Systems, Inc.), which makes use of key multivariate statistical techniques including multidimensional scaling and cluster analysis. This analysis was used to create conceptual maps of statements generated by the participants. This paper will present the cluster map, ladder graphs, and go zone plots.

#### Cluster Map

In a cluster map, statement numbers are positioned by a statistical procedure according to how similar they were perceived to be by the sorters. Statements perceived to be similar are positioned close to each other. Statements perceived to be dissimilar are located farther apart. Similar statements are grouped together in non-overlapping categories called clusters based on their proximity to one another. Using a well-established statistical procedure, cluster titles are generated by software according to what the system determines to be the best of the sorter-provided names. Clusters are useful for organizing action plans, assigning tasks, and coordinating implementation activities. The software generated several cluster solutions. Analysis revealed that the 8-cluster solution shown in Figure 1 was the most appropriate and workable solution.

Figure 1: Cluster Map, 8-Cluster Solution



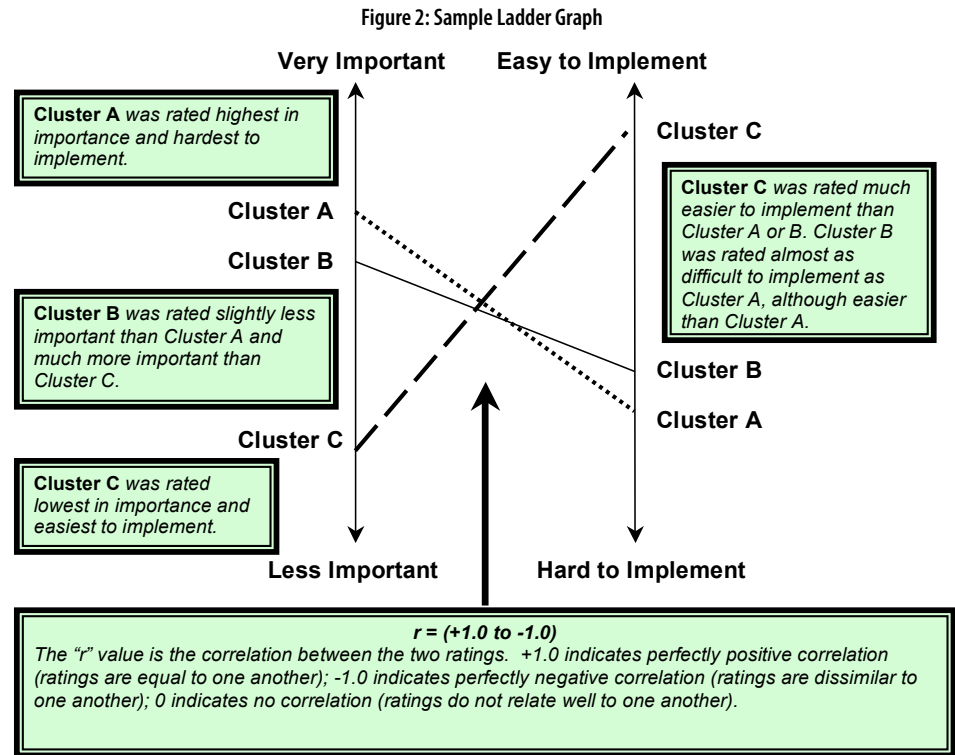
Note: Clusters 3 and 8 appear physically close to each other. Therefore, they were perceived to be more closely related to each other than they were to Cluster 6.

Appendix E contains a list of statements in each cluster along with their associated importance ratings. Appendix F contains a list of statements in each cluster along with their associated implementation ratings.

## Ladder Graphs

Ladder graphs are used to compare the group's responses on two ratings or the responses of two sub-groups on one rating. Ladder graphs help to identify differences in how groups made their ratings as well as differences in how the different criteria (Importance, Ease of Implementation, and Impact) were rated.

Figure 2 contains a sample ladder graph comparing the group's responses on ratings for Importance and Ease of Implementation. The rating scale is represented on the two vertical lines. The clusters are positioned on each vertical line according to the rating they received. Clusters which received different ratings for Importance and Ease of Implementation are in different positions on the left and right vertical line. Cross lines connect each cluster on the left vertical line to its position on the right vertical line. When a cross line is horizontal, the cluster was rated the same for each category.



Appendix B contains ladder graphs for the eight clusters identified in Figure 1. Analysis of ladder graphs revealed the following:

- » The low correlation (.08) in Ladder Graph 1 indicates that many of the statements seen as important were not viewed as easy to implement. The participants came from a variety of backgrounds and organizations so it is to be expected that they would have different perceptions of the most important issues. In contrast, the participants are all located in Pasco County and share many of the same financial and political issues which make implementation difficult. Consequently, it would be expected that they would share similar opinions about the ease of implementation in the same environment.

- » Ladder Graphs 2 through 5 show a very high correlation (i.e., agreement of ratings) between the following sub-groups of raters:
  - Less or more than 1 year in Pasco Aware (Importance .98, Implementation.79).
  - East or west of US41 (Importance .81, Implementation .93).
- » Ladder Graphs 6 and 7 compare the ratings of sub-groups of raters in non-profit and government. There was a high agreement in how these sub-groups rated Importance (R = .95) and Ease of Implementation (R = .88).
- » Ladder Graphs 8 and 9 compare the sub-group working primarily with children to the sub-group working with both adults and children. These sub-groups had a lower agreement in rating Importance (R = .57). These sub-groups had a high agreement (R = .89) in rating Ease of Implementation.
- » Ladder Graphs 10 and 11 compare ratings of the sub-groups affiliated with schools to those with a non-school affiliation. These sub-groups had a lower agreement in rating Importance (R = .57) and a high agreement (R = .87) in rating Ease of Implementation.
- » Ladder graphs illustrate that participants from different organizations have different priorities (what they believe is important). However, the participants share a common environment so there is more agreement on ease of implementation.

Pasco Aware may use the ladder graphs in the following ways to maintain momentum and facilitate action:

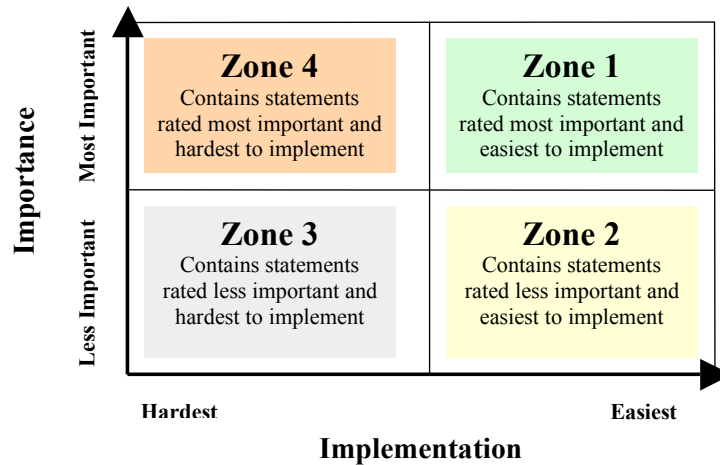
- » Be aware of the difference in how sub-groups (non-profit/government, children/ adults & children) perceive the importance of the statements.
- » Given these differences, consider having sub-groups work on statements that are of particular interest and importance to the sub-group and also important to the whole group.



## Go Zone Plots

Go Zone Plots are visual aids that may be used for planning the next steps. Figure 3 shows a sample Go Zone Plot for Importance and Ease of Implementation, displayed on the vertical and horizontal axis respectively. The plot is divided into four zones. Each statement number appears in a zone and position that reflects the statement's combined rating for implementation and importance.

Figure 3: Sample Go Zone Chart Importance and Ease of Implementation



The Go Zone Plot in Appendix C contains all 108 statement numbers positioned as they were rated for Importance and Ease of Implementation. Appendix D contains a list of statements within each Zone.

The statements in Zone 1, rated most important and easiest to implement, are logical choices for next steps and may likely lead to quick successes. The statements in Zone 4, rated most important and hardest to implement, require a major strategic decision as to whether to commit substantial resources to these efforts or to acknowledge that they cannot be addressed at this time. Further examination may reveal that some Zone 4 statements are actually easy to implement and would be suitable for short-term action plans.

Statements in Zones 2 and 3 were rated lower in importance and require further examination to determine their suitability for action plans. An important consideration is each statement's position in a zone. For example, statement number 5 "Engage survivors of suicide and attempts in all local planning efforts" is positioned in the top right corner of Zone 3 close to the other zones. Therefore, this statement may be appropriate for either short or long-term plans. Another important consideration is an estimate of impact compared to effort. If Zone 3 statements are found to have some impact for very little effort, a decision may be made to include them in short-term action plans.

## **Feedback**

A debriefing was conducted with Pasco Aware on July 8, 2008. The following approaches were suggested and discussed.

- » Form small teams to implement the zone 1 statements within specific clusters (e.g., Marketing & Public Relations team).
- » Select 8 to 10 zone 1 statements for implementation.
- » Focus goals and actions on a demographic group and select statements related to that group.
- » Review suicide prevention statistics for Pasco County. Set a goal (e.g., reduce the suicide rate among youth aged 14-24 by X% by 2010). Implement the statements that would enable goal achievement.

## III. Conclusion

Many resources are available to assist Pasco Aware with identifying and implementing actions to prevent suicide. After utilizing the services of FMHI and concept mapping, Pasco Aware now has a slate of ideas for action that represent the consensus of its members. Pasco Aware may find other resources, such as brochures, an implementation guide, links to evidence-based practices and tools, and actions suggested by other groups, on or through the FMHI website <http://preventsuicide.fmhi.usf.edu>. Through the generosity of the Florida State Legislature, and the efforts of many groups (e.g., the Florida Office of Suicide Prevention, the Suicide Prevention Coordinating Council, the Florida Suicide Prevention Coalition, and FMHI) Pasco Aware is poised to accelerate suicide prevention efforts in Pasco County.

## IV. References

Concept Systems Incorporated. CS Global software, (<http://www.conceptsystems.com>). Retrieved June 1, 2008.

## APPENDIX A: STATEMENTS BY NUMBER

### No. Statement

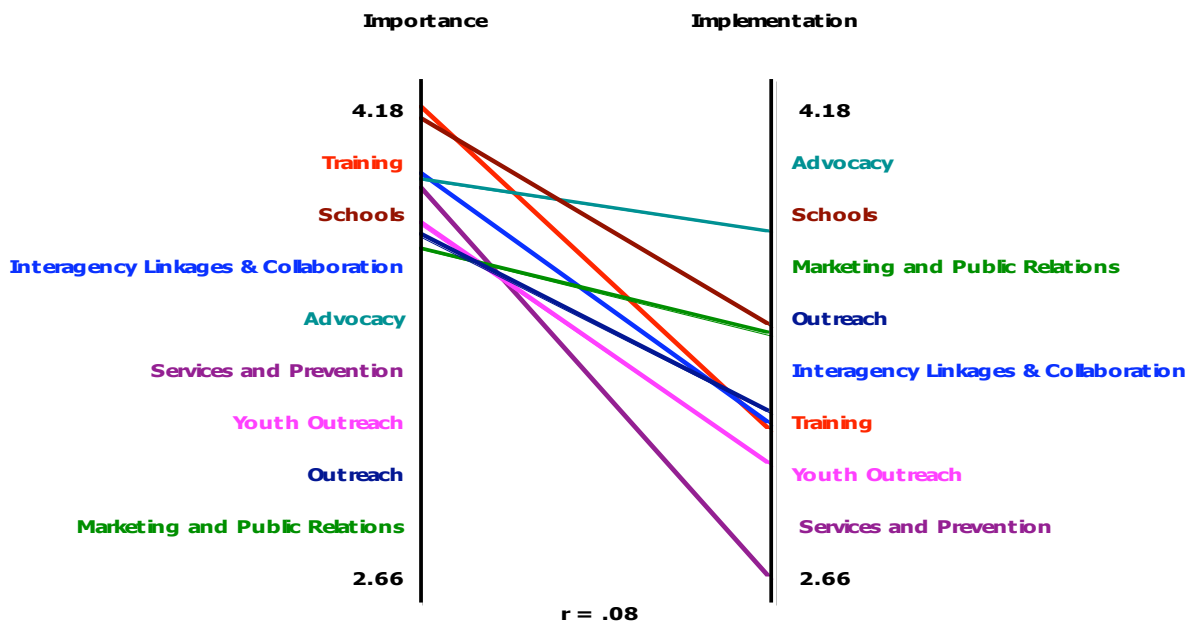
- 1 Provide Gatekeeper training for personnel who are employed at the Salvation Army and Sunrise Domestic Violence Shelters. They encounter Women and Children who are at risk daily.
- 2 Market Suicide Prevention services already established in the community.
- 3 Publish meeting dates in the local newspaper.
- 4 Create or modify gatekeeper training for the Hispanic community.
- 5 Establish and publicize a suicide prevention hotline that is staffed 24 hours, 7 days week with individuals trained to develop appropriate safety plans and make referrals for treatment and support, not just call the cops.
- 6 Encourage stakeholder attendance at meetings.
- 7 Fund and support a community agency to do quarterly presentations on suicide and suicide prevention in a safe environment that is open to the community and free to attend.
- 8 County to fund a Suicide Prevention Hotline to do brief crisis intervention via phone that can refer out to immediate counseling services in the community.
- 9 Provide Suicide prevention brochures and related materials to Mobile Home Parks and or communities where Senior Citizens live and congregate. (1-800-273-Talk Magnets) for every home in Target area. Utilize Boy and Girl scouts to distribute. Give Hope.
- 10 Expand the Suicide Prevention effort to include providing information to the clerks of the circuit courts to disseminate to persons obtaining injunctions, divorces, Child Custody motions, etc. This is a distribution system that is already in place.
- 11 Agree on how the action plan will be developed, communicated and managed.
- 12 Train primary care providers on the warning signs of suicide.
- 13 Use suicide-related data when speaking to County and business leaders to encourage interest, support, and implementation.
- 14 Create an awareness brochure for mass distribution (e.g., at doctors' offices, businesses, hospitals).
- 15 Educate County and business leaders on the issues and how Pasco Aware is addressing the issues.
- 16 Talk to other coalitions to learn how they invigorated and expanded their efforts.
- 17 Involve parents and students in the selection and implementation of school-based suicide prevention programs.
- 18 Conduct gatekeeper training in retirement communities.
- 19 Solicit and implement ideas to encourage meeting attendance and participation (e.g., collect a brief "comment card" at the end of each meeting and act on recommendations).
- 20 Involve the clergy in suicide prevention.
- 21 Ensure that all Pasco Aware members understand the County's demographics and suicide-related statistics.
- 22 Involve students, parents, and other school personnel in suicide prevention education and awareness.
- 23 Implement a proven suicide prevention education and awareness program in the schools.
- 24 Have some focus on mental health issues related to suicide and bring in experts--Adults and Kids with borderline personality disorder, Major depression, DBT programming for adult and adolescents.
- 25 Address adult suicide efforts and focus on veterans issues.
- 26 Write editorials and/or letters to the St. Pete Times, Tamp Tribune, and Pasco Tribune about suicide prevention.
- 27 Invite interested individuals and groups to Pasco Aware meetings.
- 28 Disseminate suicide prevention information to our own groups and organizations.
- 29 Analyze local suicide data to plan activities.
- 30 Get 10 to 17 year olds to own suicide prevention.
- 31 Coordinate yearly suicide prevention education for middle and high school students.
- 32 Designate a suicide awareness week at the schools.
- 33 Involve PTAs and SACs in schools in gatekeeper training.
- 34 Collaborate with other groups who are doing prevention work.

- 35 Train students as peers so they can help to refer other students.
- 36 Write articles for neighborhood association newsletters.
- 37 Educate local pastors, rabbis and other clergy that suicide can happen among their membership.
- 38 Bring speakers in to the churches.
- 39 Involve and educate youth by sponsoring a youth-focused, youth-led conference.
- 40 Encourage youth in the school system to become part of a suicide prevention task force via clubs.
- 41 Ask human resource directors at local companies to include suicide prevention tips in company newsletters.
- 42 Invite black and Hispanic churches to participate in the educational process of gatekeepers.
- 43 Develop consistent gatekeeper training throughout the community on an ongoing basis.
- 44 Provide culture-specific gatekeeper training.
- 45 Coordinate with local nursing homes and assisted living facilities to provide suicide prevention education.
- 46 Create cultural and age specific brochures to flood the community (eg., place in nursing homes, doctors offices).
- 47 Keep the local 211 informed of when we are providing gatekeeper training.
- 48 Coordinate with local Chambers of Commerce and business partners especially big development areas.
- 49 Educate the medical community about the warning signs of suicide.
- 50 Look at research that presents contributing factors to suicide such as bullying, violence, sexual abuse.
- 51 Invite representatives from areas relating to contributing factors to suicide (bullying, violence, sexual abuse) to the table.
- 52 Provide speakers free of charge (speakers, speakers, speakers).
- 53 Invite survivors of suicide to tell their stories.
- 54 Use the economic conditions to highlight the potential for suicide.
- 55 Create kid-friendly posters and a website.
- 56 Offer stress management training to businesses and their employees.
- 57 Help workers access their employee assistance programs to get help for mental health and substance abuse issues.
- 58 Better advertise gatekeeper training to reach a wider audience of parents.
- 59 Invite the educational journalists to cover suicide prevention related events.
- 60 Create a specific brochure for gangs.
- 61 Develop a special arm to attend health fairs and distribute suicide prevention material.
- 62 Implement specific training for the outreach workers in the community.
- 63 Advocate with local and state political leaders to address the issue of suicide
- 64 Provide safe, confidential suicide prevention services for service oriented professionals.
- 65 Advocate for more mental health resources, especially for uninsured and underserved population.
- 66 Have a prepared statement that we can provide to the media when its needed.
- 67 Identify who will prepare the media statements.
- 68 Investigate access to 211 to ensure that the process is working.
- 69 Provide speakers in public schools to speak to students.
- 70 Provide a list of bad church advice and pastoral mistakes.
- 71 Provide suicide prevention services for the deaf and the blind.
- 72 Provide speakers at meetings of dental associations and other professions having a high suicide rate.
- 73 Link certified chaplains with law enforcement in responding to suicide calls.
- 74 Flood the community with brightly colored stickers, e.g., on liquor bottles and in store windows.
- 75 Connect with ASAP (Alliance for Substance Abuse Prevention).
- 76 Provide Baker Act training to law enforcement to make the process less traumatic.
- 77 Ease the process for voluntary admissions to crisis centers.
- 78 Develop an age-appropriate, culturally-appropriate play for youth suicide prevention.

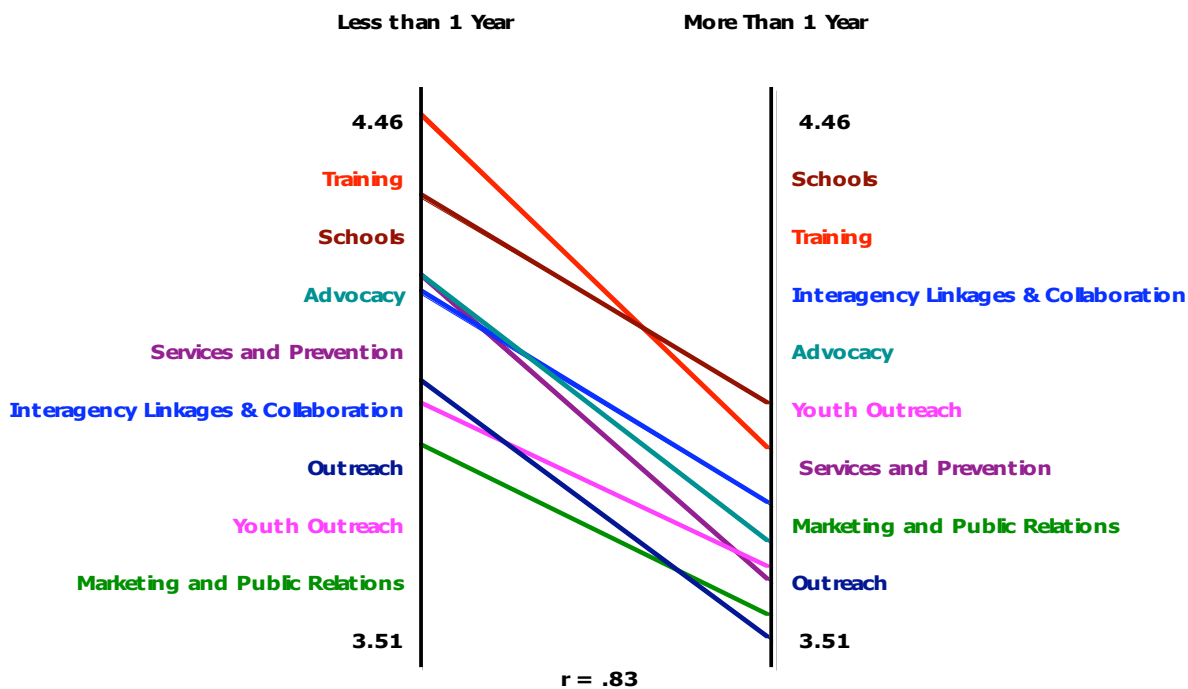
- 79 Provide a list of resources for follow up and after care for families to access following a crisis.
- 80 Provide a list of free counselors.
- 81 Link with the health department on preventive programs to develop resiliency and positive coping skills.
- 82 Hold regularly scheduled working meetings.
- 83 Establish some peer-led support groups in the community.
- 84 Pull in the Veterans Association and the local armory into suicide prevention.
- 85 Utilize the VALPAC mailings to publicize Pasco Aware.
- 86 Have a My Space page.
- 87 Follow up with families a few months after a crisis to see if they are getting needed services.
- 88 Have brochures and hot line numbers on display at pharmacy counters.
- 89 Have more opportunities for peer chaplaincy (peers helping peers handle situations).
- 90 Increase awareness of pet therapy.
- 91 Raise awareness that death of a pet is a potential risk factor for suicide.
- 92 Explore and highlight the possibilities that veterans may experience a rise in suicides.
- 93 Expand awareness through billboards.
- 94 Expand awareness through commercials on the local government TV stations.
- 95 Translate publications to Spanish.
- 96 Offer suicide assessment and treatment procedures to graduate students in the mental health field at reasonable cost.
- 97 Reach out to self-help groups (AA, CODA, etc).
- 98 Develop more interaction between Pasco Aware member organizations and farm workers groups.
- 99 Obtain funds or scholarships for farm workers representatives to attend conferences.
- 100 Have local agencies and providers go to the farm workers communities to conduct training and provide outreach on a regular schedule, e.g., monthly.
- 101 Set up a communication network between Pasco Aware members to communicate when training will be held.
- 102 Engage the Pasco Education Foundation.
- 103 Encourage or help develop survivors groups.
- 104 Engage Gulfside Regional Hospice and Pasco Hernando Hospice survivors support groups.
- 105 Ensure that services are even in both east and west Pasco.
- 106 Hold a press conference for suicide prevention.
- 107 Sponsor a suicide prevention event with the Pasco County school district and invite the press.
- 108 Engage groups (e.g., hairdressers, bartenders, school janitors) who have a lot of contact with people who might consider taking their life.

# APPENDIX B: LADDER GRAPHS

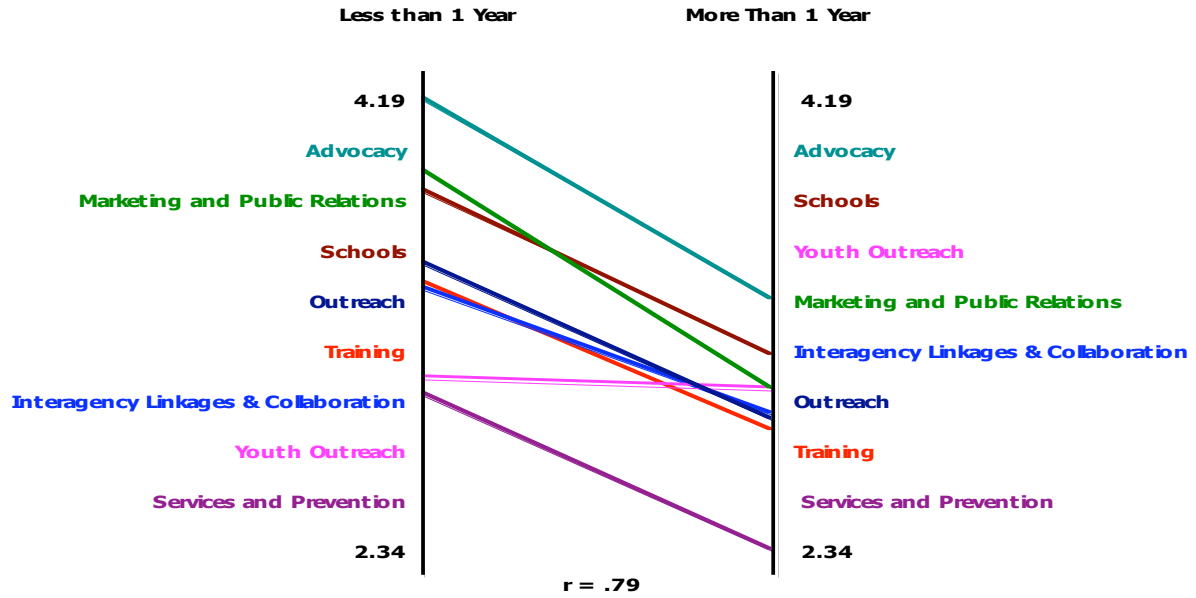
## Ladder Graph 1: Importance & Implementation



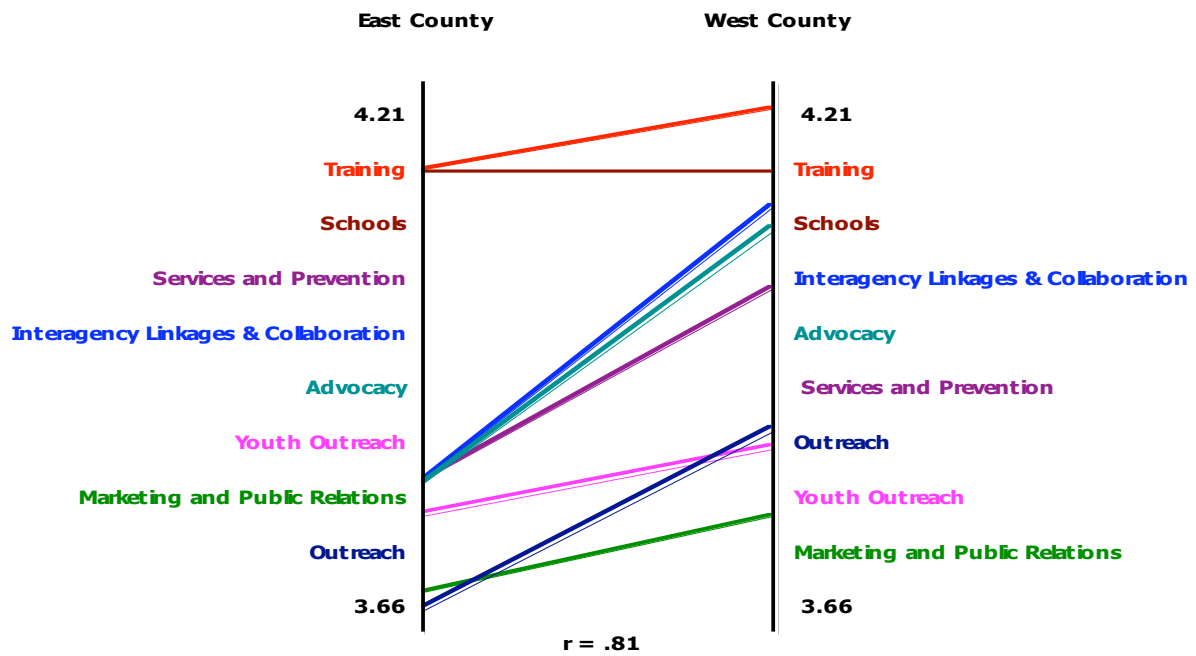
## Ladder Graph 2: Importance



### Ladder Graph 3: Ease of Implementation

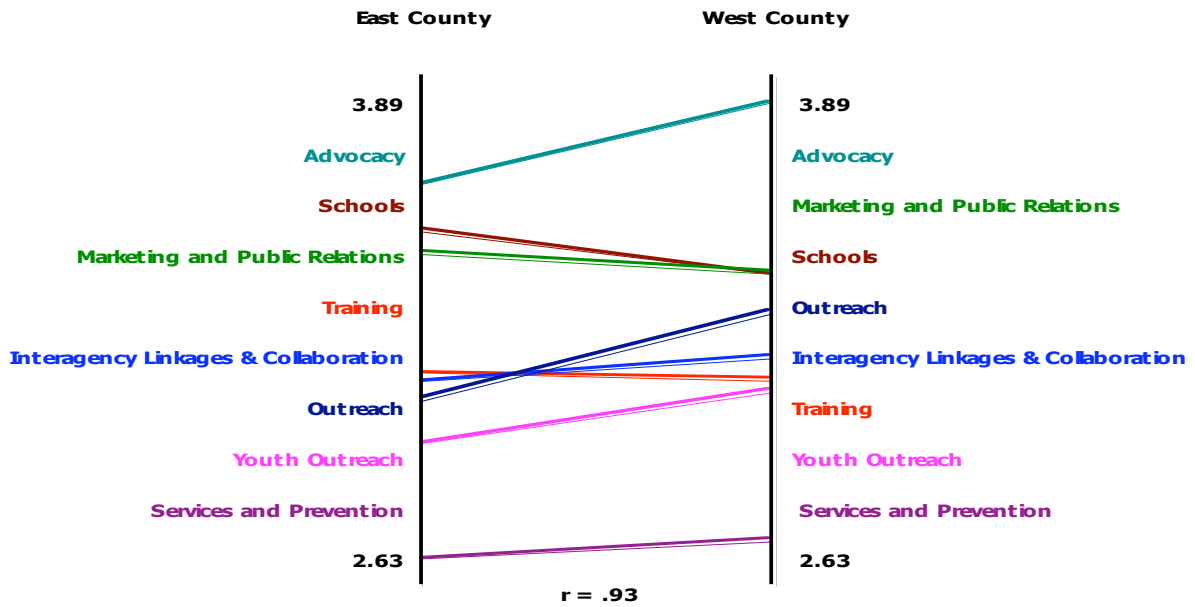


### Ladder Graph 4: Importance

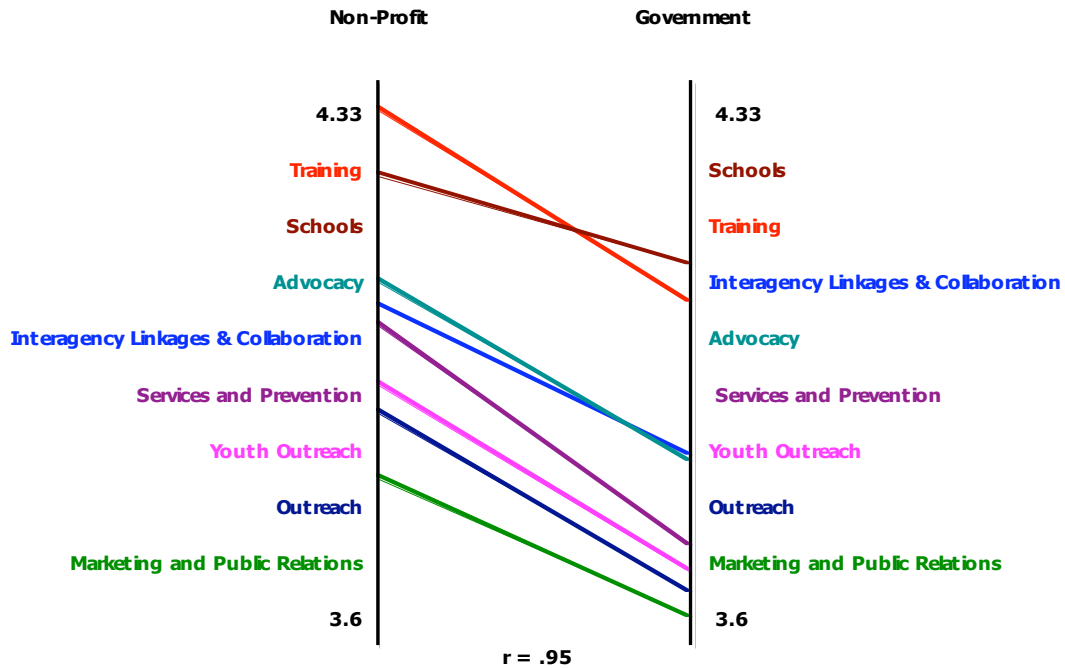




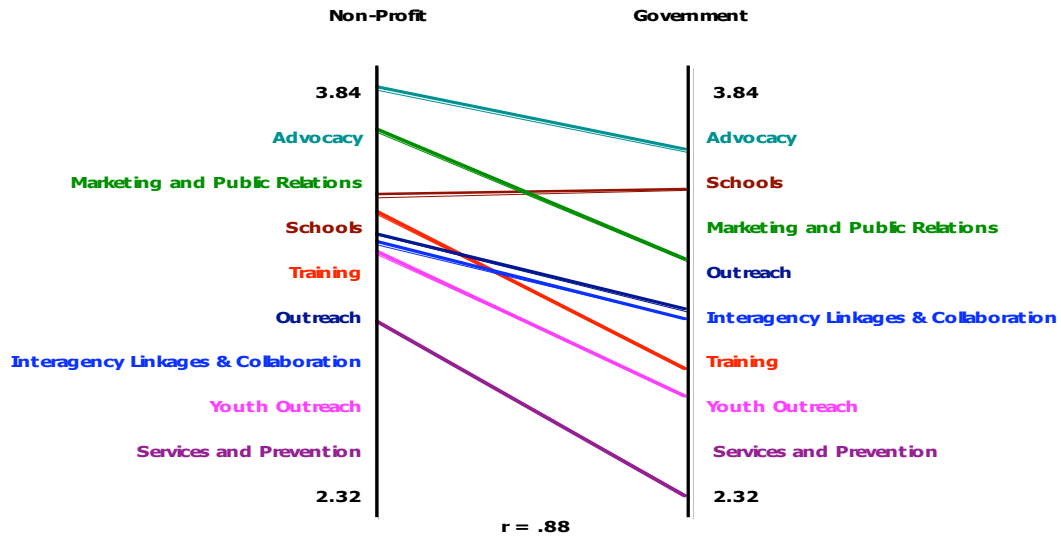
### Ladder Graph 5: Ease of Implementation



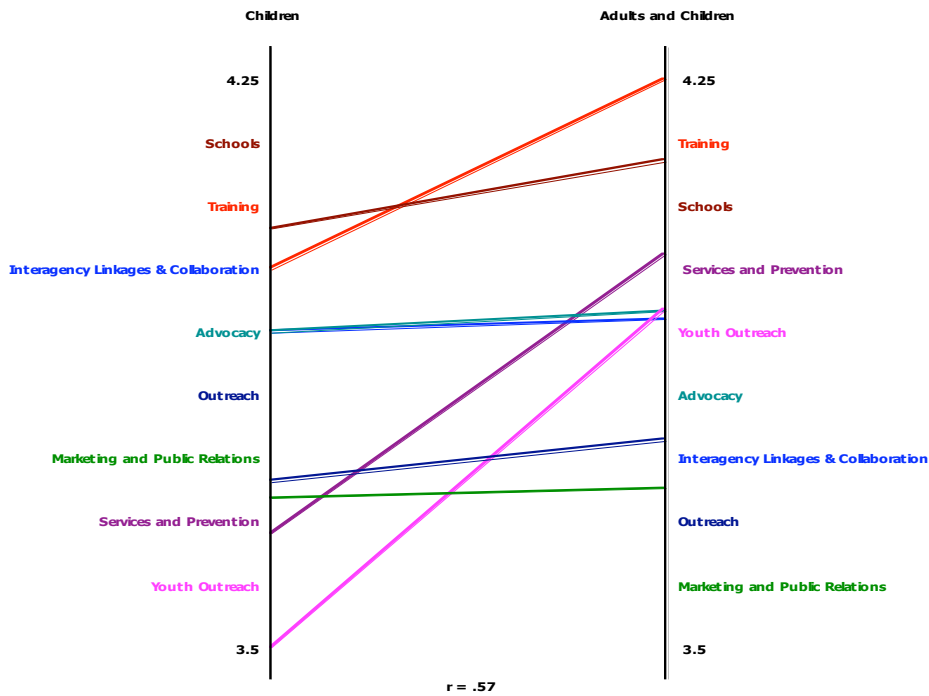
### Ladder Graph 6: Importance



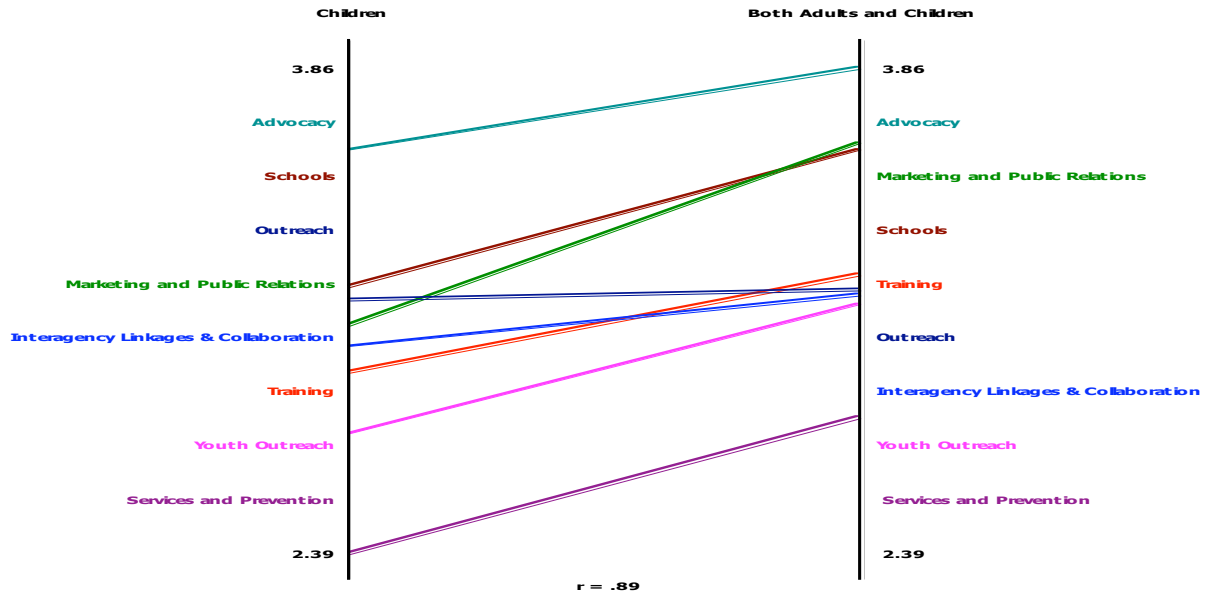
### Ladder Graph 7: Ease of Implementation



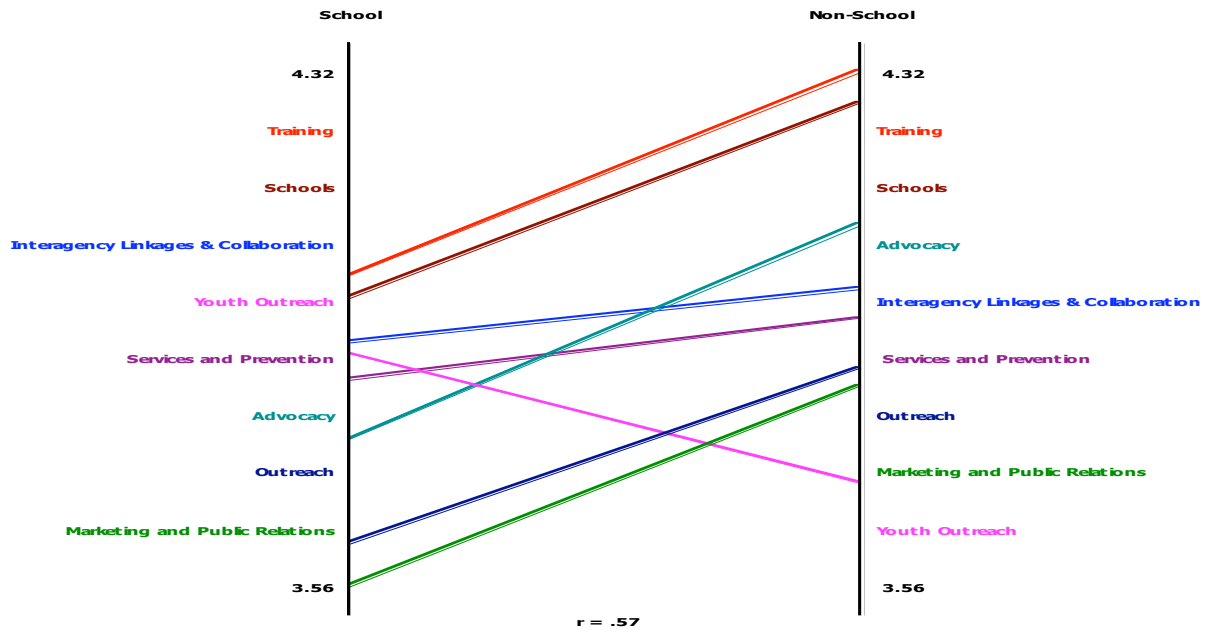
### Ladder Graph 8: Importance



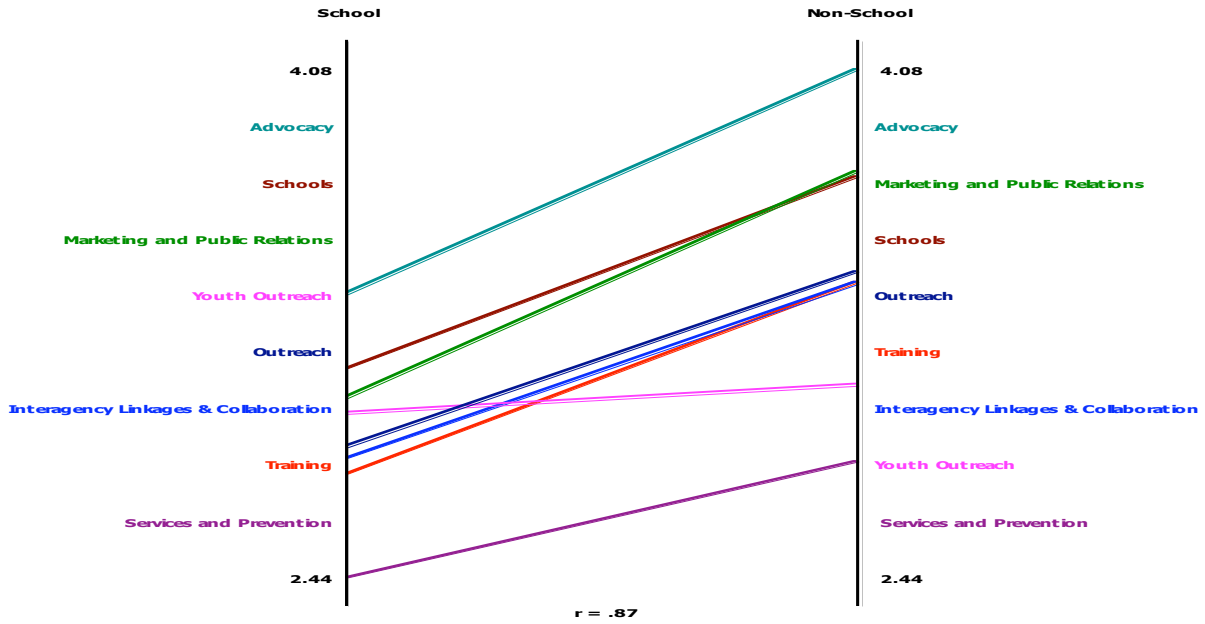
### Ladder Graph 9: Ease of Implementation



### Ladder Graph 10: Importance

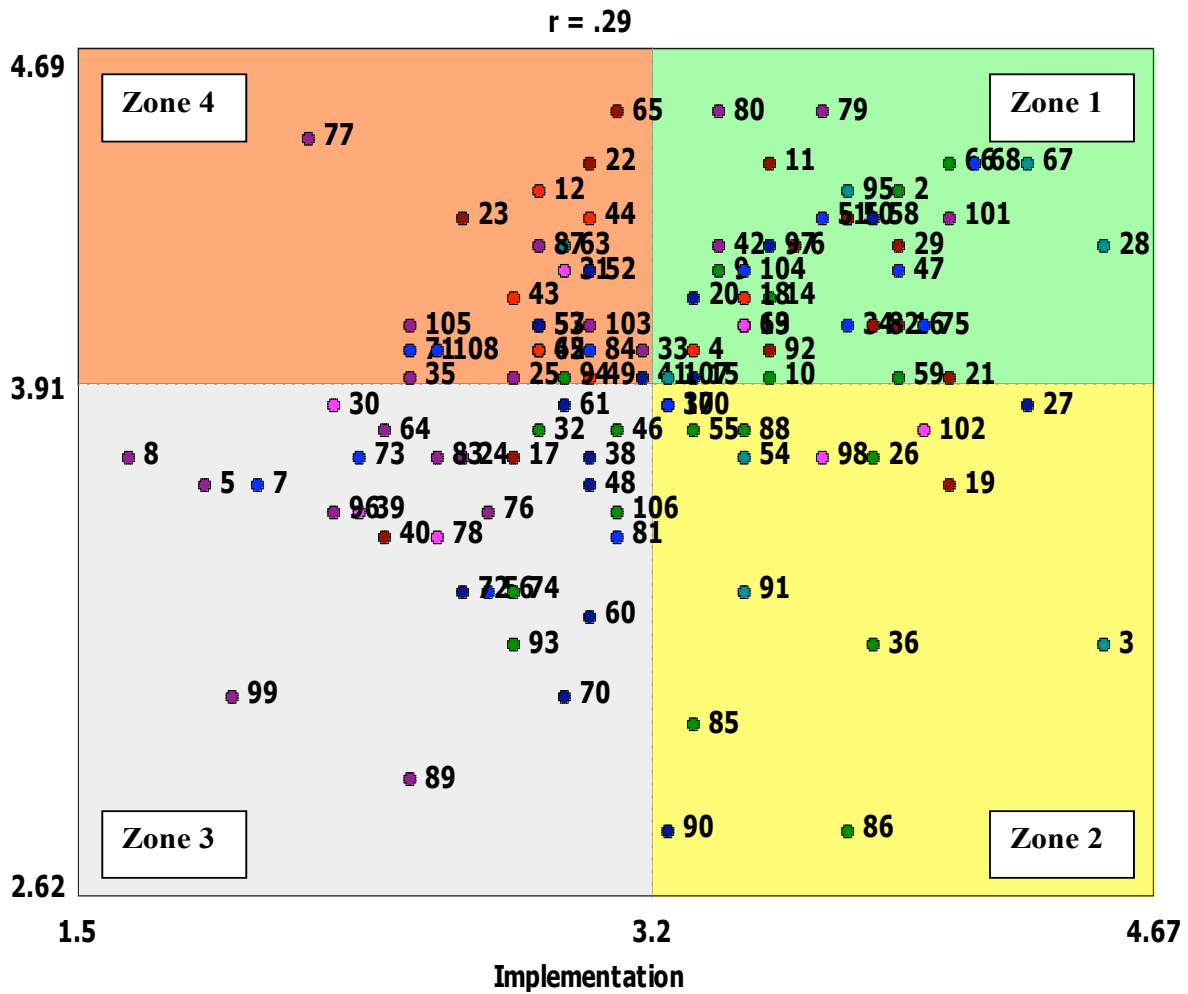


### Ladder Graph 11: Ease of Implementation



# APPENDIX C: GO ZONE PLOT FOR IMPORTANCE & EASE OF IMPLEMENTATION

All Clusters



## APPENDIX D: STATEMENTS BY ZONE

### Zone 1: More important, Easier to Implement

- 1 Provide Gatekeeper training for personnel who are employed at the Salvation Army and Sunrise Domestic Violence Shelters. They encounter Women and Children who are at risk daily.
- 2 Market Suicide Prevention services already established in the community.
- 4 Create or modify gatekeeper training for the Hispanic community.
- 6 Encourage stakeholder attendance at meetings.
- 9 Provide Suicide prevention brochures and related materials to Mobile Home Parks and or communities where Senior Citizens live and congregate. (1-800-273-Talk Magnets) for every home in Target area. Utilize Boy and Girl scouts to distribute. Give Hope.
- 10 Expand the Suicide Prevention effort to include providing information to the clerks of the circuit courts to disseminate to persons obtaining injunctions, divorces, Child Custody motions, etc. This is a distribution system that is already in place.
- 11 Agree on how the action plan will be developed, communicated and managed.
- 13 Use suicide-related data when speaking to County and business leaders to encourage interest, support, and implementation.
- 14 Create an awareness brochure for mass distribution (e.g., at doctors' offices, businesses, hospitals).
- 15 Educate County and business leaders on the issues and how Pasco Aware is addressing the issues.
- 16 Talk to other coalitions to learn how they invigorated and expanded their efforts.
- 18 Conduct gatekeeper training in retirement communities.
- 20 Involve the clergy in suicide prevention.
- 21 Ensure that all Pasco Aware members understand the County's demographics and suicide-related statistics.
- 28 Disseminate suicide prevention information to our own groups and organizations.
- 29 Analyze local suicide data to plan activities.
- 34 Collaborate with other groups who are doing prevention work.
- 42 Invite black and Hispanic churches to participate in the educational process of gatekeepers.
- 47 Keep the local 211 informed of when we are providing gatekeeper training.
- 50 Look at research that presents contributing factors to suicide such as bullying, violence, sexual abuse.
- 51 Invite representatives from areas relating to contributing factors to suicide (bullying, violence, sexual abuse) to the table.
- 58 Better advertise gatekeeper training to reach a wider audience of parents.
- 59 Invite the educational journalists to cover suicide prevention related events.
- 66 Have a prepared statement that we can provide to the media when its needed.
- 67 Identify who will prepare the media statements.
- 68 Investigate access to 211 to ensure that the process is working.
- 69 Provide speakers in public schools to speak to students.
- 75 Connect with ASAP (Alliance for Substance Abuse Prevention).
- 79 Provide a list of resources for follow up and after care for families to access following a crisis.
- 80 Provide a list of free counselors.
- 82 Hold regularly scheduled working meetings.
- 92 Explore and highlight the possibilities that veterans may experience a rise in suicides.
- 95 Translate publications to Spanish.
- 97 Reach out to self-help groups (AA, CODA, etc).
- 101 Set up a communication network between Pasco Aware members to communicate when training will be held.
- 104 Engage Gulfside Regional Hospice and Pasco Hernando Hospice survivors support groups.
- 107 Sponsor a suicide prevention event with the Pasco County school district and invite the press.

## **Zone 2: Less important, Easier to Implement**

- 3 Publish meeting dates in the local newspaper.
- 19 Solicit and implement ideas to encourage meeting attendance and participation (e.g., collect a brief “comment card” at the end of each meeting and act on recommendations).
- 26 Write editorials and/or letters to the St. Pete Times, Tamp Tribune, and Pasco Tribune about suicide prevention.
- 27 Invite interested individuals and groups to Pasco Aware meetings.
- 36 Write articles for neighborhood association newsletters.
- 37 Educate local pastors, rabbis and other clergy that suicide can happen among their membership.
- 54 Use the economic conditions to highlight the potential for suicide.
- 55 Create kid-friendly posters and a website.
- 85 Utilize the VALPAC mailings to publicize Pasco Aware.
- 86 Have a My Space page.
- 88 Have brochures and hot line numbers on display at pharmacy counters.
- 90 Increase awareness of pet therapy.
- 91 Raise awareness that death of a pet is a potential risk factor for suicide.
- 98 Develop more interaction between Pasco Aware member organizations and farm workers groups.
- 100 Have local agencies and providers go to the farm workers communities to conduct training and provide outreach on a regular schedule, e.g., monthly.
- 102 Engage the Pasco Education Foundation.

## **Zone 3: Less important, Harder to Implement**

- 5 Establish and publicize a suicide prevention hotline that is staffed 24 hours, 7 days week with individuals trained to develop appropriate safety plans and make referrals for treatment and support, not just call the cops.
- 7 Fund and support a community agency to do quarterly presentations on suicide and suicide prevention in a safe environment that is open to the community and free to attend.
- 8 County to fund a Suicide Prevention Hotline to do brief crisis intervention via phone that can refer out to immediate counseling services in the community.
- 17 Involve parents and students in the selection and implementation of school-based suicide prevention programs.
- 24 Have some focus on mental health issues related to suicide and bring in experts--Adults and Kids with borderline personality disorder, Major depression, DBT programming for adult and adolescents
- 30 Get 10 to 17 year olds to own suicide prevention.
- 32 Designate a suicide awareness week at the schools.
- 38 Bring speakers in to the churches.
- 39 Involve and educate youth by sponsoring a youth-focused, youth-led conference.
- 40 Encourage youth in the school system to become part of a suicide prevention task force via clubs.
- 46 Create cultural and age specific brochures to flood the community (eg., place in nursing homes, doctors offices).
- 48 Coordinate with local Chambers of Commerce and business partners especially big development areas.
- 56 Offer stress management training to businesses and their employees.
- 60 Create a specific brochure for gangs.
- 61 Develop a special arm to attend health fairs and distribute suicide prevention material.
- 64 Provide safe, confidential suicide prevention services for service oriented professionals.
- 70 Provide a list of bad church advice and pastoral mistakes.
- 72 Provide speakers at meetings of dental associations and other professions having a high suicide rate.
- 73 Link certified chaplains with law enforcement in responding to suicide calls.
- 74 Flood the community with brightly colored stickers, e.g., on liquor bottles and in store windows.
- 76 Provide Baker Act training to law enforcement to make the process less traumatic.

### Zone 3: Less important, Harder to Implement (continued)

- 78 Develop an age-appropriate, culturally-appropriate play for youth suicide prevention.
- 81 Link with the health department on preventive programs to develop resiliency and positive coping skills.
- 83 Establish some peer-led support groups in the community.
- 89 Have more opportunities for peer chaplaincy (peers helping peers handle situations).
- 93 Expand awareness through billboards.
- 96 Offer suicide assessment and treatment procedures to graduate students in the mental health field at reasonable cost.
- 99 Obtain funds or scholarships for farm workers representatives to attend conferences.
- 106 Hold a press conference for suicide prevention.

### Zone 4: More important, Harder to Implement

- 12 Train primary care providers on the warning signs of suicide.
- 22 Involve students, parents, and other school personnel in suicide prevention education and awareness.
- 23 Implement a proven suicide prevention education and awareness program in the schools.
- 25 Address adult suicide efforts and focus on veterans issues.
- 31 Coordinate yearly suicide prevention education for middle and high school students.
- 33 Involve PTAs and SACs in schools in gatekeeper training.
- 35 Train students as peers so they can help to refer other students.
- 41 Ask human resource directors at local companies to include suicide prevention tips in company newsletters.
- 43 Develop consistent gatekeeper training throughout the community on an ongoing basis.
- 44 Provide culture-specific gatekeeper training.
- 45 Coordinate with local nursing homes and assisted living facilities to provide suicide prevention education.
- 49 Educate the medical community about the warning signs of suicide.
- 52 Provide speakers free of charge (speakers, speakers, speakers).
- 53 Invite survivors of suicide to tell their stories.
- 57 Help workers access their employee assistance programs to get help for mental health and substance abuse issues.
- 62 Implement specific training for the outreach workers in the community.
- 63 Advocate with local and state political leaders to address the issue of suicide.
- 65 Advocate for more mental health resources, especially for uninsured and underserved population.
- 71 Provide suicide prevention services for the deaf and the blind.
- 77 Ease the process for voluntary admissions to crisis centers.
- 84 Pull in the Veterans Association and the local armory into suicide prevention.
- 87 Follow up with families a few months after a crisis to see if they are getting needed services.
- 94 Expand awareness through commercials on the local government TV stations.
- 103 Encourage or help develop survivors groups.
- 105 Ensure that services are even in both east and west Pasco.
- 108 Engage groups (e.g., hairdressers, bartenders, school janitors) who have a lot of contact with people who might consider taking their life.



## APPENDIX E: STATEMENTS BY CLUSTER WITH AVERAGE RATINGS FOR IMPORTANCE

### Cluster 1: Training

12	Train primary care providers on the warning signs of suicide.	4.46
44	Provide culture-specific gatekeeper training.	4.38
1	Provide Gatekeeper training for personnel who are employed at the Salvation Army and Sunrise Domestic Violence Shelters. They encounter Women and Children who are at risk daily.	4.38
18	Conduct gatekeeper training in retirement communities.	4.15
43	Develop consistent gatekeeper training throughout the community on an ongoing basis.	4.15
62	Implement specific training for the outreach workers in the community.	4.00
4	Create or modify gatekeeper training for the Hispanic community.	4.00
49	Educate the medical community about the warning signs of suicide.	3.92

**Average: 4.18**

### Cluster 2: Services and Prevention

79	Provide a list of resources for follow up and after care for families to access following a crisis.	4.69
80	Provide a list of free counselors.	4.69
77	Ease the process for voluntary admissions to crisis centers.	4.62
101	Set up a communication network between Pasco Aware members to communicate when training will be held.	4.38
42	Invite black and Hispanic churches to participate in the educational process of gatekeepers.	4.31
87	Follow up with families a few months after a crisis to see if they are getting needed services.	4.31
105	Ensure that services are even in both east and west Pasco.	4.08
103	Encourage or help develop survivors groups.	4.08
33	Involve PTAs and SACs in schools in gatekeeper training.	4.00
25	Address adult suicide efforts and focus on veterans issues.	3.92
35	Train students as peers so they can help to refer other students.	3.92
64	Provide safe, confidential suicide prevention services for service oriented professionals.	3.77
8	County to fund a Suicide Prevention Hotline to do brief crisis intervention via phone that can refer out to immediate counseling services in the community.	3.69
24	Have some focus on mental health issues related to suicide and bring in experts--Adults and Kids with borderline personality disorder, Major depression, DBT programming for adult and adolescents	3.69

83	Establish some peer-led support groups in the community.	3.69
5	Establish and publicize a suicide prevention hotline that is staffed 24 hours, 7 days week with individuals trained to develop appropriate safety plans and make referrals for treatment and support, not just call the cops.	3.62
96	Offer suicide assessment and treatment procedures to graduate students in the mental health field at reasonable cost.	3.54
76	Provide Baker Act training to law enforcement to make the process less traumatic.	3.54
99	Obtain funds or scholarships for farm workers representatives to attend conferences.	3.00
89	Have more opportunities for peer chaplaincy (peers helping peers handle situations).	2.77

**Average 3.92**

### Cluster 3: Interagency Linkages & Collaboration

68	Investigate access to 211 to ensure that the process is working.	4.54
51	Invite representatives from areas relating to contributing factors to suicide (bullying, violence, sexual abuse) to the table.	4.38
47	Keep the local 211 informed of when we are providing gatekeeper training,	4.23
104	Engage Gulfside Regional Hospice and Pasco Hernando Hospice survivors support groups.	4.23
75	Connect with ASAP (Alliance for Substance Abuse Prevention).	4.08
34	Collaborate with other groups who are doing prevention work.	4.08
84	Pull in the Veterans Association and the local armory into suicide prevention.	4.00
45	Coordinate with local nursing homes and assisted living facilities to provide suicide prevention education.	4.00
71	Provide suicide prevention services for the deaf and the blind.	4.00
108	Engage groups (e.g., hairdressers, bartenders, school janitors) who have a lot of contact with people who might consider taking their life.	4.00
100	Have local agencies and providers go to the farm workers communities to conduct training and provide outreach on a regular schedule, e.g., monthly.	3.85
73	Link certified chaplains with law enforcement in responding to suicide calls.	3.69
7	Fund and support a community agency to do quarterly presentations on suicide and suicide prevention in a safe environment that is open to the community and free to attend.	3.62

## Appendix E: Statements by Cluster with Average Ratings for Importance

81	Link with the health department on preventive programs to develop resiliency and positive coping skills.	3.46	29	Analyze local suicide data to plan activities.	4.31
56	Offer stress management training to businesses and their employees.	3.31	6	Encourage stakeholder attendance at meetings.	4.31
	<b>Average</b>	<b>3.96</b>	16	Talk to other coalitions to learn how they invigorated and expanded their efforts.	4.08
<b>Cluster 4: Advocacy</b>			82	Hold regularly scheduled working meetings.	4.08
67	Identify who will prepare the media statements.	4.54	92	Explore and highlight the possibilities that veterans may experience a rise in suicides.	4.00
95	Translate publications to Spanish.	4.46	21	Ensure that all Pasco Aware members understand the County's demographics and suicide-related statistics.	3.92
63	Advocate with local and state political leaders to address the issue of suicide	4.31	17	Involve parents and students in the selection and implementation of school-based suicide prevention programs.	3.69
28	Disseminate suicide prevention information to our own groups and organizations.	4.31	19	Solicit and implement ideas to encourage meeting attendance and participation (e.g., collect a brief "comment card" at the end of each meeting and act on recommendations).	3.62
107	Sponsor a suicide prevention event with the Pasco County school district and invite the press.	3.92	40	Encourage youth in the school system to become part of a suicide prevention task force via clubs.	3.46
37	Educate local pastors, rabbis and other clergy that suicide can happen among their membership.	3.85		<b>Average</b>	<b>4.14</b>
54	Use the economic conditions to highlight the potential for suicide.	3.69	<b>Cluster 7: Marketing and Public Relations</b>		
91	Raise awareness that death of a pet is a potential risk factor for suicide.	3.31	66	Have a prepared statement that we can provide to the media when its needed.	4.54
3	Publish meeting dates in the local newspaper.	3.15	2	Market Suicide Prevention services already established in the community.	4.46
	<b>Average</b>	<b>3.95</b>	9	Provide Suicide prevention brochures and related materials to Mobile Home Parks and or communities where Senior Citizens live and congregate. (1-800-273-Talk Magnets) for every home in Target area. Utilize Boy and Girl scouts to distribute. Give Hope	4.23
<b>Cluster 5: Youth Outreach</b>			14	Create an awareness brochure for mass distribution (e.g., at doctors' offices, businesses, hospitals).	4.15
31	Coordinate yearly suicide prevention education for middle and high school students.	4.23	13	Use suicide-related data when speaking to County and business leaders to encourage interest, support, and implementation.	4.08
69	Provide speakers in public schools to speak to students.	4.08	94	Expand awareness through commercials on the local government TV stations.	3.92
30	Get 10 to 17 year olds to own suicide prevention.	3.85	59	Invite the educational journalists to cover suicide prevention related events.	3.92
102	Engage the Pasco Education Foundation.	3.77	10	Expand the Suicide Prevention effort to include providing information to the clerks of the circuit courts to disseminate to persons obtaining injunctions, divorces, Child Custody motions, etc. This is a distribution system that is already in place.	3.92
98	Develop more interaction between Pasco Aware member organizations and farm workers groups.	3.69	32	Designate a suicide awareness week at the schools.	3.77
39	Involve and educate youth by sponsoring a youth-focused, youth-led conference.	3.54	46	Create cultural and age specific brochures to flood the community (eg., place in nursing homes, doctors offices).	3.77
78	Develop an age-appropriate, culturally-appropriate play for youth suicide prevention.	3.46	55	Create kid-friendly posters and a website.	3.77
	<b>Average</b>	<b>3.80</b>	88	Have brochures and hot line numbers on display at pharmacy counters.	3.77
<b>Cluster 6: Schools</b>					
65	Advocate for more mental health resources, especially for uninsured and underserved population.	4.69			
22	Involve students, parents, and other school personnel in suicide prevention education and awareness.	4.54			
11	Agree on how the action plan will be developed, communicated and managed.	4.54			
50	Look at research that presents contributing factors to suicide such as bullying, violence, sexual abuse.	4.38			
23	Implement a proven suicide prevention education and awareness program in the schools.	4.38			

## Appendix E: Statements by Cluster with Average Ratings for Importance

26	Write editorials and/or letters to the St. Pete Times, Tamp Tribune, and Pasco Tribune about suicide prevention.	3.69
106	Hold a press conference for suicide prevention.	3.54
74	Flood the community with brightly colored stickers, e.g., on liquor bottles and in store windows.	3.31
93	Expand awareness through billboards.	3.15
36	Write articles for neighborhood association newsletters.	3.15
85	Utilize the VALPAC mailings to publicize Pasco Aware.	2.92
86	Have a My Space page.	2.62

**Average 3.72**

### Cluster 8: Outreach

58	Better advertise gatekeeper training to reach a wider audience of parents.	4.38
97	Reach out to self-help groups (AA, CODA, etc).	4.31
52	Provide speakers free of charge (speakers, speakers, speakers).	4.23
20	Involve the clergy in suicide prevention.	4.15
57	Help workers access their employee assistance programs to get help for mental health and substance abuse issues.	4.08
53	Invite survivors of suicide to tell their stories.	4.08
15	Educate County and business leaders on the issues and how Pasco Aware is addressing the issues.	3.92
41	Ask human resource directors at local companies to include suicide prevention tips in company newsletters.	3.92
61	Develop a special arm to attend health fairs and distribute suicide prevention material.	3.85
27	Invite interested individuals and groups to Pasco Aware meetings.	3.85
38	Bring speakers in to the churches.	3.69
48	Coordinate with local Chambers of Commerce and business partners especially big development areas.	3.62
72	Provide speakers at meetings of dental associations and other professions having a high suicide rate.	3.31
60	Create a specific brochure for gangs.	3.23
70	Provide a list of bad church advice and pastoral mistakes.	3.00
90	Increase awareness of pet therapy.	2.62

**Average 3.76**

# APPENDIX F: STATEMENTS BY CLUSTER WITH AVERAGE RATINGS FOR IMPLEMENTATION

## Cluster 1: Training

1	Provide Gatekeeper training for personnel who are employed at the Salvation Army and Sunrise Domestic Violence Shelters. They encounter Women and Children who are at risk daily.	3.83
18	Conduct gatekeeper training in retirement communities.	3.50
4	Create or modify gatekeeper training for the Hispanic community.	3.33
49	Educate the medical community about the warning signs of suicide.	3.00
44	Provide culture-specific gatekeeper training.	3.00
62	Implement specific training for the outreach workers in the community.	2.83
12	Train primary care providers on the warning signs of suicide.	2.83
43	Develop consistent gatekeeper training throughout the community on an ongoing basis.	2.75

**Average: 3.14**

## Cluster 2: Services and Prevention

101	Set up a communication network between Pasco Aware members to communicate when training will be held.	4.17
79	Provide a list of resources for follow up and after care for families to access following a crisis.	3.75
42	Invite black and Hispanic churches to participate in the educational process of gatekeepers.	3.42
80	Provide a list of free counselors.	3.42
33	Involve PTAs and SACs in schools in gatekeeper training.	3.17
103	Encourage or help develop survivors groups.	3.00
87	Follow up with families a few months after a crisis to see if they are getting needed services.	2.83
25	Address adult suicide efforts and focus on veterans issues.	2.75
76	Provide Baker Act training to law enforcement to make the process less traumatic.	2.67
24	Have some focus on mental health issues related to suicide and bring in experts--Adults and Kids with borderline personality disorder, Major depression, DBT programming for adult and adolescents	2.58
83	Establish some peer-led support groups in the community.	2.50
89	Have more opportunities for peer chaplaincy (peers helping peers handle situations).	2.42
35	Train students as peers so they can help to refer other students.	2.42
105	Ensure that services are even in both east and west Pasco.	2.42
64	Provide safe, confidential suicide prevention services for service oriented professionals.	2.33

96	Offer suicide assessment and treatment procedures to graduate students in the mental health field at reasonable cost.	2.17
77	Ease the process for voluntary admissions to crisis centers.	2.08
99	Obtain funds or scholarships for farm workers representatives to attend conferences.	1.83
5	Establish and publicize a suicide prevention hotline that is staffed 24 hours, 7 days week with individuals trained to develop appropriate safety plans and make referrals for treatment and support, not just call the cops.	1.75
8	County to fund a Suicide Prevention Hotline to do brief crisis intervention via phone that can refer out to immediate counseling services in the community.	1.50

**Average: 2.66**

## Cluster 3: Interagency Linkages & Collaboration

68	Investigate access to 211 to ensure that the process is working.	4.25
75	Connect with ASAP (Alliance for Substance Abuse Prevention).	4.08
47	Keep the local 211 informed of when we are providing gatekeeper training,	4.00
34	Collaborate with other groups who are doing prevention work.	3.83
51	Invite representatives from areas relating to contributing factors to suicide (bullying, violence, sexual abuse) to the table.	3.75
104	Engage Gulfside Regional Hospice and Pasco Hernando Hospice survivors support groups.	3.50
100	Have local agencies and providers go to the farm workers communities to conduct training and provide outreach on a regular schedule, e.g., monthly.	3.25
81	Link with the health department on preventive programs to develop resiliency and positive coping skills.	3.08
84	Pull in the Veterans Association and the local armory into suicide prevention.	3.00
45	Coordinate with local nursing homes and assisted living facilities to provide suicide prevention education.	2.83
56	Offer stress management training to businesses and their employees.	2.67
108	Engage groups (e.g., hairdressers, bartenders, school janitors) who have a lot of contact with people who might consider taking their life.	2.50
71	Provide suicide prevention services for the deaf and the blind.	2.42
73	Link certified chaplains with law enforcement in responding to suicide calls.	2.25

## Appendix F: Statements by Cluster with Average Ratings for Implementation

7 Fund and support a community agency to do quarterly presentations on suicide and suicide prevention in a safe environment that is open to the community and free to attend. 1.92

**Average: 3.16**

### Cluster 4: Advocacy

3 Publish meeting dates in the local newspaper. 4.67

28 Disseminate suicide prevention information to our own groups and organizations. 4.67

67 Identify who will prepare the media statements. 4.42

95 Translate publications to Spanish. 3.83

91 Raise awareness that death of a pet is a potential risk factor for suicide. 3.50

54 Use the economic conditions to highlight the potential for suicide. 3.50

37 Educate local pastors, rabbis and other clergy that suicide can happen among their membership. 3.25

107 Sponsor a suicide prevention event with the Pasco County school district and invite the press. 3.25

63 Advocate with local and state political leaders to address the issue of suicide 2.92

**Average: 3.78**

### Cluster 5: Youth Outreach

102 Engage the Pasco Education Foundation. 4.08

98 Develop more interaction between Pasco Aware member organizations and farm workers groups. 3.75

69 Provide speakers in public schools to speak to students. 3.50

31 Coordinate yearly suicide prevention education for middle and high school students. 2.92

78 Develop an age-appropriate, culturally-appropriate play for youth suicide prevention. 2.50

39 Involve and educate youth by sponsoring a youth-focused, youth-led conference. 2.25

30 Get 10 to 17 year olds to own suicide prevention. 2.17

**Average: 3.02**

### Cluster 6: Schools

19 Solicit and implement ideas to encourage meeting attendance and participation (e.g., collect a brief "comment card" at the end of each meeting and act on recommendations). 4.17

21 Ensure that all Pasco Aware members understand the County's demographics and suicide-related statistics. 4.17

16 Talk to other coalitions to learn how they invigorated and expanded their efforts. 4.00

29 Analyze local suicide data to plan activities. 4.00

82 Hold regularly scheduled working meetings. 3.92

50 Look at research that presents contributing factors to suicide such as bullying, violence, sexual abuse. 3.83

6 Encourage stakeholder attendance at meetings. 3.67

92 Explore and highlight the possibilities that veterans may experience a rise in suicides. 3.58

11 Agree on how the action plan will be developed, communicated and managed. 3.58

65 Advocate for more mental health resources, especially for uninsured and underserved population. 3.08

22 Involve students, parents, and other school personnel in suicide prevention education and awareness. 3.00

17 Involve parents and students in the selection and implementation of school-based suicide prevention programs. 2.75

23 Implement a proven suicide prevention education and awareness program in the schools. 2.58

40 Encourage youth in the school system to become part of a suicide prevention task force via clubs. 2.33

**Average: 3.48**

### Cluster 7: Marketing and Public Relations

66 Have a prepared statement that we can provide to the media when its needed. 4.17

59 Invite the educational journalists to cover suicide prevention related events. 4.00

2 Market Suicide Prevention services already established in the community. 4.00

36 Write articles for neighborhood association newsletters. 3.92

26 Write editorials and/or letters to the St. Pete Times, Tamp Tribune, and Pasco Tribune about suicide prevention. 3.92

86 Have a My Space page. 3.83

14 Create an awareness brochure for mass distribution (e.g., at doctors' offices, businesses, hospitals). 3.58

10 Expand the Suicide Prevention effort to include providing information to the clerks of the circuit courts to disseminate to persons obtaining injunctions, divorces, Child Custody motions, etc. This is a distribution system that is already in place. 3.58

13 Use suicide-related data when speaking to County and business leaders to encourage interest, support, and implementation. 3.50

88 Have brochures and hot line numbers on display at pharmacy counters. 3.50

9 Provide Suicide prevention brochures and related materials to Mobile Home Parks and or communities where Senior Citizens live and congregate. (1-800-273-Talk Magnets) for every home in Target area. Utilize Boy and Girl scouts to distribute. Give Hope 3.42

55 Create kid-friendly posters and a website. 3.33

## Appendix F: Statements by Cluster with Average Ratings for Implementation

85	Utilize the VALPAC mailings to publicize Pasco Aware.	3.33
106	Hold a press conference for suicide prevention.	3.08
46	Create cultural and age specific brochures to flood the community (eg., place in nursing homes, doctors offices).	3.08
94	Expand awareness through commercials on the local government TV stations.	2.92
32	Designate a suicide awareness week at the schools.	2.83
93	Expand awareness through billboards.	2.75
74	Flood the community with brightly colored stickers, e.g., on liquor bottles and in store windows.	2.75

**Average: 3.45**

### Cluster 8: Outreach

27	Invite interested individuals and groups to Pasco Aware meetings.	4.42
58	Better advertise gatekeeper training to reach a wider audience of parents.	3.92
97	Reach out to self-help groups (AA, CODA, etc).	3.58
20	Involve the clergy in suicide prevention.	3.33
15	Educate County and business leaders on the issues and how Pasco Aware is addressing the issues.	3.33
90	Increase awareness of pet therapy.	3.25
41	Ask human resource directors at local companies to include suicide prevention tips in company newsletters.	3.17
60	Create a specific brochure for gangs.	3.00
52	Provide speakers free of charge (speakers, speakers, speakers).	3.00
48	Coordinate with local Chambers of Commerce and business partners especially big development areas.	3.00
38	Bring speakers in to the churches.	3.00
70	Provide a list of bad church advice and pastoral mistakes.	2.92
61	Develop a special arm to attend health fairs and distribute suicide prevention material.	2.92
53	Invite survivors of suicide to tell their stories.	2.83
57	Help workers access their employee assistance programs to get help for mental health and substance abuse issues.	2.83
72	Provide speakers at meetings of dental associations and other professions having a high suicide rate.	2.58

**Average: 3.19**