



Los Angeles County Department of Mental Health
550 S. Vermont Avenue
Los Angeles, California 90020



Sachi A. Hamai
Chief Executive Officer

Jonathan E. Sherin, M.D., Ph.D.
Director

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CONTACT: H. Chung So
(213) 351-5297
hso@dmh.lacounty.gov

LACDMH PARTNERS WITH POWER 106 FOR SUICIDE PREVENTION OUTREACH

The Los Angeles County Board of Supervisors has declared Sept. 10-16 as Suicide Awareness Week in Los Angeles County, putting a spotlight on the devastating impact of suicide and to highlight that suicide is preventable with education and intervention.

Los Angeles County Department of Mental Health (LACDMH) urges anyone struggling with thoughts of suicide – or know a loved one who is – to call the Suicide Prevention Lifeline at (800) 273-TALK and visit <http://suicidepreventionlifeline.org>, which offers 24/7 free and confidential assistance from trained counselors.

According to data from the Los Angeles County Department of Public Health, over 800 Los Angeles County residents die by suicide each year – higher than annual deaths by homicides, unintentional drug overdoses or vehicular accidents. Additionally, an average of 11 people a day are hospitalized for suicide attempts and an average of eight people a day require treatment in emergency departments in LA County.

During the months of September and October, the Los Angeles County Department of Mental Health (LACDMH) is promoting suicide awareness and prevention in partnership with hip-hop radio station Power 106. The integrated marketing campaign targets Latinos and African-Americans throughout LA County and Southern California, with the aim of educating them about the warning signs of suicide and how to get help.

The campaign includes:

- Public service announcements made by Power 106's on-air talent J. Cruz and Yesi Ortiz
- Online videos featuring personal stories of suicide survivors, which are viewable on LACDMH's YouTube page at <http://www.youtube.com/LACDMH>
- Live outreach events at LA County colleges and high schools, such as resource fairs and all-star basketball games that encourage teens and young adults to know the signs of depression and suicidal ideation
- Social media outreach and education about suicide prevention

Additionally, LACDMH co-sponsored the on Sept. 7 Suicide Prevention Summit at the California Endowment, which educated mental health professionals and school officials on current trends in suicide and mental health. This year's theme, "The Suicide Contagion Effect: Why Does It Happen, What We Know and What We Can Do", highlighted the roles of social media and the contagion effect in suicide.

For Suicide Prevention Month, LACDMH encourages county residents to learn more about recognizing the signs of suicide, and where to get help when they see those signs in themselves or others. This includes California's statewide Suicide Is Preventable campaign, which built on three key messages: Know the signs. Find the words. Reach out. Their website, www.suicideispreventable.org, educates viewers on these elements and also has a comprehensive directory of national, state and county suicide prevention resources for the public to contact.

About the Los Angeles County Department of Mental Health

Los Angeles County Department of Mental Health is the largest county-operated mental health department in the United States, directly operating 75 program sites and more than 100 co-located sites. Each year, it contracts with approximately 1,000 agencies and individual practitioners to provide a spectrum of mental health services to more than 250,000 residents of all ages. The Department's mission – enriching lives through partnership to strengthen our community's capacity to support recovery and resiliency – is accomplished by working with stakeholders and community partners to provide clinically competent, culturally sensitive and linguistically appropriate mental health services to clients in the least restrictive manner possible. For more information, visit <http://dmh.lacounty.gov> or follow LACDMH on [Facebook](#), [Twitter](#), [Instagram](#) or [YouTube](#).

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