



# Office of Suicide Prevention

## Annual Highlights Brief

Year 4: July 1, 2024 — June 30, 2025

The California Department of Public Health (CDPH), Office of Suicide Prevention (OSP) was created by [Assembly Bill \(AB\) 2112](#) in July 2021. The mission of the OSP is to address the root causes of suicide and self-harm injuries through strong partnerships, dissemination of data, and promotion of evidence-informed public health prevention strategies that create safe and healthy communities across California.

### OSP Strategic Priorities

The OSP has four strategic priority areas: Communications; Creating Safe and Protective Environments; Crisis Response and Postvention; and Continuing Education and Training. Strategic priorities are in alignment with the [National Strategy for Suicide Prevention](#), the [CDC Suicide Prevention Resource for Action](#), and best practices in population-based suicide prevention.

#### Communications:

**Efforts to reduce stigma and promote suicide prevention strategies through effective public health communications.**

**OSP Community of Practice Series** | The OSP continued hosting quarterly Community of Practice (CoP) webinars, with the goal of bringing together state and local partners to connect, collaborate, share, and learn from one another's successes and challenges. All webinars were well attended, drawing between 100 and 200 participants. The feedback collected provided valuable insights that helped shape the planning of future Community of Practice meetings. CoP topics included:

- Statewide suicide and self-harm data update (September 2024)
- The Veterans Affairs (VA) Suicide Prevention Community Engagement & Partnerships Coordinators (CEPCs) Program (March 2025)

- The Youth Suicide Reporting and Crisis Response Pilot Program, showcasing initiatives from San Diego and San Joaquin counties (June 2025)

**Social Media Shareables** | The OSP created 18 new [Social Media Shareables](#) in 2024, for use on social media channels, websites, emails, and more. Each post provides important information along with a call to action that can help spread awareness on suicide warning signs, effective prevention strategies, sources of support, and more. Shareables are available as a PDF toolkit that includes images with suggested narrative, and as standalone images ready for download.

**The *Never a Bother* Youth Suicide Prevention Media and Outreach Campaign** | [Never a Bother](#) began as part of the Children and Youth Behavioral Health Initiative (CYBHI) in 2023. The project included a unique combination of efforts – a media campaign co-created with over 420 youth from across the state, and [33 grantee organizations](#) running local youth suicide prevention programming.

- In its first year, the campaign generated more than 1.6 billion impressions, and included partnerships with [Megan Thee Stallion](#), [youth content creators](#), and the [every one mental health single space at Coachella](#).
- Grantees offered over 4,600 engagement opportunities that supported 106,000+ direct interactions with youth and caregivers. While local projects sunset in June, 2025, you can learn more about the efforts of all grantees on the [Center at Sierra Health Foundation website](#).

Visit the [Never a Bother website](#) to learn about the warning signs of suicide, crisis resources, tips on how youth can support themselves and their peers, and what caregivers can do to foster supportive and open conversations with the young people they care about. Looking for more? The [Get Involved page](#) has community partner toolkits, palm cards, posters, and other youth suicide prevention messaging tools.

### **Creating Safe and Protective Environments:**

**Efforts promoting lethal means safety, resiliency, and connectedness to minimize risk for self-harm and suicidal behavior.**

**Lock Box Distribution** — The OSP purchased approximately 4,450 gun lock-boxes in year 4, distributing them to 40 Tribal entities throughout the state of California. Lockboxes were distributed with the updated Safe and Secure Storage of Firearms flyer, available in both [English](#) and [Spanish](#), and stickers promoting the 988 Suicide and Crisis Lifeline. The flyer, created in collaboration with the UC Davis [BulletPoints Project](#), encourages lock box recipients to store firearms and medications safely so that children, youth and adults in crisis are less likely to gain access to these lethal means, and encourages help-seeking for those in crisis.

**Mental Health Thrival Kits** — [Mental Health Thrival Kits](#), developed by [Youth Creating Change](#), are used to celebrate wellness and promote positive coping skills for youth, with easy-to-follow activities to enhance basic skills for social emotional wellness. In year 4, the OSP purchased

over 50,000 Thrival Kits, available in English, Spanish, Korean American, and Filipino American, which were distributed to 242 schools and organizations serving youth across California.

### **Continuing Education and Training:**

#### **Efforts to promote workforce and community suicide prevention training.**

**Zero Suicide Training**— In July 2024, the OSP sponsored the second of two virtual [Zero Suicide Academy](#)<sup>®</sup> Online trainings, developed by the Education Development Center (EDC), for health and behavioral health organizations seeking to dramatically reduce suicide among those in their care. A total of 18 teams took part in the invaluable opportunity to learn about the Zero Suicide framework, begin strategic implementation planning, and prepare for commonly faced challenges. Following the Academy training, 16 teams participated in an ongoing Community of Practice focused on supporting Zero Suicide implementation through expert guidance, facilitated group learning activities, and team discussion and planning. Participants included community-based organizations, school districts, health care organizations and county behavioral health departments.

### **Crisis Response and Postvention:**

#### **Efforts to support local level crisis response and postvention support systems to rapidly and comprehensively respond to suicide attempts and deaths.**

**The Youth Suicide Reporting and Crisis Response Pilot Program** – This pilot program was designed to develop systems for rapidly reporting and comprehensively responding to youth suicides and suicide attempts at the county level by providing crisis services and follow-up support within school and community settings. Ten counties participated in the pilot program from June 2023 through June 2025: Alameda, El Dorado, Humboldt, Kern, Los Angeles, Riverside, Sacramento, San Diego, San Joaquin, and Solano.

The pilot program was unique to each county; however, the overarching design and approach aimed to:

- Complement and expand upon existing supports and strengthen systems
- Identify and shrink gaps in rapidly reporting suicide deaths and attempts
- Improve collaboration across departments and within schools, community-based organizations

Since completion, pilot counties successfully established or enhanced cross-sector partnerships, collaborating with schools, hospitals, behavioral health providers, and Community Based Organizations (CBOs), leading to better alignment of services with more comprehensive support for youth following a suicide attempt. Multiple trainings were delivered statewide, further enhancing workforce readiness and expanding the use of evidence-based models such as Mental Health First Aid. An in-depth Project Summary report will be released in the next fiscal year.

## Supporting Activities

All OSP priority areas are data-informed, community-driven, and grounded in health equity. The following OSP updates from year 4 address some of these cross-cutting areas, including data, needs assessment, technical assistance, and partnership building.

**Data Dissemination** | The OSP produces several suicide and self-harm data resources and reports, which can be found on the [Suicide Prevention Program webpage](#). Recently published reports include:

- [Youth and Young Adult Suicide and Self-Harm Emergency Department Visits in California](#)
- [Suicide Trends in 2022 Data Brief](#)
- [Veteran Suicide in 2022 Data Brief](#)
- [California Violent Death Reporting System \(CalVDRS\) Fact Sheet: Suicide in California, 2021](#)
- [California Violent Death Reporting System \(CalVDRS\) Infographic: Suicide in California, 2021](#)
- [Youth Suicide Prevention Program Annual Highlights Sheet](#)
- [Older Adult Suicide in California in 2021](#)

**CDPH EpiCenter Updates** | The CDPH Injury and Violence Prevention Branch, in which the OSP is housed, hosts the [EpiCenter Database](#). EpiCenter is an interactive tool for viewing California data on injuries that resulted in death, hospitalization, or an emergency department (ED) visit, including suicide deaths and self-harm ED visits. Between December 2024 and May 2025, EpiCenter was updated with 2023 hospitalization, death, and ED visit data from the Department of Healthcare Access and Information (HCAI) and the California Comprehensive Master Death File (CCMDF).

**Needs Assessment** | In Spring 2025, the OSP conducted the second biennial Needs Assessment, inclusive of an online survey that received over 200 responses, and 14 key-informant interviews. The assessment sought input from partners on specific technical assistance needs, focus areas within the OSP's strategic priorities, and how the OSP can best support suicide prevention and response work at the State and local level. A summary of needs assessment results will be released in year 5 on the OSP website.

**Technical Assistance** | The OSP responded to data requests from partners, including local health offices and state agencies, on an ongoing basis. Technical assistance focused on using data to guide decision-making and program planning related to suicide prevention. In addition, the OSP conducted a number of presentations for partners throughout the year, to provide information on OSP activities, population-level suicide prevention best practices guidance, and suicide and self-harm data trends in California.

The OSP was also invited to participate as an advisor on the California Department of Veteran Affairs' Suicide Mortality Review Committee (SMRC) beginning in 2025. The SMRC will work to establish a comprehensive framework for reviewing and preventing veteran suicide among the Native American veteran population. The project is a collaboration with the U.S. Department of

Veterans Affairs (VA) and supported by the Substance Abuse and Mental Health Services Administration (SAMHSA). The state-level SMRC plays a foundational role in shaping the structure, processes, and operational framework of future SMRCs.

**Partnership Building** | In year 4, the OSP continued fostering partnerships with both internal and external suicide prevention partners to promote collaboration and ensure a focus on groups disproportionately impacted by suicide, including youth, Tribal populations, older adults, Veterans and LGBTQ+ individuals. Examples of partnership building activities include:

- Sharing OSP updates and partnership opportunities in monthly Tribal Information Sharing Meetings hosted by CDPH's Office of Health Equity and the CA Health and Human Services Agency;
- Partnering with Sacramento County Public Health to provide education and resources on suicide prevention during the Native American Heritage Commission's 57th Annual Native American Day at the Capitol;
- Collaboration with relevant partners focused on suicide prevention among students, including participation in the Statewide Student Suicide Prevention Partners Meeting and the CA Department of Education's Student Mental Health Policy Workgroup, and;
- Collaboration with the CA Department of Veterans Affairs on the California Veterans Health Initiative Research and Surveillance Team, which is focused on coordinating a statewide assessment of veteran's mental health and providing recommendations on future prevention, intervention, and post-intervention strategies.

### Stay Connected with Us

- Visit our [Suicide Prevention Program page](#)
- [Join our Suicide Prevention network listserv](#) to receive updates on new data and programmatic activities.
- If you have any questions, please contact CDPH's Suicide Prevention Team at [Suicide.Prevention@cdph.ca.gov](mailto:Suicide.Prevention@cdph.ca.gov)