



Ohio Suicide Prevention Foundation

Strategic Plan 2009–2012

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Connecting for Life

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COVER ARTWORK

Rhoda Miller’s visually uplifting image reflects hope and the ability of the human spirit to overcome even the greatest of sorrows. Rhoda lost her sister Sara Lisa to suicide in 2000.

A. EXECUTIVE SUMMARY

In Ohio, an average of 1,300 Ohioans die by suicide each year, about three persons a day. For every homicide in Ohio, there are two suicides. Suicide is the second leading cause of death for people aged 15-24. Suicide is the 11th ranking cause of death for all ages. Males account for 79% of Ohio's suicides, females for 21%. 13% of suicides are persons 65 years or older. As reported by the 2005 Youth Risk Behavior Survey (YRBS), 27% of Ohio's teens report feeling depressed, 18% report seriously considering suicide, and 9% of Ohio's teens report attempting suicide during 2004.

The Ohio Suicide Prevention Foundation (OSPF), launched in 2005, is a catalyst to bring about change in attitudes and perceptions regarding the stigma attached to suicide, mental illness, alcohol and drug abuse, and addiction. The foundation does not provide direct services to people but is, rather, a resource for professionals and agencies that do.

OSPF works closely with various state agencies and organizations, including the Ohio Department of Health, the Ohio Department of Alcohol and Drug Addiction Services, the Ohio Department of Education, The Ohio State University's College of Social Work and College of Education and Human Ecology, nonprofit suicide prevention and family advocacy groups, law enforcement, the faith-based community, mental health consumers, Veteran advocacy groups, and survivors.

The mission of OSPF is to promote suicide prevention as a public health issue and advance evidence-based awareness, intervention, and methodology strategies that will support all Ohio-based suicide efforts. Our vision is that, by 2012, OSPF will be a recognized force for the prevention and reduction of suicides in Ohio through the provision of information, resources, increased awareness, elimination of stigma, and increased help-seeking behavior for all Ohioans. The board of OSPF is committed to realizing this vision through accomplishments in four strategic areas:



The goals and suggested actions for each of these strategic areas provide the direction and expectations for each of the next three annual work plans and operating budgets.



Statewide Programming and Advocacy

OSPF will develop, support, and expand statewide programming that promotes the prevention of suicide in Ohio and lessen the pain and trauma caused by a suicide loss.

Improving and increasing statewide programming through support of and collaboration with local suicide prevention coalitions is the foundation of this strategy. Currently, 69 Ohio counties have developed community coalitions that provide the opportunity and structure for allied groups to pursue coordinated strategies to educate and increase public awareness that suicide is a public health problem. Coalitions will be established in the remaining 19 counties. Additionally, OSPF will facilitate the growth of grassroots advocacy throughout the state through training, education, and development efforts. Of critical importance for OSPF is increasing collaborations with public and private partners to obtain additional opportunities for programs, public awareness, and prevention products. An initial priority for collaborative activities is with military veteran groups and others concerned about the increasing number of veteran suicides and emotional problems.



Policy Development

OSPF will develop or participate in the development of national, state, and local policies related to suicide prevention.

OSPF continues to participate in the formation of public policies related to suicide prevention, not only at the state level but, increasingly, at the national and local levels. Additionally, OSPF envisions a robust bio-medical research agenda coordinated throughout the state and involving academic medical schools, the general medical community, and other research entities.



Board Administration

OSPF will have a fully functioning board in compliance with its Code of Regulations and with an active committee structure.

Becoming a recognized force for the prevention and reduction of suicides in Ohio requires a broad range of dedicated people operating within a structure that facilitates participation and adheres to accepted standards of board governance. A revitalization of OSPF's committee structure will welcome additional and diverse participants to OSPF's operations. Instituting evaluation and feedback methodologies will help assess OSPF administrative and performance outcomes.



Financial Management and Fund Raising

OSPF will be a diversified, healthy, and growing publically and privately funded organization to support its programmatic and administrative goals.

OSPF is dependent on a variety of revenue sources to maintain its operations: state funding, grant awards, special program funding, and donations. A major objective in this area is the creation of a development plan to strategize long-term fund-raising opportunities and increasing and diversifying revenue sources.

Additional information about goals and actions for each strategic area can be found in Section E.

B. ORGANIZATION PROFILE AND DESCRIPTION

Ohio's suicide prevention initiative took lead from national efforts 12 or more years ago when the World Health Organization urged member nations in 1996 to address suicide prevention. That same year, the Air Force commissioned a 75-member committee to develop suicide prevention strategies as a result of increased suicides in this branch of the military.

By 1997, the United States Senate unanimously passed Resolution #84 declaring suicide a national problem, and in 1998 the United States House of Representatives joined rank and passed resolution #212 declaring suicide a national problem. The following year, U.S. Surgeon General David Satcher issued the first ever Call to Action to Prevent Suicide, and by 2001 the National Strategy for Suicide Prevention was launched.

In 2002, Ohio's suicide prevention plan was created. By 2003, Michael Hogan, PhD, former director of the Ohio Department of Mental Health, and chair of the president's New Freedom Commission, set suicide and the prevention of suicide as goal number one for the commission to address. In 2004, Congress passed the Garrett Lee Smith Memorial Act. Ohio's firm commitment to suicide prevention was confirmed formally in September 2005 with the formation of the Ohio Suicide Prevention Foundation. (A timeline of Ohio's suicide prevention planning is included on the back cover.)

The Ohio Department of Mental Health and other organizations were instrumental in creating the Ohio Suicide Prevention Foundation, along with the Ohio suicide prevention team, which currently functions as the advisory committee, a standing committee of the board. Other organizations involved in the creation of the foundation include GF Woods Consulting, Inc., suicide survivors, and representatives from numerous public and private institutions, agencies, businesses, organizations, and advocacy groups across the state. The foundation is supported through the Ohio Department of Mental Health, Ohio Department of Alcohol and Drug Addiction Services, Ohio Department of Education, and a partnership with The Ohio State University's College of Social Work and the College of Education and Human Ecology's School of Physical Activity and Educational Services.

The organization is led by a dedicated and organized board whose members represent a variety of geographical interests and expertise in the suicide prevention and public health fields. This board directs and monitors a diverse mix of funding sources including, but not limited to, public and private grants, state line-items, bequests, and products. An active board committee structure allows others to become involved in OSPF activities, especially the establishment of regular information sharing mechanisms and a variety of public and legislative relations programs.

C. MISSION AND VISION

The mission of OSPF is to promote suicide prevention as a public health issue and advance evidence-based awareness, intervention, and methodology strategies that will support all Ohio-based suicide efforts.

Our vision is that, by 2012, OSPF will be a recognized force for the prevention and reduction of suicides in Ohio through the provision of information, resources, increased awareness, elimination of stigma, and increased help-seeking behavior for all Ohioans.

Ohio Suicide Prevention Foundation



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D. GOALS AND ACTIONS



Statewide Programming and Advocacy

OSPF will develop, support, and expand statewide programming that promotes the prevention of suicide in Ohio and lessen the pain and trauma caused by a suicide loss.

Goal 1: Local suicide prevention coalitions will be established in all 88 Ohio counties.

Actions:

1. Assist in the development of local suicide prevention coalitions in the 19 counties that currently do not have a coalition.
 - a. Provide first-year start-up, second-year continuation, and third-year match grants as funding for coalitions.
 - b. Provide training in establishing local coalitions.
2. Provide programmatic resources, technical assistance, and training to local suicide prevention coalitions.
 - a. Maintain current list and links of resources available to local suicide prevention coalitions on the web site.
 - b. Distribute contact information for board and staff members available as a resource to local suicide prevention coalitions for site visits or presentations, especially to counties that do not have a local coalition.
 - c. Develop and distribute a Toolkit for Walks.
 - d. Provide consultation and training as requested.
 - e. Develop Toolkit for Funding for local coalitions.
 - f. Provide consultation on and facilitate collaborative efforts with survivors groups.

Goal 2: Provide mental health checkups for youth in all 88 Ohio counties.

Actions:

1. Develop a coordinated statewide mental health checkup program.
 - a. Provide statewide venues for current programs to share barriers and strategies.
2. Target Ohio's highest rate counties to create new mental health checkup programs.
3. Identify additional funding streams to support implementation of a statewide program.
4. Evaluate Ohio programs and share lessons learned within Ohio and nationally to improve programming.
5. Publish research findings from Ohio's program evaluation.
6. Maintain strong collaborative relationships with Columbia University's "TeenScreen" national program.
7. Utilize technology to collect real-time, online data for program outcomes.

Goal 3: Raise public awareness of suicide and suicide prevention advocacy and education efforts.

Actions:

1. Facilitate development of a grassroots advocacy network throughout the state.
 - a. Conduct six regional trainings for advocacy and education each year.
 - b. Facilitate connections between advocacy networks and local and state authorities.
 - c. Conduct an education/advocacy reception for legislators.
 - d. Create a standardized message and presentation to be used statewide.
 - e. Develop a Toolkit for Advocacy to be shared with local coalitions.

2. Create connections between state and local suicide prevention coalitions and state and local legislators.
 - a. Create web alerts to local coalitions on pertinent federal, state, and local legislative activities.
 - b. Continue to invite and include local coalition members when meeting with state legislators or policy administrators.
3. Encourage the survivor support constituency to become an advocacy agent for suicide prevention efforts.
4. Present the OSPF infrastructure as a prototype for local and other states' coalition and advocacy efforts.
 - a. OSPF and its partners will present at regional and national conferences.
 - b. Continue to offer training and consultation to other states.
 - c. Enhance web site with materials and links related to infrastructure development.
5. Create and distribute PSAs.
 - a. Obtain statewide distribution and airing of PSAs.
6. Conduct signature events that promote suicide prevention and OSPF.
 - a. Conduct at least two OSPF fund-raising events within next three years, e.g., major gala and a golf outing.
 - b. Coordinate two major conferences each year.
 - i. Local coalitions conference
 - ii. Survivors conference
7. Enhance current OSPF web site and Internet communication.
 - a. Develop an electronic newsletter.
 - b. Develop interactive web sites.
 - i. Investigate liability and legal issues.
8. Revitalize the OSPF Speakers Bureau.
 - a. Seek volunteer coordinator.
 - b. Examine and revise intent and content of Speakers Bureau.
 - c. Develop Guidelines for Establishing a Speakers Bureau as part of toolkit for local coalitions.
9. Determine means of creating culturally specific events, programs, or materials for the various cultures represented in Ohio such as Amish, Appalachian, African American, and Latino.
 - a. Review and revise current materials to be more culturally sensitive.
 - b. Create culturally specific focus groups for input and guidance raising awareness among specific cultures.

Goal 4: Increase collaborative partners and stakeholders, including state government and the Ohio business community.

Actions:

1. Develop collaborative effort addressing the needs of returning military personnel and their families.
 - a. Collaborate other interested groups including, but not limited to:
 - Ohio National Guard
 - Office of Ohio Veterans Affairs
 - Ohio Department of Mental Health
 - Ohio Department of Alcohol and Drug Addiction Services
 - Ohio Supreme Court
 - Ohio Association of County Behavioral Health Authorities

2. Improve public partnerships.
 - a. Facilitate and monitor AOD regional summits.
 - b. Expand and increase programming for both local suicide prevention coalitions and the Mental Health Checks for Youth Project (Garret Lee Smith Grant).
 - i. Distribute analysis of Signs of Suicide for TeensScreens.
3. Develop private partnerships with one local business and one national corporation each year.
4. Develop private partnerships with one local and one national foundation each year.

Goal 5: Develop and provide training and Training of Trainer (TOT) programs.

Actions:

1. As requested, provide Gatekeeper Training, and Assessing and Managing Suicide Risk Training.
2. Provide training needed for establishing new local suicide prevention coalitions.
3. Determine interest in increasing number of facilitators for Signs of Suicide Training.
4. Create educational, informational, and awareness sessions for community individuals who may interact with persons at risk for suicide.

Goal 6: Develop efficient method of assessing suicide prevention needs of various stakeholders and constituencies.

Actions:

1. As a first step, investigate use of "Survey Monkey" to assess needs and utilization of an OSPF Speakers Bureau.



Policy Development

OSPF will develop or participate in the development of national, state, and local policies related to suicide prevention.

Goal 7: Enhance relationships with state, local, federal, and national entities working to prevent suicides.

Actions:

1. Impact and be involved in any state regulatory revisions involving suicide prevention.
2. Take a leadership role in emphasizing suicide prevention throughout all related state policies.

Goal 8: Provide leadership for a research platform for suicide prevention.

Actions:

1. Lead in the creation of a statewide effort for bio-medical research involving all stakeholders, including Ohio's medical schools and general medical community.
2. Encourage research on and implementation of best practices suicide prevention programs, e.g., increasing the role of primary care physicians.
3. Participate in current and ongoing research activities.



Board Administration

OSPF will have a fully functioning board in compliance with its Code of Regulations and with an active committee structure.

Goal 9: Review and affirm the mission/vision of OSPF every three years.

Actions:

1. Review and revise Code of Regulations.
2. Fully implement regulations.
3. Assure that board membership regulations are followed.

Goal 10: Develop risk management plan and procedures.

Actions:

1. Appoint policy committee.
2. Charge committee to develop policies and procedures for staff/board (personnel, fiscal management, ethics, non-discrimination, etc.).

Goal 11: Review committee structure and revise as necessary to accomplish strategic plan.

Actions:

1. Include advisory board on committees.
2. Activate committees, including nominating committee.
 - a. Nominating committee will review and make recommendations for full board membership.
 - b. Establish a governance committee to oversee board and committee functioning.
3. Support monthly committee meetings or phone-in meetings.

Goal 12: Evaluate OSPF program and administrative performance and outcomes.

Actions:

1. Create mechanisms, tools, and studies to evaluate and/or assess:
 - a. Board and committee performance
 - b. Mission accomplishments and progress
2. Create mechanisms for identified partners or constituents to provide feedback on various activities of OSPF.
3. Continue an expectation of evaluation and assessment throughout OSPF activities and partnerships.
 - a. Focus on assistance to coalitions in their evaluation/assessment activities.
 - b. Staff prepare an annual report for constituents and partners, which includes a review of OSPF functions and performance.



Financial Management and Fund Raising

OSPF will be a diversified, healthy, and growing publically and privately funded organization to support its programmatic and administrative goals.

Goal 13: Seek and create a variety of funding sources for OSPF.

Actions:

1. Continue federal and state grant funding.
2. Identify appropriate foundation and grant opportunities.
3. Expand federal/state/private grant funding.
4. Develop a comprehensive plan for direct and indirect solicitation (include web donations).
5. Develop a plan to become a member of Charitable Campaign for federal/state/local government employees.
6. Research the establishment of an endowment.
7. Develop flexible funds.
8. Develop a Gantt Chart to identify and monitor resource opportunities.

Goal 14: Establish a line-item in state budget to support mission of OSPF.

Actions:

1. Identify legislative and corporate champions.
2. Build support through coalitions and other partners.
3. Develop information packets/message on need and use for funds.
4. Craft counter response to opposition.

Goal 15: Work with staff to develop a budget annually for board approval.

Actions:

1. Examine current expenditures and needs/wants for next fiscal year.
2. Draft budget in April.
3. Seek approval of budget in May.

Goal 16: Create OSPF development plan strategizing long-term fund-raising opportunities and responsibilities, including, but not limited to, marketing and advertising.

Actions:

1. Identify contractual and out-sourcing opportunities for short-term development projects.
2. Include specific board responsibilities for fund raising in development plan.
3. Research the hiring/contracting of CFO/fiscal officer and development director.
 - a. Develop position description for each position.
 - b. Develop cost/benefit analysis for each position.

E. SUMMARY CHART OF GOALS

*Committee responsibility for each goal will be determined as part of yearly work plan development.



Statewide Programming and Advocacy

GOAL	Initiate	Complete
Goal 1: Local suicide prevention coalitions will be established in all 88 Ohio counties.	2008	SFY2012
Goal 2: Provide mental health checkups for youth in all 88 Ohio counties.	SFY09	SFY2012
Goal 3: Raise public awareness of suicide and suicide prevention advocacy and education efforts.	2008-2010	Ongoing
Goal 4: Increase collaborative partners and stakeholders, including state government and the Ohio business community.	2008	Ongoing
Goal 5: Develop and provide training and Training of Trainer (TOT) programs.	2008	SFY2012
Goal 6: Develop efficient method of assessing suicide prevention needs of various stakeholders and constituencies.	SFY09	SFY2011



Policy Development

GOAL	Initiate	Complete
Goal 7: Enhance relationships with state, local, federal, and national entities working to prevent suicides.	SFY09	Ongoing
Goal 8: Provide leadership for a research platform for suicide prevention.	SFY09	SFY2011



Board Administration

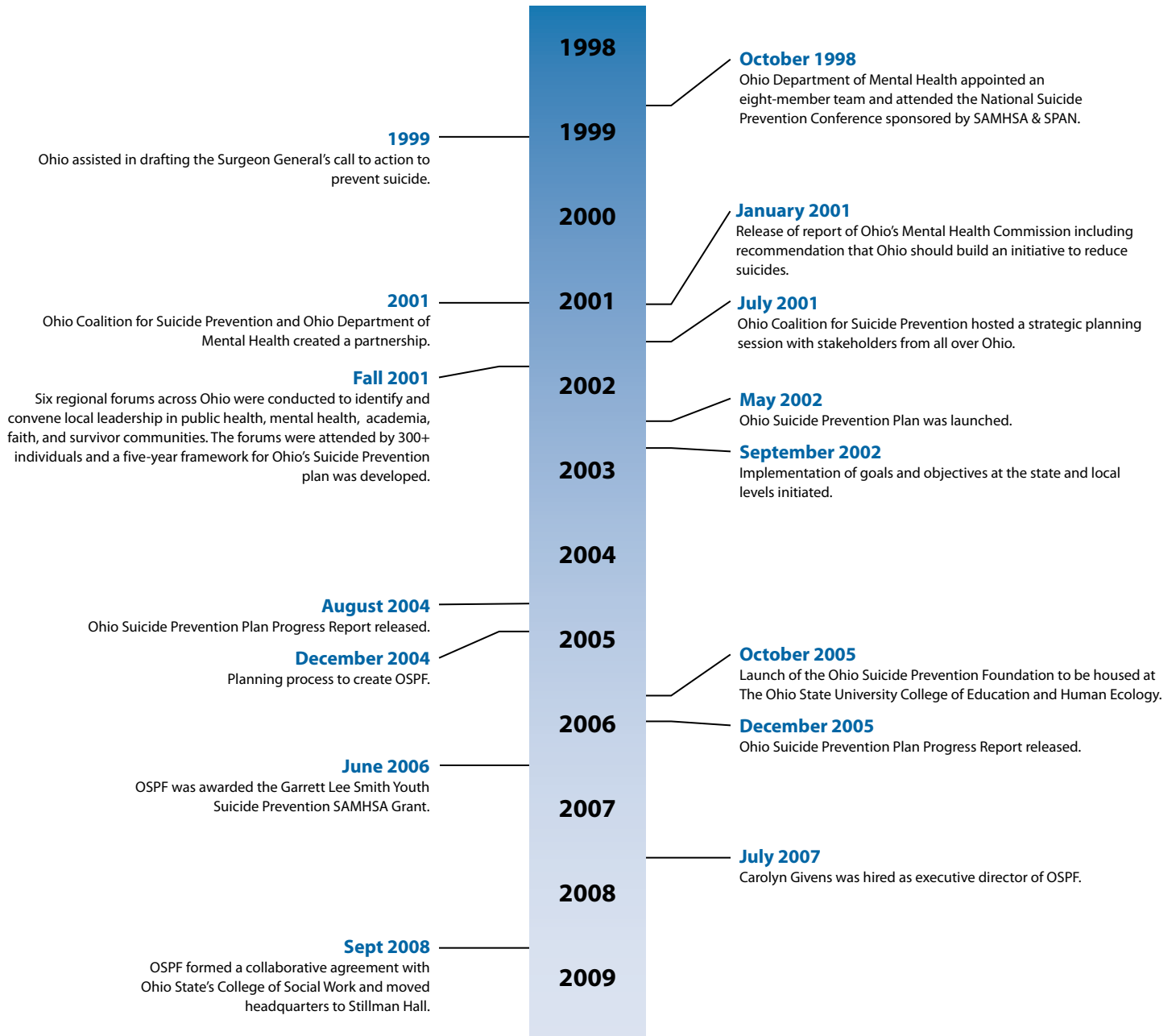
GOAL	Initiate	Complete
Goal 9: Review and affirm the mission/vision of OSPF every three years.	SFY2011	SFY2011
Goal 10: Develop risk management plan and procedures.	SFY2010	SFY2010
Goal 11: Review committee structure and revise as necessary to accomplish strategic plan.	SFY09	SFY2010
Goal 12: Evaluate OSPF program and administrative performance and outcomes.	SFY2010	SFY2010



Financial Management and Fund Raising

GOAL	Initiate	Complete
Goal 13: Seek and create a variety of funding sources for OSPF.	SFY09	Ongoing
Goal 14: Establish a line-item in state budget to support mission of OSPF.	SFY09	SFY10
Goal 15: Work with staff to develop a budget annually for board approval.	SFY09	Ongoing
Goal 16: Create OSPF development plan strategizing long-term fund-raising opportunities and responsibilities, including, but not limited to, marketing and advertising.	SFY10	SFY2012

Ohio Suicide Prevention History



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