



# Suicide Prevention Program



Project Facilitated by Dr. Delores Walcott and Dr. Paula Andrasi

## Goal of WMU Suicide Prevention Program

The overarching goal of the Suicide Prevention Program (SPP) program is that of creating a cultural shift at Western Michigan University by decreasing the stigma associated with mental health illness and increasing help seeking behavior.



## Suicide Prevention Program Western Michigan University

## Suicide Prevention Online Training for Faculty and Staff

The WMU Suicide Prevention Program offers online training for faculty and staff. By the end of the training, you will learn general knowledge about suicide statistics for college students, risks, warning signs, protective factors, effective ways to intervene, and referral resources available in the community. <http://www.uctc.wmich.edu/prevention>

## Our Project

We developed marketing materials (journal) for the Race Exhibit using the program logo and SPP marketing materials (ink pen). The journals were distributed to several University Counseling and Testing Center groups (faculty, staff, local and regional counseling interns, and active clients)



## Main Objective

The main objective of the Suicide Prevention Program is that of developing and implementing culturally sensitive social marketing messages that will help to promote a cultural shift towards increased levels of shared community and accountability for each other's welfare.

## Project Purpose

These materials helped to further the efforts of those stakeholders who are already involved in Western Michigan University's Suicide Prevention Program while at the same time focusing attention on the Race Exhibit from a mental health perspective.

Funding for the Project was used to design and develop unique marketing materials that were used by recipients to document their visit and, more importantly, their emotional reactions to the Race Exhibit. These unique marketing materials were practical but had a strong mental health focus.

## Warning Signs

Someone exhibiting one or more of the following warning signs should seek help from a mental health provider:

- Hopelessness
- Rage, uncontrolled anger
- Acting reckless or engaging in risky behavior
- Dramatic mood changes
- Increased use of alcohol or drug use
- Withdrawing from family and friends
- Anxiety, agitation, inability to sleep, or sleeping all the time
- Expressing that life is meaningless

**CALL 9-1-1 or seek immediate help from a mental health provider when you hear or see someone:**

- Threatening to hurt or kill themselves
- Looking for ways to kill themselves
- Talking or writing about death, dying, or suicide