

Update on Garrett Lee Smith grant

ASAP Project

March 13, 2009

Accomplishments

Staff Gatekeeper Trainings – QPR (Question, Persuade, Refer) – Susan, our overall prevention program project director, and Virginia, the training project manager, have set up interviews with applicants for a mental health educator position. They have picked 10 people who will be trained to be QPR trainers. The persons to be trained line up with the key sectors that we have identified in our grant proposal such as persons from the Duval county schools; one person from the Department of Children and Families; one from Daniels Mental Health/Social Service Outreach Agency affiliated with the Department of Juvenile Justice (they will work with probation officers); one from an agency working with sexual minority youths; one from an agency working with elderly grandparents, many of whom are raising youths in our target population range, one from Jacksonville Housing Authority, where many low income high risk youths live. Susan and Virginia are also working on getting someone from a runaway shelter who also works with the Department of Juvenile Justice. Also of note, Susan was recently interviewed by Business Week on the suicide prevention efforts in Duval County giving us some free positive publicity.

In addition, the local paper, the Jacksonville Times Union asked to interview Susan on the upcoming QPR train the trainers training. On the evaluation side, the USF evaluation materials with consent forms and Macro required items are in their final stages of completion to be ready for trainings. USF expects they will be ready to go very soon. The evaluation materials include measures of level of implementation, pre and post test measures and even a three month follow-up. USF has shared the materials with Paul Quinnett, the creator of QPR, and he is very excited about our evaluation and the materials as he has been concerned about how well QPR has been implemented throughout the country.

School Based Prevention – SOS (Signs of Suicide) and QPR (Question, Persuade, Refer) – The school district is prepared to make suicide prevention a major component of required teacher continuing

education called master plan points. On the evaluation side, Bailey Smith, a graduate student, has received SOS materials and the evaluation team is currently working on developing an evaluation measure *and procedural* manual for the evaluation for: anyone who conducts SOS training; and for school administrative staff for schools who participate in SOS training.

Social Marketing – This week, at our Steering Committee Meeting, our social marketing coordinator, gave a presentation educating our team on social marketing and she presented the steps that we needed to go through in developing our social marketing campaign. The social marketing coordinator also has been interviewing people for a senior social marketing strategist position and is down to some final candidates. We have also talked with United Way 211 crisis line services and with Child Guidance mobile crisis team and they said they will be able to produce baseline data on use of crisis services and adjust data collection information based on what we need to evaluate depending on what campaign we design that may target use of the crisis services so that we will have pre and post campaign data. They believe they will be able to produce data on whether crisis services were initiated by persons calling about others or persons self-referring. The USF evaluation team has developed a crisis tracking database to help track this information.

Case Management services – Ray, our county case manager, working with Kim, our Quality Assurance Manager, has developed a referral tracking sheet to keep track of lots of information on youths referred for services by suicide prevention activities. This tracking sheet includes the EIRF data that MACRO is interested in. Ray, working with Susan and Virginia from Mental Health America, has also developed a resource sheet for persons trained in QPR so they know where to refer an at risk youth. Ray's contact information will also be on this resource list. Ray has also worked with Susan and Virginia on developing a procedure for making people aware of the County Case Manager: For example, Ray will show up at many QPR trainings to introduce himself to some of the persons who will be trained gatekeepers. On the evaluation side, USF has finalized measurement materials and will be shortly sending them for IRB approval. Bailey has tried to contact the cohort 2 grantee group ASPEN in West Virginia that has a mobile crisis unit.

Parent Involvement – Susan and Virginia have set up a meeting for the end of March with the Children’s Mental Health Coalition to work on developing a parent advisory board. They are also partnering with a group called the Bridge which has a series of programs on parent involvement. They are also planning their parent involvement activities around Krista Kutash’s description of efforts in Massachusetts from the book, “Are We There Yet”. The USF evaluation team has created a tracking system for tracking parental involvement activities. Upon the recommendation of Susan and Virginia, USF has also created a parent version of our QPR evaluation which does not include non-applicable items about agencies.

Future Plans

Staff Gatekeeper Trainings – Susan and Virginia plan to hire a mental health educator soon. They have set up a train the trainers training for 10 QPR trainers two weeks from now. A trainer from South Carolina will be coming down to train our QPR trainers. Also attending will be two members of our evaluation team – Bailey and Renee to explain the evaluation and consenting procedures, and answer questions. They will also be bringing 1000 copies of our evaluation measures; and Ray, our county case manager, will attend and explain the importance of trained gatekeepers notifying him when they refer an at risk youth. The ten trainers will sign a memorandum of understanding that they will set up their own QPR trainings, use evaluation materials, and train a minimum of 100 people a year. Susan and Virginia plan to pull this group of trainers together quarterly to see how the trainings are going and hear lessons learned, etc. Susan and Virginia will also conduct QPR trainings with other agencies in Duval County throughout the year. They have also started thinking about how to eventually expand the ability to do QPR trainings throughout the state. In addition, we are looking forward to the upcoming visit from Nicole, our Macro representative, as she is making a site visit to Tampa 3.23.09-3.24.09. The USF evaluation team will attend all meetings, and specific programmatic members will conference call in on relevant parts.

School Based Prevention – The schools have 4 hours of continuing education required for professional development. They are planning to have QPR be one hour of this training and discussed the possibility of being able to offer 4 hours of suicide prevention training. The Duval County school district is trying to develop their plan by a March 23 deadline. They will be seeking School board and Dept. of Education approval. Schools also are planning to have QPR targeted at certain groups such as health educators and persons who kids more commonly talk to such as athletic coaches and band/chorus teachers next

August but feel this will be a good time to get a lot of teachers educated because of required in-services. The plan for next year is for schools to first receive QPR and then SOS. The school district has started to think about which schools to target (some schools that have been identified as very high need, and some schools with very supportive principals that could potentially be model schools, discussed possibly targeting some alternative schools, department of juvenile justice schools, full service schools, and magnet schools plus the feeder schools of various high schools). Depending on issues the school is working on relative to being on a quarter or semester system – SOS is planned for either Oct. 2009 or Jan. 2010. The evaluation measure, which is being developed, will have pre and post measures and measures of level of implementation of the program. USF is also planning on developing an SOS procedural manual.

Social Marketing – We will hire social marketing strategist. Once this person is hired, our social marketing coordinator will take her steps of social marketing and turn it into a strategic plan of what steps will be accomplished by what time. As we mentioned last time, once we feel our social marketing plans are further developed, we plan to have a phone conversation with Anara Guard and Katie from SPRC to discuss our plans and get any helpful hints. Likely first stage will be focus groups before any campaign is started to test social marketing messages on targeted populations. As mentioned, once this rolls out, we plan to collect data on volume and type of crisis services and compare to baseline data.

Case Management services –We are almost ready to start tracking cases and likely will be doing this when the QPR training starts. Ray plans to attend QPR trainings, pass out business cards and introduce himself as the key person trainees should contact when they identify a youth at risk. Ray will then help link youth/families to appropriate mental health services. In tracking cases, the county case manager is planning on doing home visits as a means to track people referred for services. He has also been working with Susan and Virginia on developing a brochure to hand out to families. The evaluation team has several trained individuals (many bilingual) to conduct baseline and follow-up interviews with youths on symptoms and suicidality and the referral process. In addition, the evaluation team has gotten access to Baker Act data and will be able to report on persons brought for involuntary examinations for possible involuntary hospitalization at baseline and at various points as different elements of the suicide prevention plan are implemented.

Parent Involvement – Besides the aforementioned plan, Susan and Virginia have a 2 step process in parent involvement. First, a focus on empowering parents and second, a focus on training schools and agencies to be receptive to parents. We plan to get IRB approval of our parent version of our QPR evaluation measures.