Concerning Message Response Plan

GENERIC TEMPLATE

Suicide Ideation Protocol

Your Organization Details (e.g. name, website, logo)
Click here to tailor in Canva.
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Protocol for Suicide Ideation

In the event a person submits a post or message expressing suicidal thoughts, staff at the Insert, with help from professional mental health counselors, will follow the Concerning Message Response Plan to intervene.
How to Use this Guide

Purpose of this Guide

The Concerning Messages Protocol is designed to support tribal communities in the event a person expresses suicidal thoughts through their organization’s communication channels (e.g. website, social media channels, text message service, email, etc.), or is in crisis or a mental health emergency. It is intended to be a guide on which to build upon at an organizational and community level.

The guide can help with the following:
- General Organization Flowchart
- Managing and Tracking Incoming Messages
- Protocol for Suicide Ideation WITH & WITHOUT Contact Information
- Notification of Crisis Response Team
- “Q&A” Service Algorithm for Answering Incoming Questions
- 3-month Follow-up: Caring Contact
- Resources

This document was put together as a guide for you to adapt to your community and organization needs. No need to reinvent the wheel when we can help share the load.

Need Help?

If we can help in any way, please let us know! We are here to help! You can request Technical Assistance or Training by clicking this link here or going to the Healthy Native youth website (www.healthynativeyouth.org).
Management Doc

The We R Native "Q&A" team uses an Excel document entitled "Management Doc", which is referenced throughout this template. We use it to keep track and organize questions received, as well to follow-up with youth who've sent concerning messages. Below is an screenshot that might be helpful, but as always feel free to create a tracking document that makes sense for your organizational needs.

Non-urgent Tab

<table>
<thead>
<tr>
<th>Question</th>
<th>Folder/ Subfolder</th>
<th>Where to Find/ Title</th>
<th>Contact Info</th>
<th>Date Submitted</th>
<th>Type of Question (Urgent, Non-Urgent, Triage, New, Non-Native/ Adult)</th>
<th>Assigned Relative</th>
<th>Notified</th>
<th>Draft</th>
<th>Posted Website Link</th>
</tr>
</thead>
</table>

Urgent Question Tab

See section 3 for more details.
Authors

This guide was developed by Celena McCray, Colbie Caughlan, Dr. Stephanie Craig Rushing, Amanda Gaston, Lael Tate, David Stephens, and Asia Brown on behalf of the Northwest Portland Area Indian Health Board’s THRIVE and We R Native Programs.

Northwest Portland Area Indian Health Board (NPAIHB) is a non-profit tribal advisory organization that serves the forty-three federally recognized tribes of Oregon, Washington, and Idaho. Established in 1972, the NPAIHB strives to eliminate health disparities and improve the quality of life of American Indians and Alaska Natives by supporting the Northwest Tribes in their delivery of culturally appropriate, high-quality healthcare. NPAIHB houses a Tribal Epidemiology Center (EpiCenter) that manages health promotion and disease prevention projects and is active in Indian health policy. For more information, visit: www.npaihb.org.

THRIVE provides regional support for suicide prevention with a focus on cultural pride, resilience, and traditional healing.

We R Native is a multimedia health resource for Native teens and young adults. The service includes an interactive website (www.weRnative.org), a text messaging service (Text NATIVE to 97779), Instagram, Facebook, Twitter, TikTok, YouTube, and print marketing materials. Special features include an “Ask Your Relative” Q&A service and medically accurate information reviewed by experts in public health, mental health, community engagement, and activism.
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Suggested Citation

Insert Program/ Organization has three main channels that generate incoming messages: *(tailor to fit your needs and organization description)*

Text Message. Insert if applicable

"Q&A" Service. Insert if applicable

Inbox - Email and Social Media channels. e.g. Email, Instagram, Facebook, TikTok and/or Twitter

Each message’s source will initiate their own protocol and will involve three attempts to contact and a three month follow-up

1. When ‘message’ or ‘post’ is used in this protocol it refers to: text messages, email, web submissions, DMs, Instagram, Facebook, and/or Twitter.
When someone inbox’s PRT channels with a concerning message, Insert Staff will automatically send the following reply:

“We care about how you are doing. Please note this line is NOT monitored 24/7. If you need immediate help text “NATIVE” to 741 741 for free 24/7 support or call the Suicide Prevention Lifeline at 1-800-273-8255. We want to continue to support you, text “Caring” to 65664.”

When a concerning Web App Submission from MSI is submitted with contact information, Insert Staff will automatically send the following reply to the contact information provided (e.g. email, phone/text, SM):

“We care about how you are doing. Please note this line is NOT monitored 24/7. If you need immediate help text “NATIVE” to 741 741 for free 24/7 support or call the Suicide Prevention Lifeline at 1-800-273-8255. We want to continue to support you, text “Caring” to 65664.”

When someone texts the project with a concerning text, Insert will automatically send the following reply:

“We care about how you are doing. Please note this line is NOT monitored 24/7. If you need immediate help text “NATIVE” to 741 741 for free 24/7 support or call the Suicide Prevention Lifeline at 1-800-273-8255. We want to continue to support you, text “Caring” to 65664.”

*Text Message Specialist will receive a notification from Insert Provider that it has been sent to the phone number.
If the concerning message includes content suggesting suicide ideation with contact information, Insert Staff will send an email or text, flagged with High Importance!, to mental health counselors:

- Insert
- Insert

If none of these professionals are available, Insert Staff will contact crisis call center/local/regional resource and ask for assistance with follow-up.
Email Draft to First Responder
WITH Contact Info

To: insert mental health counselor email
cc: insert Exec. Director, Project Director, etc.
Subject: Concerning Message (with High Importance! flagged)

Hello –
The Insert team received a concerning message from (Name, email address, cell number, etc.) and we are concerned about possible suicide ideation (or name the concern here).

We don’t know their age or gender, below is the only information we have.

This is the information we’ll use to track their response:

<table>
<thead>
<tr>
<th>Question</th>
<th>Contact Info</th>
<th>Date Submitted</th>
<th>Assigned To</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ex. I don't want to be here?</td>
<td>Insert</td>
<td>2013-08-29 14:12:23</td>
<td>Ex. Ursula</td>
</tr>
</tbody>
</table>

Are you available to contact the individual?
If so, you might open the conversation with something like:

“Hi. I'm a volunteer counselor with (insert organization name). I got your number from their (e.g. “Q&A service) and I wanted to reach out. How are you doing?

Would you like me to connect you to someone in your community that you can talk to?

Thank you for reaching out for help.

In the meantime, you can contact the the Crisis Text Line by texting “NATIVE” to 741-741 or call the suicide prevention lifeline at 1-800-273-8255. They're available 24/7. You don't have to be in an emergency to use these resources. Also, www.nowmattersnow.org has videos and resources that others have found useful if you are in a crisis or are having a mental health emergency. You can also, text “CARING” to 65664 to receive caring messages."

Thank you so much for your assistance!

-Insert Staff
Without Contact Info

### Reverse Look-up

**Insert Staff** may use a reverse look-up resource to identify local resources:
e.g. mental health center, police

**Insert Staff** will use the
- Protocol Algorithm Steps, and
- “Ask Your Relative" Management Doc to track communication and ensure three contact attempts have been made with the individual

**Insert Staff** will post on all social media accounts within 48 hours, if youth was not reached

### Post Response on "Ask Your Relative" Channels

**Insert Staff** will use the
- Protocol Algorithm Steps, and
- Management Doc to track communication and ensure three contact attempts have been made with the individual

**Insert Staff** will post on all social media accounts within 48 hours

This will conclude staff reaching out with specific resources
3-months after the first contact, **Insert staff** will be prompted by calendar invite to send one caring contact follow-up message. Caring Contact (CC) messages are often brief and simply let the person know that someone cares about them and wishes them well. Staff will send this message:

“Dear __
I wanted you to know that I am thinking of you and hope things are going well for you. You are loved. You are not alone. We Need You Here. If you are ever in a mental health emergency please call the Suicide Prevention Lifeline at 1-800-273-8255 or text “NATIVE” to 741 741. You can also, click here [insert Youth Support Resource link] for more resources and text “CARING” to 65664 to receive caring messages.

With Love, **Insert Staff**


Track the date of this message on “Management Doc” tracking log, under “Urgent Q's – Caring Contact” tab.

<table>
<thead>
<tr>
<th>Question</th>
<th>Contact Info</th>
<th>Date Submitted</th>
<th>Channel Used</th>
<th>Assigned To</th>
<th>First Contact</th>
<th>Second Contact</th>
<th>Third Contact</th>
<th>3-month CC Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>If I had depression for 6 years and I had no help, how would that affect me</td>
<td>4/23/21</td>
<td>Danica</td>
<td>4/27/21</td>
<td>N/A</td>
<td>N/A</td>
<td>7/27/21</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Person Responsible for Sending CC Calendar Invite</strong></td>
<td>Notes</td>
<td>Person Responsible for Sending CC</td>
<td>Date CC was sent</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amanda</td>
<td>Sent Calendar Invite to team 5/21/21</td>
<td>THRIVE Staff</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

This concludes the communication with this individual.

**Send out a calendar invite to appropriate team members as a reminder to follow-up at 3-months.**
Has the person clarified their intent with Crisis Team?

YES

Has the person responded within 24 hours of outreach?

YES

NO

2nd Contact Attempt

Crisis Team follow-up - no later than one week

*Update "Management Doc"

Has the person responded within 24 hours of outreach?

YES

NO

Has the person clarified their intent with Crisis Team?

YES

2nd Contact Attempt

Crisis Team follow-up - no later than one week after 2nd contact

*Update "ManagementDoc"

Has the person responded within 24 hours of outreach?

NO

NO

3rd Contact Attempt

Crisis Team will follow-up and provide resources - no later than one week after 2nd contact

*Update "Management Doc"

3-month Follow-up: Caring Contact

"Dear ___, I wanted you to know that I am thinking of you and hope things are going well for you. You are loved. You are not alone. We Need You Here. If you are ever in a mental health emergency please call the Suicide Prevention Lifeline at 1-800-273-8255 or text "NATIVE" to 741 741. You can also click here for more resources and text "CARING" to 65664 to receive caring messages. With Love, Staff"
Team & Resources

Crisis Team

"Q&A" Team

Staff/Tracking Team

Tailor Examples:
Clinical Psychologist:  
Behavioral Health Counselor:  
Behavioral Health Counselor for 2SLGBTQ:  
Crisis Call Center:

Tailor Examples:
Auntie:  
Uncle:  
Auntie:  
Cousin:  
Management Doc Lead:  
Media Specialist:  
Project Investigator:

Tailor Examples:
Management Doc Lead:  
Media Specialist:

Resources

Youth Support Resource link:

Caring Messages:
# Youth Support

**In crisis? Connect 24/7...**

**Crisis Text Line**
Text: NATIVE to 741 741

**WhatsApp**

**National Suicide Prevention Lifeline**
Call: 1-800-273-TALK
Chat

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### Abuse & Sexual Assault

- **StrongHearts Native Helpline**
  Call, text, or chat 24/7
  1-844-7NATIVE (762-8483)
  Chat

- **RAIINN**
  National Sexual Assault Hotline
  Call (24/7): 1-800-656-HOPE
  Chat

- **National Teen Dating Abuse Helpline**
  Call (24/7): 1-866-331-9474
  Text: LOVEIS to 22522
  www.loveisrespect.org

- **Childhelp National Child Abuse Hotline**
  (24/7): 1-800-4-A-Child (422-4453)

### Drugs, Alcohol & Tobacco

- **National Institute on Drug Abuse for Teens**
  Call: 1-800-662-HELP

- **Truth: Smoking, Vaping, and Opioids**
  Get 24/7 Support
  Text: DITCHVAPE to 88709

- **Get the Facts About Drugs**
  Just Think Twice
  Call: 1-855-378-4373
  Text: 55753

- **National Drug Information Treatment & Referral Hotline**
  Call: 1-800-662-4357

### Mental Health

- **Mental Health America**
  Call: 1-800-969-6642
  Text: MHA 741 741

- **Teens Helping Teens**
  Call: 1-800-852-8336
  Text: TEEN to 839 863

- **We R Native: My Mind Ask Auntie & Uncle**
  Text: CARING to 65664

- **National Hotline. Reach Out & Get Help**
  Call: 1-800-448-3000
  Text: VOICE to 20121

- **Caring Messages - to remind you of how awesome you are!**
  Text: CARING to 65664
  Text: COLLEGE to 65664
Youth Support

Relationships & Dating

StrongHearts Native Helpline
Call, text, or chat 24/7
1-844-7NATIVE (762-8483)
Chat

Love is Respect
Call (24/7): 1-866-331-9474
Text: LOVEIS to 22522
www.loveisrespect.org

That’s Not Cool
Healthy Relationships, Online & Off
Call (24/7): 1-866-331-8453

We R Native: My Relationships
Ask Auntie & Uncle

Sexual Health

Planned Parenthood
Call: 1-800-230-7526
Chat: Ask Roo
Find a Clinic

We R Native: Sexual Health
Text: SEX to 97779
Ask Auntie & Uncle

I Know Mine
Ask Nurse Lisa
I Want the Kit & Order
Condoms (AK mailing only)

It’s Your Sex Life
Live Chat

Bedsidder

Get Yourself Tested #GYT
Find a clinic near you

Sexual Identity - 2SLGBTQ+

Paths (Re)Membered Project
Text: 2SLGBTQ to 97779

Native Youth Sexual Health Network

The Trevor Project
Call (24/7): 1-866-488-7386
Text: START to 678 678
Chat

It Gets Better Project
Embrace the Journey

Trans Life
Call: 1-877-565-8860

Human Trafficking Hotline
Call (24/7): 1-888-373-7888
Text HELP to 233 733
www.humantraffickinghotline.org

CLICK ON THE LOGOS TO GO TO RESOURCE
Youth Support

PAGE 3

Bullying

Stopbullying.gov
What Teens Can Do
What Adults Can Do

Cyberbullying
Resources for Youth
Report Cyberbullying

We R Native: Bullying Prevention
Ask Auntie & Uncle

Text Message Campaigns

Text: NATIVE to 97779
For health & wellness tips

Caring Messages - to remind you of how awesome you are!
Text: CARING to 65664 (ages 13-24)
Text: COLLEGE to 65664 (college youth)

Text: SEX to 97779
Get tips and resources to protect your sexual health

Text: LGBTQ2S to 97779 or ALLY to 97779
Native. Two-Spirit. LGBTQ. #BornSacred

Text: STEM to 97779
For inspiration and motivation on your journey in Health, Technology, Engineering or Math

Text: FITNESS to 97779
For inspiration and motivation to conquer your personal wellness goals and you could win fitness gear or a fitbit!!!

TIP: SIGN UP FOR ONE CAMPAIGN AT A TIME. OTHERWISE YOUR MESSAGES WILL GET ALL MIXED UP AND THAT’S NO BUENO

Find Help Near You

SAMSHA - Zip code locator for a treatment center closest to you

Mental Health America - Zip code locator for a clinic closest to you

CLICK ON THE LOGOS TO GO TO RESOURCE

We ALL need Help...

... at different points in time. Every single one of us! Trust your gut and...

Share - any concerns you have
Talk - with someone you can trust
Report - if you’re worried about someone