

NEW Mental Health Connection Member Meeting

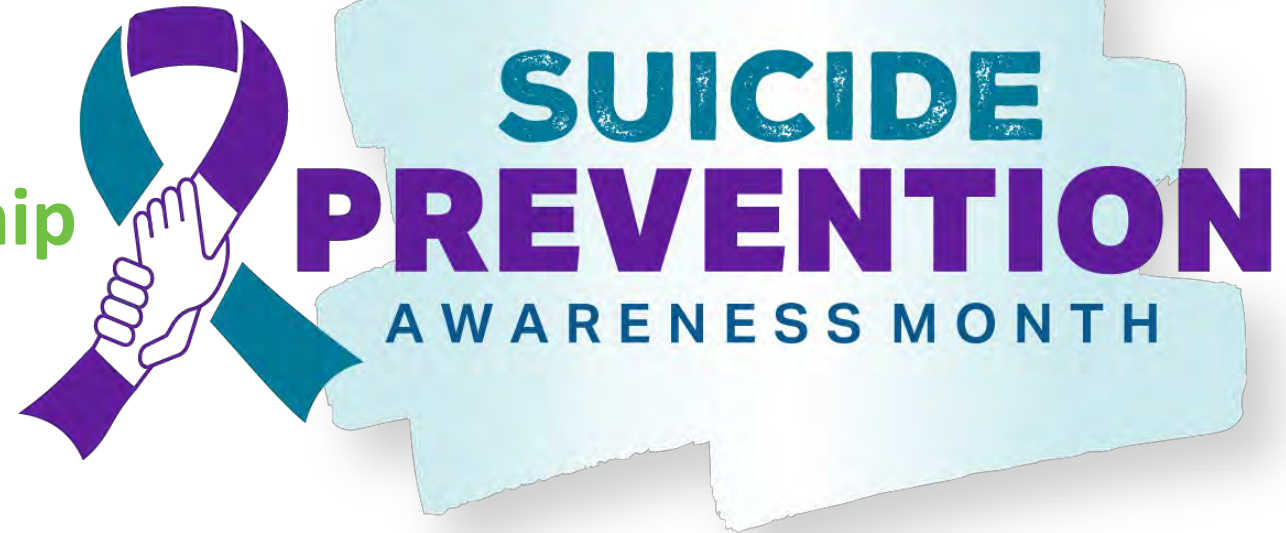
Thursday, September 11, 2025



AGENDA



- Welcome!
- Follow ups from last meeting
- Mental Health Action Partnership
- Spotlight: Project Zero
- SNEAK PEAK: MYWS 2.0 Data
- Adult Suicide Data



Connecting with member agencies

THANK YOU!

- Challenges
- Benefits of Membership
- Value add
- Idea Generation!



Data Conversation

- Not necessarily telling us anything at this point
- 2008 needs didn't start showing up until 2010
- Strengths based collaborations are likely the way forward
- The Connection might not be the right entity to coordinate this work
- Outcome: communication opportunity

WAVES OF NEED





A coalition focused on equitable access and continuous improvements in integrated mental health care

Objectives:

- Preserve and increase access to prevention, early intervention, and a continuum of evidence-based integrated care
- Ensure choice in care for all with mental health needs, that is peer driven, family-driven, culturally informed and recovery-focused
- Sustain, grow, diversify and better utilize the workforce to meet demand and provide services for all with mental health needs throughout the state
- Maintain a compassionate, safe, high quality and accountable system of integrated mental health care



MHAP

MENTAL HEALTH ACTION PARTNERSHIP



2025 Priorities:

- Psychiatric Residential Treatment Facilities (PRTF)-**Signed into law! Act 9**
- Qualified Treatment Trainee (QTT)-**Level funded in 2025-2027 at \$1.5M**
- Psychosocial Clubhouse grants-**MOVING forward AB301/SB305**
- Treatment Alternatives & Diversion (TAD) Expansion **MOVING forward AB-178/SB-153**
- Dialectical Behavioral Therapy (DBT)-**Bill proposal written; seeking sponsors**
- Department of Corrections (DOC) Independent Ombudsman-**Proposal submitted to DOC Secretary**
- Community Support Programs (CSP)-**Removed from budget**
- State Health Care Provider Loan Assistance Programs-**Removed from budget**
- Medicaid Peer Support Services- **Removed from budget**
- Medicaid Community Health Workers (CHW)- **Removed from budget**



MHAP

MENTAL HEALTH ACTION PARTNERSHIP

<https://www.mhapwi.org/>

Mid-term Priorities:

- **Medicaid Rate Study** for Mental Health and Substance Use Treatment-utilizing work done in MN
 - Next meeting Sept. 17th from 3p-p4
- **Growing the mental health workforce** by expanding understanding of peer specialists and peer support services to encourage investment
 - Next meeting Sept. 17th from 3p-4p
- **Integrated Data System**
 - Next meeting Oct. 14th from 3p-4p
- **Chapter 51 Emergency Detention Improvement**
 - Next meeting Sept. 24th from 12p-1p

**Big P
POLICY**



The Connection's Agency Spotlight

**Project
ZERO**
EVERYONE
MATTERS

Lindsey DeVries
Community Suicide
Prevention Coordinator

THANK YOU for your help!

During the month of August a number of our member organizations helped to spread the word about the MYWS 2.0 on social media and were entered into a drawing!



The Connection
N.E.W. MENTAL HEALTH



**MEDICAL
COLLEGE
OF WISCONSIN**

Project ZERO
EVERYONE MATTERS



MCW
MEDICAL SCHOOL



AW ADVANCING A HEALTHIER
WISCONSIN ENDOWMENT

What is MYWS 2.0?



Surveillance tool to get a glimpse at adult mental health in Calumet, Outagamie and Winnebago Counties.

Culturally informed questions regarding:

- mental health
- suicide related behaviors
- lifestyle factors
- demographics



Created by the Medical College of Wisconsin

100% anonymous

IRB Approved



Mind Your Wellness Survey 2.0



Survey Open from Aug. 1, 2024 -September 1, 2025

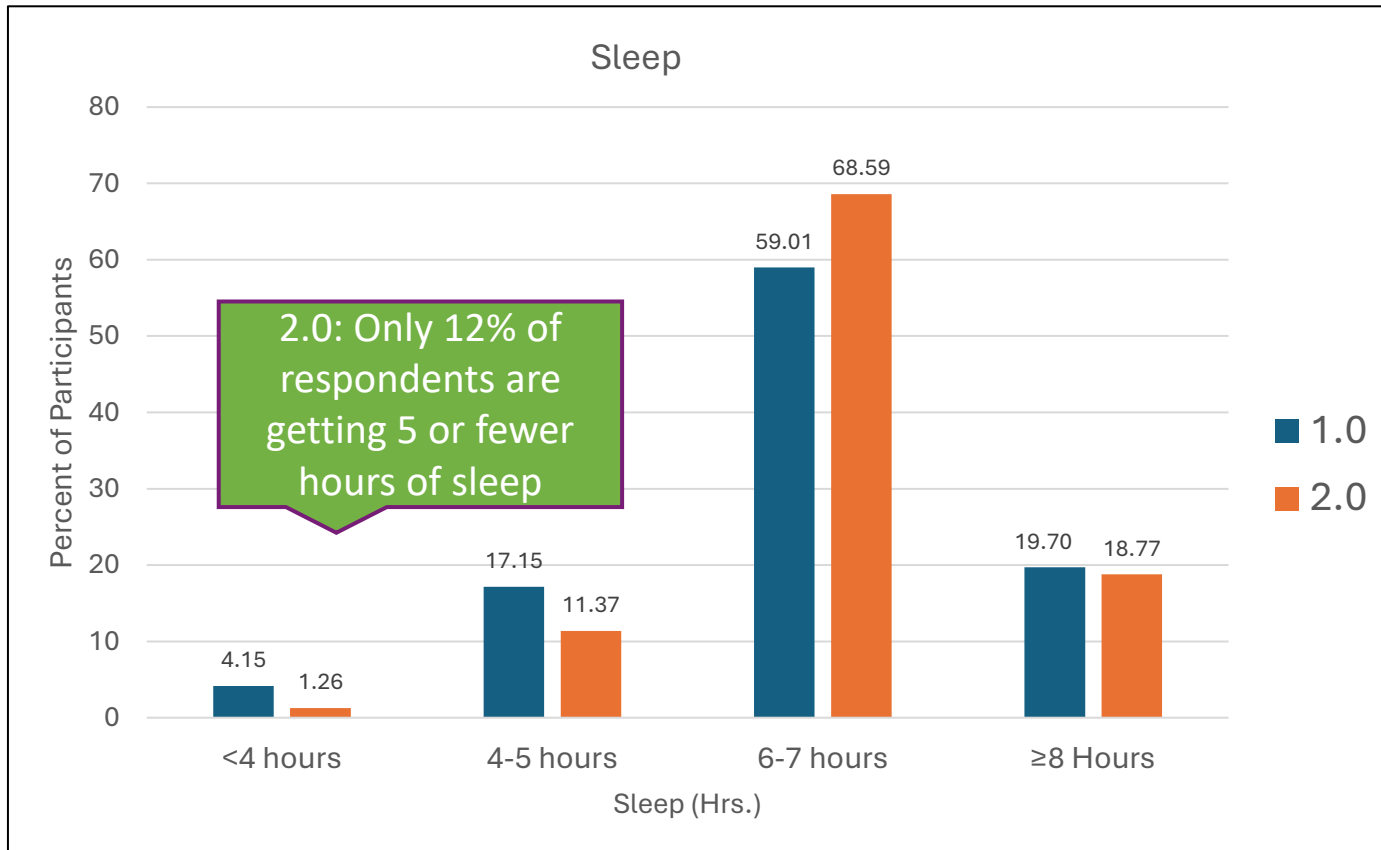
655 completed surveys

Full data presentation from the Mind Your Wellness Survey 2.0 at our **November 13th member meeting.**

Here is a Sneak Peek at the results



Sleep and Feeling Rested



53% not feeling rested upon waking



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N.E.W. MENTAL HEALTH

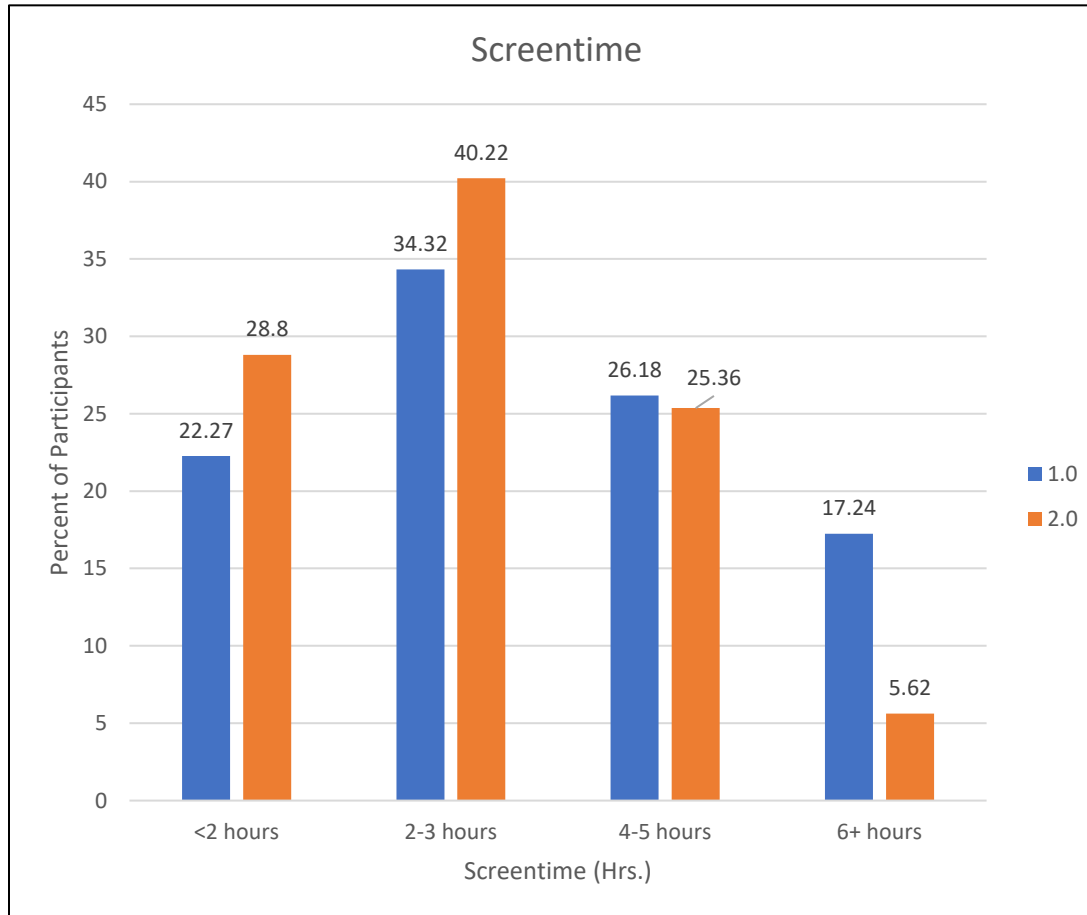


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ADVANCING A HEALTHIER
WISCONSIN ENDOWMENT

Screen time, depression and anxiety



A **significant** relationship was found between screen time and **depression** and screen time and **anxiety**

Spending fewer than 4 hours on screens outside of work/school showed less likelihood of experiencing anxiety and depression (MYWS 1.0)

Suicide Loss Survivors

Percent of responses



Over 35% of respondents have experienced at least one suicide loss

Correlated with searching for information on suicide in the past 12 months



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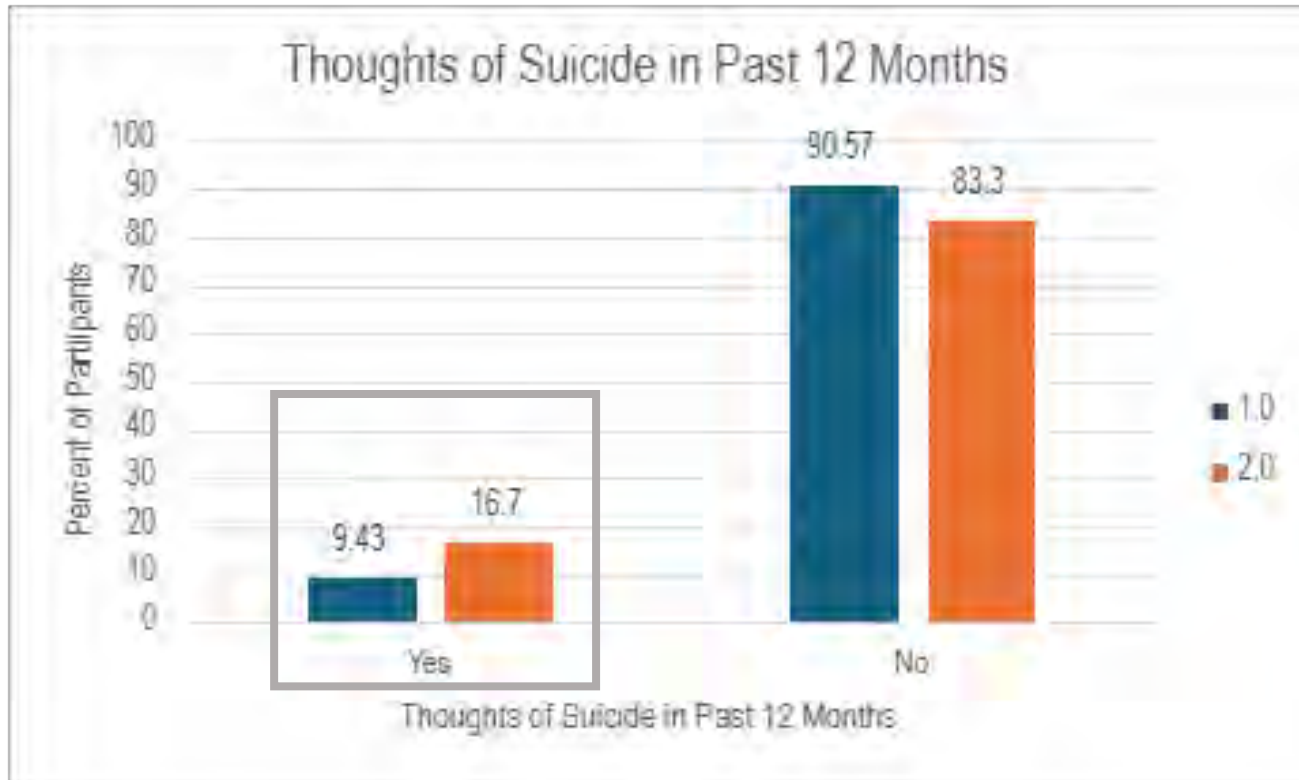


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ADVANCING A HEALTHIER
WISCONSIN ENDOWMENT

Thoughts of Suicide



MYWS 1.0 May 2021-July 2022

MYWS 2.0 Aug. 2024-Aug. 2025

A *higher* proportion of respondents on MYWS 2.0 reported thoughts of suicide than 1.0



The Connection
N.E.W. MENTAL HEALTH

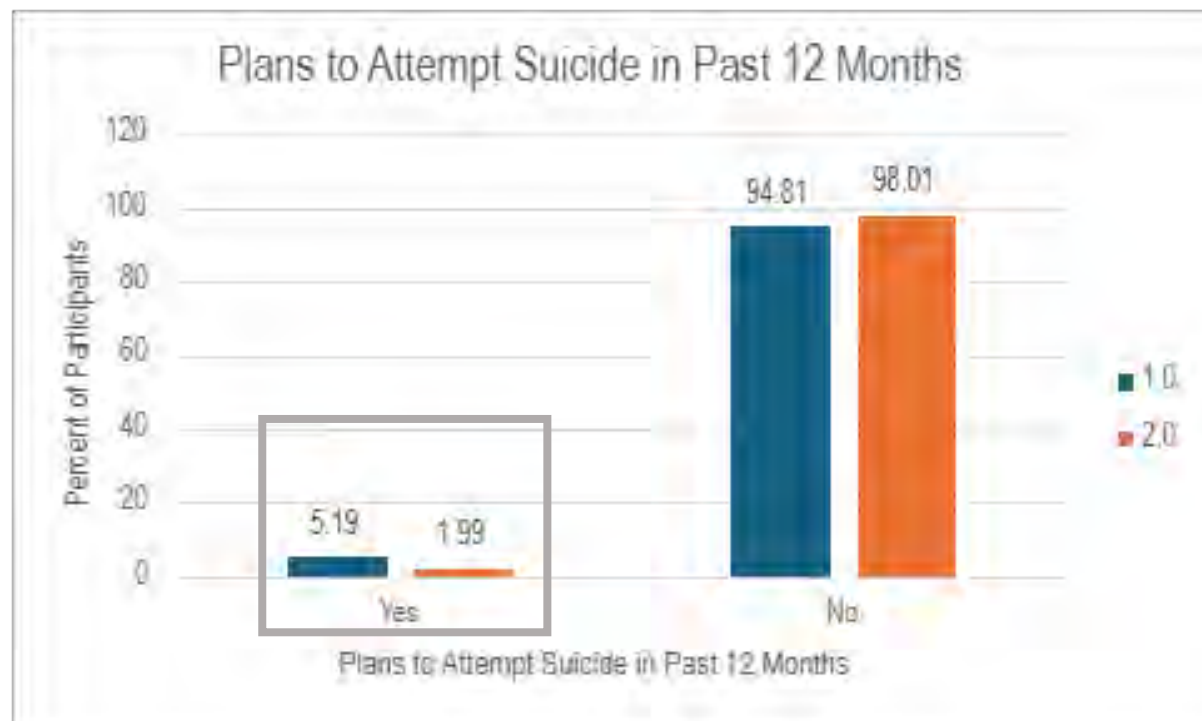


Project ZERO
EVERYONE MATTERS



ADVANCING A HEALTHIER
WISCONSIN ENDOWMENT

Plans to Attempt Suicide



A *lower* proportion of respondents reported plans to *attempt suicide* on MYWS 2.0 versus 1.0

The Intention for the Data

This data is intended to assist local agencies in data driven decision making to positively impact mental health for adults living in the Tri-County

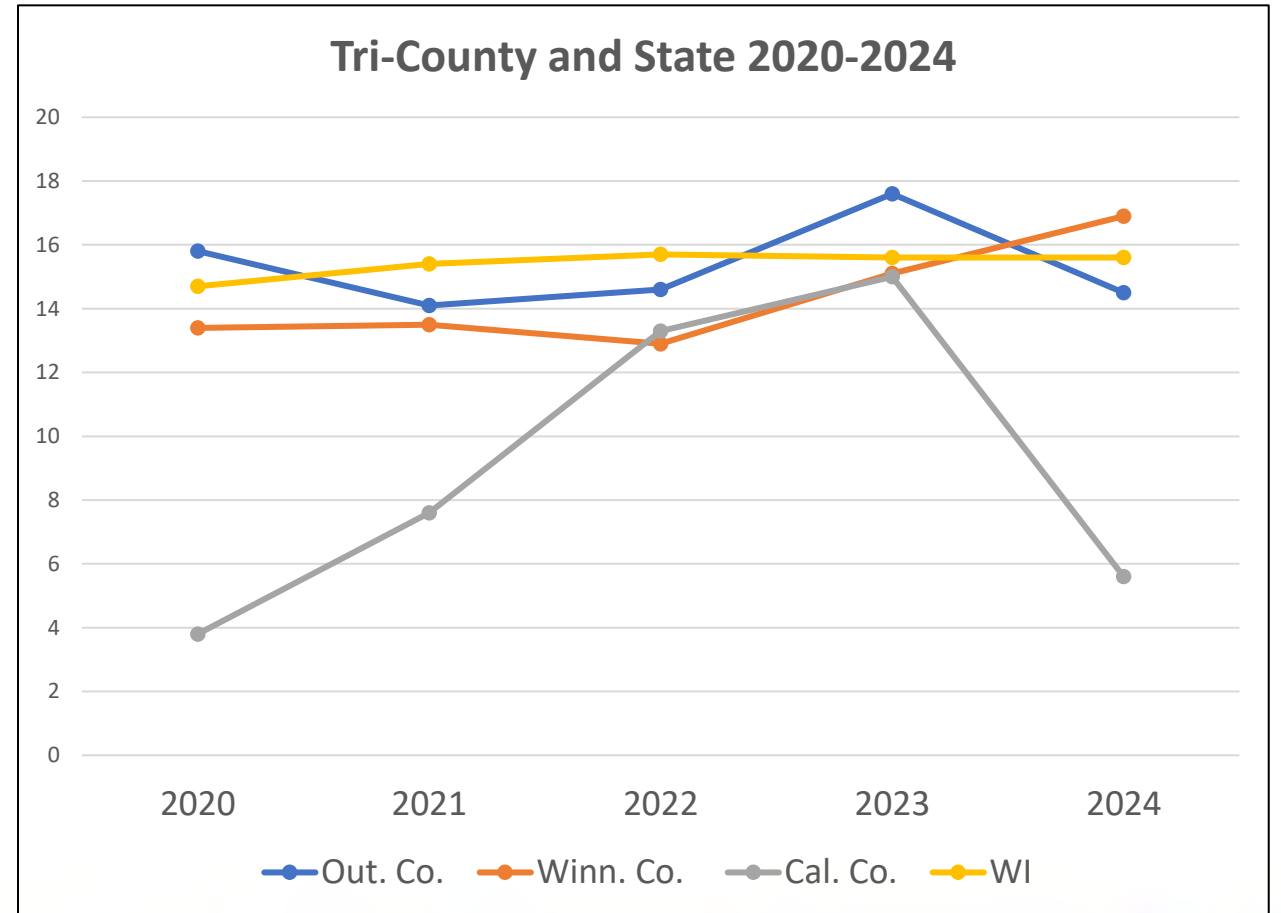
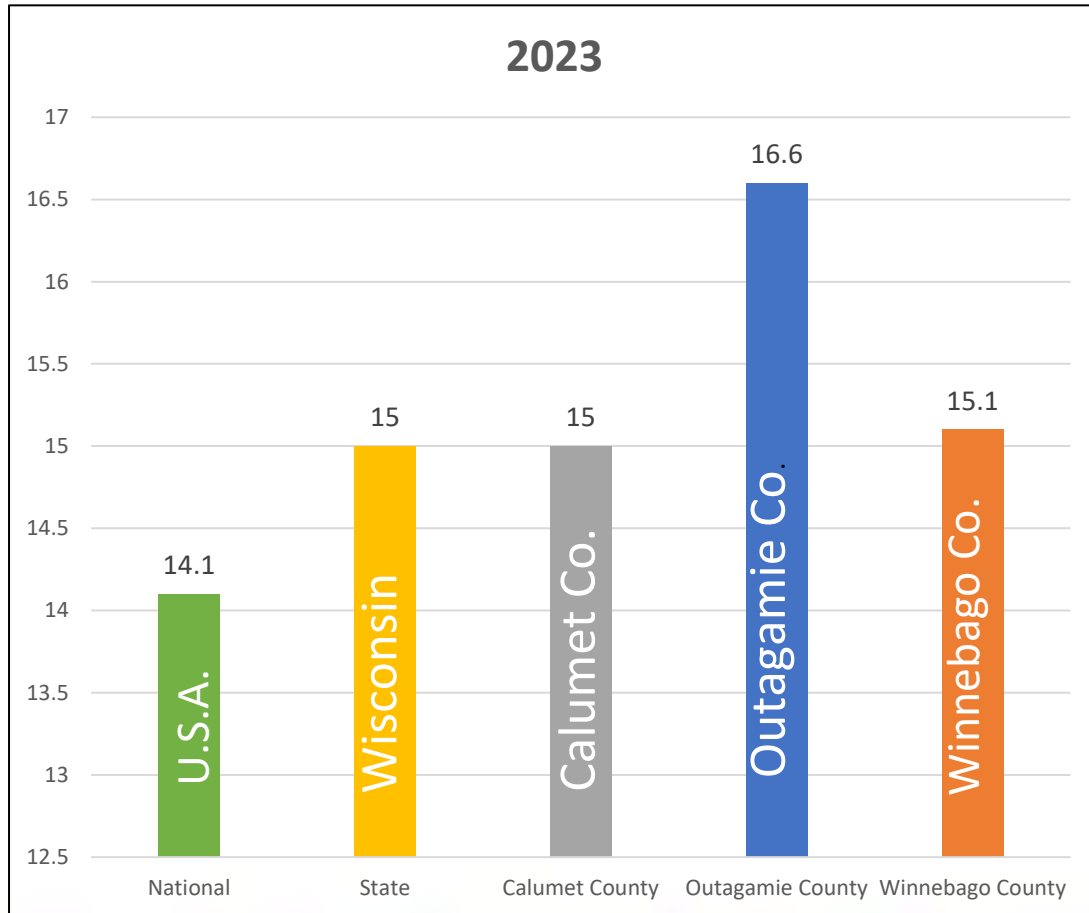
Local Suicide Data

Rates and Raw Numbers 2020-2024



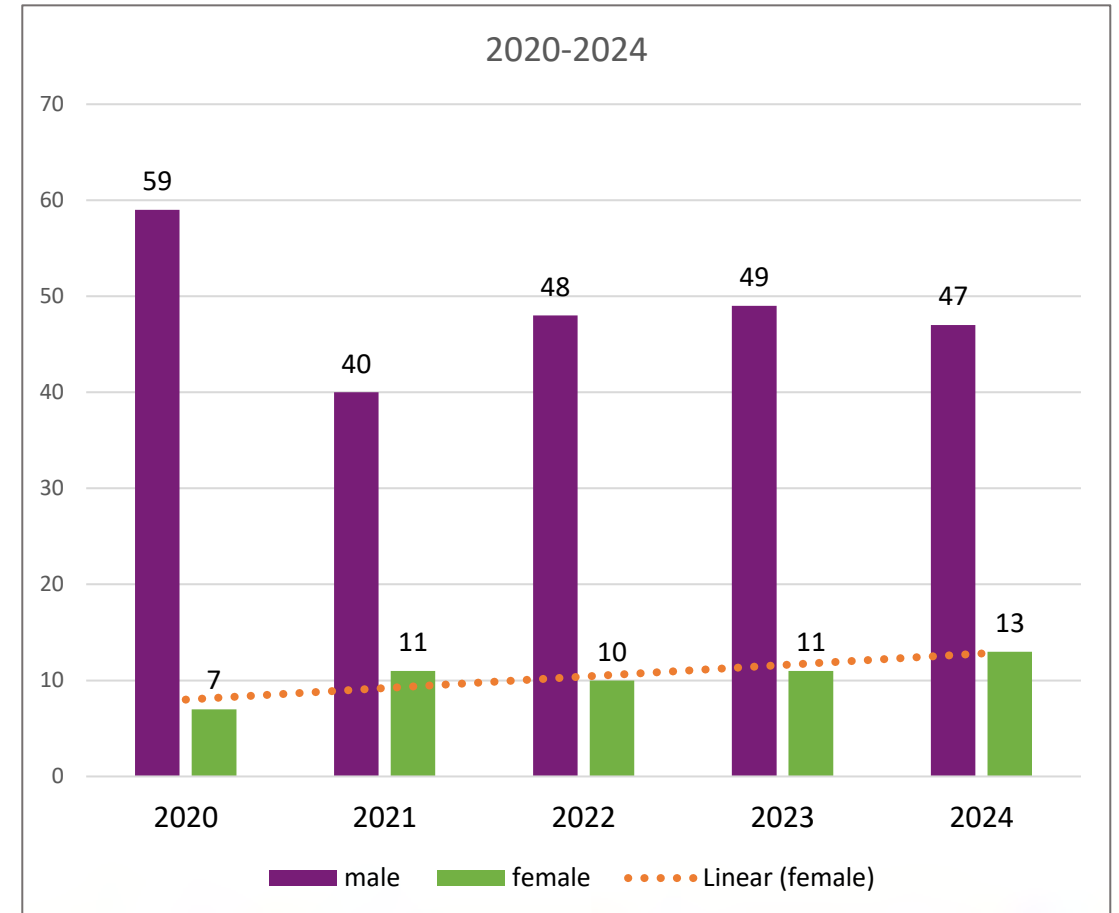
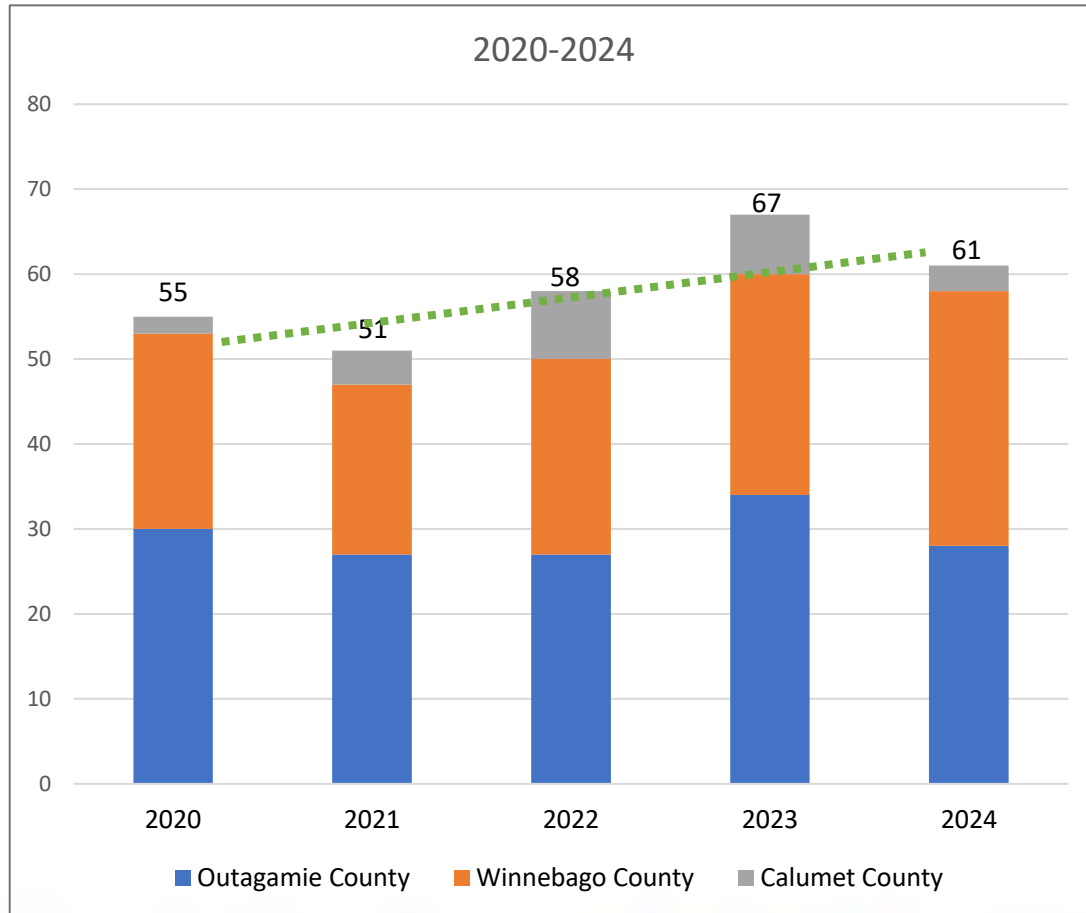
Rates of Suicide

Deaths per 100,000

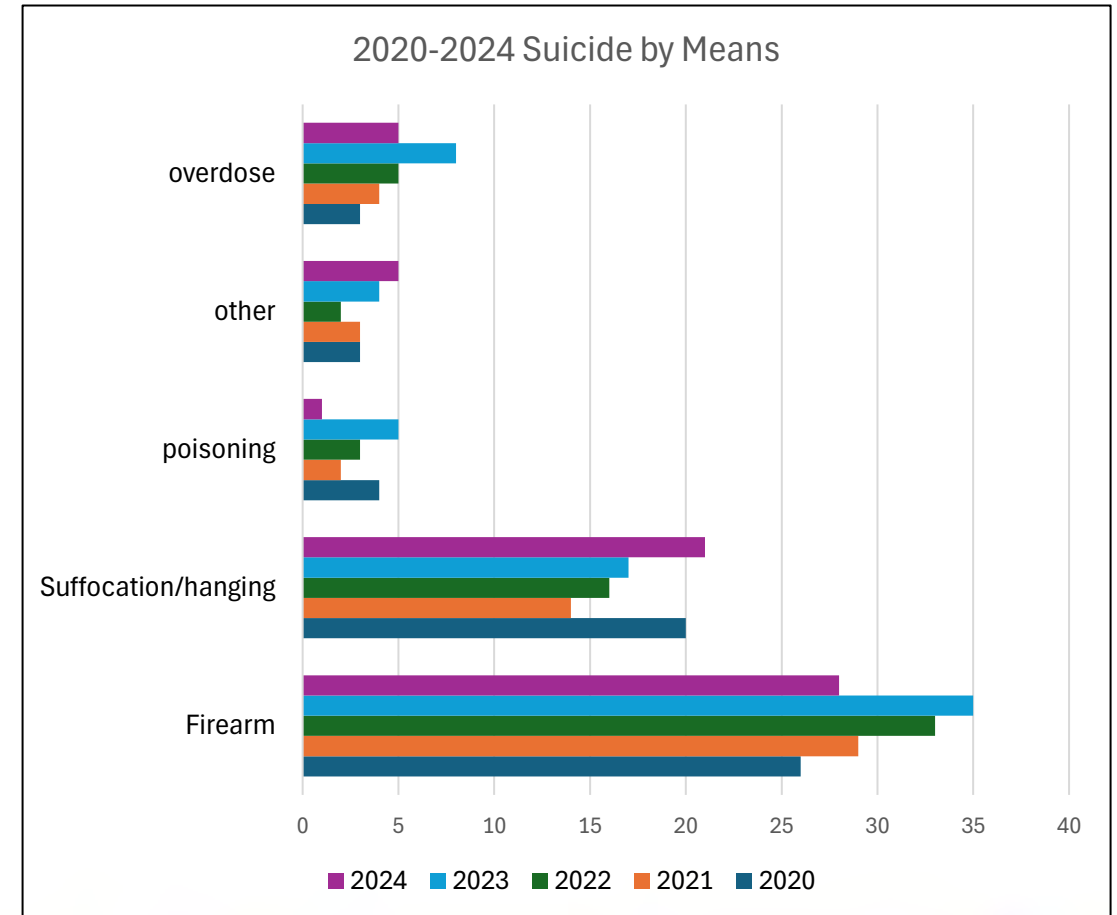
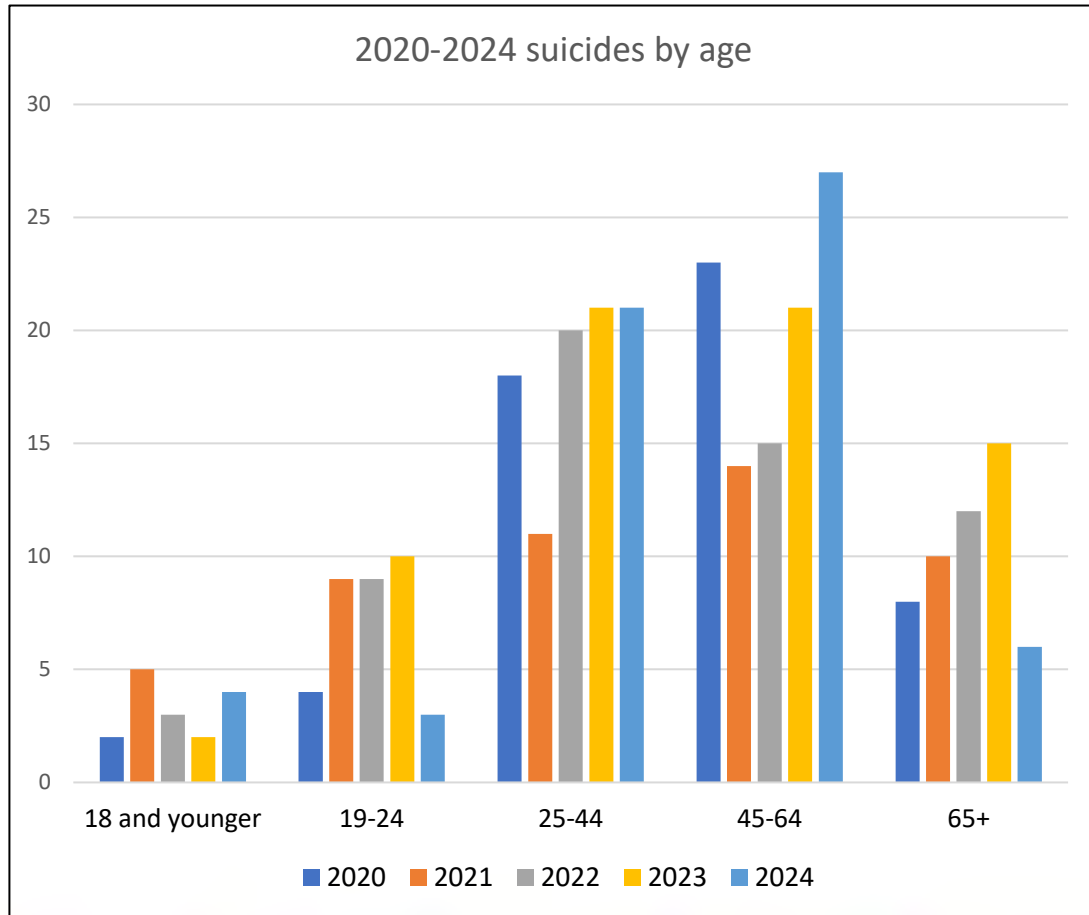


Tri-County Suicides by Gender

295 Lives lost in the Tri-County over the past 5years. **82%** were male. Trendline indicates **increase** for females



Tri-County Suicides by Age and Means





Suicide Prevention Action Team

Reboot of the Tri-County Zero Suicide Coalition

SPA Team



Community-Led
Suicide Prevention

- **Mission:** Engage Tri-County community suicide prevention stakeholders to create a culture of connection and collaboration to reduce suicides and increase our collective knowledge of evidence-based approaches to suicide prevention.
- **Vision:** Zero Suicides in the Tri-County
- **Strategic Plan:** 5 Objectives and Recommendations

Suicide Prevention Action Team



Community-Led
Suicide Prevention

OBJECTIVES:

- Addressing Social Media impact on mental health (youth and caregivers)
- Increase peer support specialists and/or community trainings (eCPR, (Y)MHFA, QPR)



SPA Team Objectives



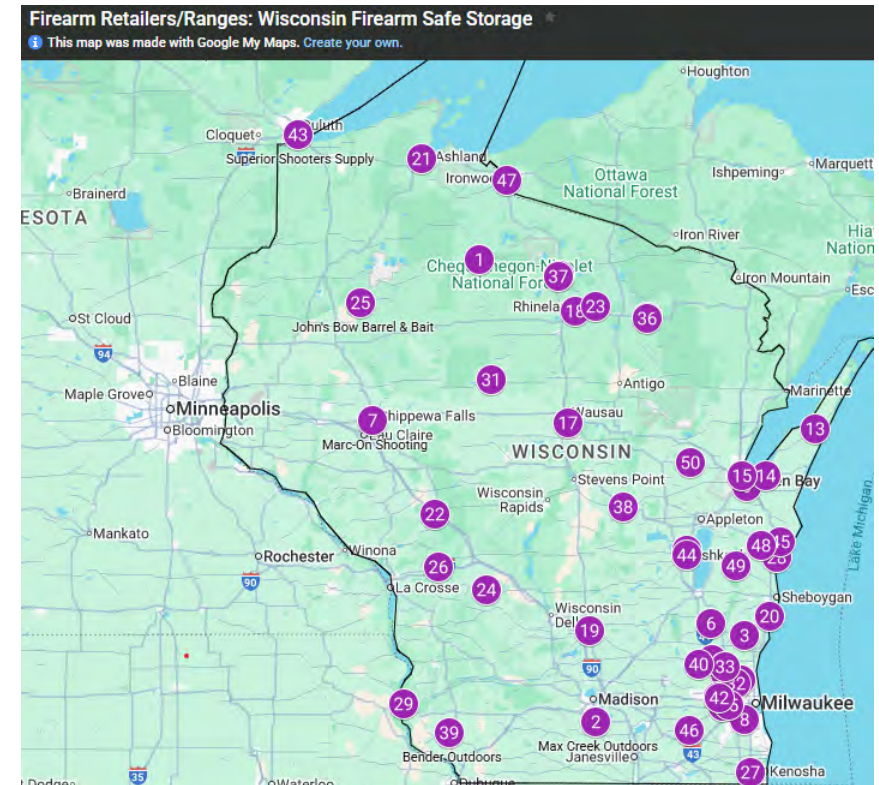
Community-Led
Suicide Prevention



Gender Affirming Care



Handle
With
Care



Lethal Means Safety

Child and Adult Suicide Death Review Recommendations

Adult Suicide Death Review

- Calumet County
- Winnebago County

Child Death Review

- All 3 Counties

50 PLUS Recommendations!





SUICIDE PREVENTION

AWARENESS MONTH



66

Start the Conversation.
Be the Difference.

99

1 in 20 U.S. adults have
serious thoughts of suicide
each year. Don't hesitate to
show your support.



**WHEN I HAD
NO ONE,
THIS CHAT LINE
WAS HERE**

988 | SUICIDE & CRISIS
LIFELINE

**988
DAY** | Compassionate Help.
Anytime. Anywhere.

*No matter who you are, no matter your story,
YOU matter.* ♥





SUICIDE PREVENTION

AWARENESS MONTH

- **Social Media Kits**

- SAMHSA, 988, NAMI
- In every post, please add language providing information to crisis hotlines

- **#BeThe1To**

- ASK, BE THERE, KEEP THEM SAFE, HELP THEM CONNECT, FOLLOW UP

SAFE MESSAGING

- ✓ There are actions people can take to prevent suicide
- ✓ Prevention works
- ✓ Resilience and recovery are possible
- ✓ Effective programs and services exist
- ✓ Help is available

The Framework is a comprehensive web-based resource that outlines four critical issues to consider when messaging to the public about suicide.

» All messages should consider four key elements: **Strategy, Safety, Positive Narrative, and Guidelines**

Positive Narrative

means "promoting the positive" in some form, for example, by

- Sharing resources
- Telling real stories of help-seeking, giving support, coping, or resilience
- Describing action steps the audience can take
- Featuring program successes, new research, or how people are making a difference.

Safety is avoiding content that is unsafe or undermines prevention.

Safety

Strategy involves planning and focusing messages, so they are as effective as possible. Includes

- Integrating communications with other efforts
- Defining clear goals
- Understanding the audience
- Identifying a "call to action"
- Providing resources for taking action.

Strategy

Positive Narrative

Guidelines

Guidelines means using any specific guidance or best practices that apply.

UNSAFE Messaging



Depression and Suicide

Suicide is the 3rd leading cause of death for young people aged 15-24

Students who are depressed get lower grades and are more likely to drop out



FOR IMMEDIATE RELEASE

LANDMARK MENTAL HEALTH REPORT DOCUMENTS DEVASTATING EFFECTS, SIGNIFICANT STIGMA AGAINST SUFFERERS



Full-Day Event

Suicide Prevention: Why Can't We Find Answers?




Stop Veteran Suicide Now

After war, our heroes face a lifetime of struggle. Like and share this status to raise awareness about the epidemic of Veteran suicide.


Like · Comment · January 16 at 02:41pm

SAFE Messaging



CSP provides education, research, and training for suicide prevention! You can help by donating to us here: bit.ly/HigLOk

NH #Suicide Prevention Project Focuses on Gun Shops abcn.ws/12SCQgN Remember help is available, just a phone call away 800-273-8255



Depression can get better with help.


Read up and learn more.

It's UP to US

Up2SD.org

PRA Parent Helps Their Child Thanks to Information Learned at Work

Posted on October 23, 2012 by Rosemary Jones



WWW.

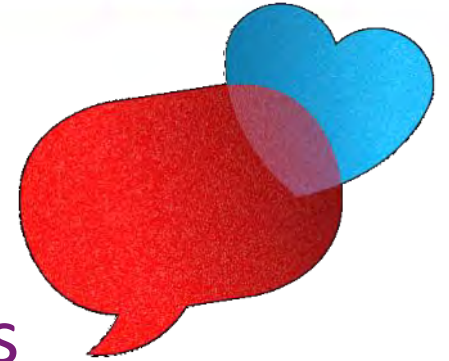
Hear real stories from Veterans like you at: www.MakeTheConnection.net

MAKE THE CONNECTION

Shared experiences and support for Veterans



Tips for “Positive Narrative”



- Concrete and realistic **actions**-hotlines, warning signs
- **Examples** of effective prevention or intervention
- Personal Stories of **Coping, Resilience and Recovery**
- Effective Treatments
- **Programs and Services**-stories of people helped
- Program **accomplishments and successes**

POSITIVE NARRATIVE and the public eye

We have the opportunity to shape the public's views about **prevention**.

Increase the likelihood that the public **also receives positive and helpful** messages about prevention not just the tragedy of loss

Focusing on the positive does NOT mean:

- Hiding the tragedy of suicide
- Avoiding discussion of people who have died by suicide
- Never talking about suicide as a problem

HOW we talk about suicide matters



Just Released!

Wisconsin's Suicide Prevention Plan: Strategies for Action and Hope.

September 2025

Prevent Suicide Wisconsin

MHAWisconsin.org

3 Tier Prevention Plan

- Community Interventions
- Continuum of Care
- Data Collection and Program Evaluation



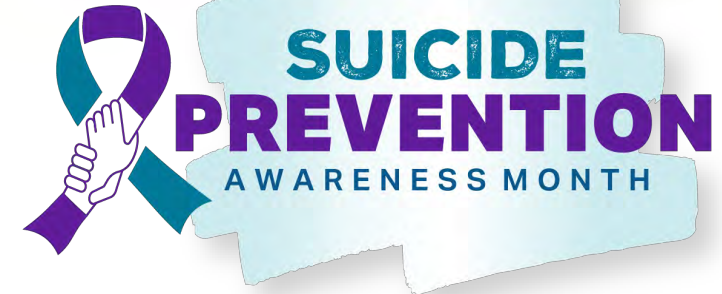
Wisconsin's Suicide Prevention Plan
Strategies for Action & Hope

WISCONSIN DATA AND THE PREVENTION PLAN 2025

prevent suicide
WISCONSIN
PARTNERS SAVING LIVES IN OUR STATE

Opportunities:

- **AFSP: Out of the Darkness** - Fox Valley Walk Saturday September 13th, Memorial Park, Neenah
- **eCPR** next training: Saturday Sept. 13 and Sunday Sept. 14 or November 5-7 4-8pm
- **QPR:**
 - 9/30/25 11:30am-12:45pm Virtual training- register through [NAMI Fox Valley](#)
 - 9/25/25 4:30pm-5:45pm in person- [NAMI Fox Valley](#), 211 E Franklin St, Lower Level Activity Room, Appleton, WI 54911
 - Prevent Suicide Fox Cities and Community for Hope to request a training
- **SPRC's new online course**, [Being A Good Relative: A Training for Crisis Counselors Responding to Native Callers, Texters, and Chatters](#). (Free, self-paced course for crisis counselors and other practitioners working with Indigenous people.
- **NACCHO Course**: Community Based Suicide Prevention for Local Health Departments free, 4-module online course



**Suicide
Prevention
is
everyone's
job**

Project ZERO
EVERYONE MATTERS

Benefits of Membership...

A promotional graphic for CEU Trainings. It features a white background with purple and green wavy borders on the left and right. At the top, it says "Join Our Exclusive Workshop Series!" in purple. Below that, "CEU TRAININGS" is written in large, bold, blue letters. In the center, a green arrow-shaped box contains the text "STRENGTHENING SKILLS FOR INCLUSIVE SUPPORT" in blue. Below this, it says "offered by:" followed by the logo for "US 2 BEHAVIORAL HEALTH CARE INC" and the tagline "EVERYONE | HEALTHIER | TOGETHER". At the bottom, a blue button says "CLICK FOR MORE INFO & TO REGISTER". On the left, a purple banner says "FREE FOR MEMBERS!". On the right, a purple banner says "Beginning Sept. 9!".

Join Our Exclusive Workshop Series!

CEU TRAININGS

**STRENGTHENING SKILLS
FOR INCLUSIVE SUPPORT**

offered by:

**US 2 BEHAVIORAL
HEALTH CARE INC**
EVERYONE | HEALTHIER | TOGETHER

CLICK FOR MORE INFO & TO REGISTER

FREE FOR MEMBERS!

Beginning Sept. 9!

Topics include:

- Supporting immigrants and asylum seekers
- Multicultural approaches to trauma-informed care
- Working with families of transgender individuals
- Building authentic allyship ...and more!

CEUs are available for licensed Counselors, Social Workers, and Therapists in Wisconsin.

Monthly Opportunities through 2026! 12:00-1:00 via Zoom
Newmentalhealthconnection.org (Resources & Training)

Slide deck & recording of
today's meeting can be
found at:

www.newmentalhealthconnection.org

YOU
are
AMAZING



Next Meeting:

November 13, 2025

in person at Catalpa 7:30-8:30 or Zoom 11:30-12:30PM