

# Project 4.a.iii

*Strengthening Mental Health and Substance Abuse Infrastructure Across Systems*



**“WE ARE PLEASED TO HAVE NCI AS A PARTNER TO MEET THE NEEDS OF OUR COMMUNITY.”**

*Lewis County Suicide Prevention Coalition*

*In 2016, the North Country Initiative (NCI) convened a Regional Suicide Prevention Coalition from existing coalitions in Jefferson, Lewis and St. Lawrence counties to streamline and coordinate efforts. Through this coalition and other groups, NCI has helped raise awareness of suicide prevention and mental health support resources, reduce the stigma around mental illness, and offer trainings and support to help partners bolster their mental health and substance abuse infrastructure.*

**As shown above,** NCI has worked with members of the Regional Suicide Prevention Coalition to raise awareness of mental health and suicide prevention resources in the community. This billboard was placed in all three counties and received around 149,000 views.

## **Project Achievements**

- **Suicide prevention awareness campaigns** have reached thousands in our region, including: a mobile ad campaign with 680,000 impressions and 2,200 conversions and regional billboards with 149,000 views.
- **Mental illness anti-stigma public service announcement** aired at local movie theater, receiving nearly 100,000 views, and a related training video was developed for healthcare providers and community-based organizations.
- **An online directory of mental health and substance abuse services**, along with a list of professional trainings, has been developed.
- **70 individuals** across Jefferson, Lewis and St. Lawrence counties are trained in Mental Health First Aid, and another 240 individuals are scheduled for this training before the end of 2018.

