



STRIVING FOR ZERO EXCELLENCE AWARDS

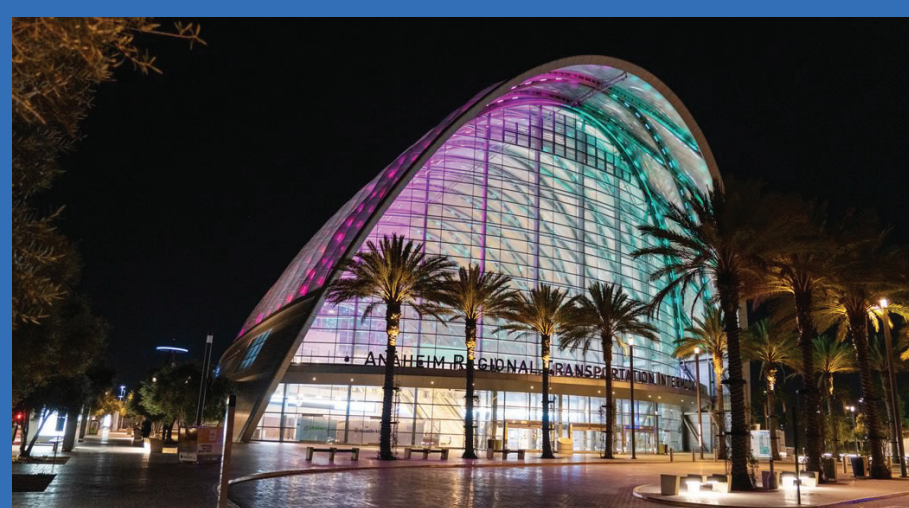
OUTREACH, MEDIA & COMMUNICATION

MEDIA CAMPAIGN FOR SUICIDE PREVENTION: LIGHT UP HOPE OC

Orange County

The OC Health Care Agency launched a week-long community campaign to be held annually during Suicide Prevention Month in September, called Light Up Hope OC. Iconic public buildings throughout Orange County were spotlighted in teal and purple colored lights to highlight the message that suicide is preventable, and that there is help available for those who might be struggling. The colors purple and teal symbolize suicide prevention awareness and serve as a reminder that suicide is an issue we need to talk about openly.

The campaign also included video messaging from the County Board of Supervisors and the Behavioral Health Chief, community wide social media posts, a press conference, a Board Resolution, and community events to raise awareness and foster dialogue for Orange County's diverse communities. Through large-scale conferences, a community "Out of the Darkness Walk", resource fairs, and smaller events (including "photo voice" exhibitions, panel discussions, tabling events, art and gardening workshops, film screenings and post-discussions, webinars, in person community presentations, podcasts, "Open Mic" Night, honest hours, yoga and other fun activities, the community had the opportunity to become aware of the topic and cultivate hope.



MHSOAC
Mental Health Services
Oversight & Accountability Commission



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