

STRIVING FOR ZERO EXCELLENCE AWARDS

Striving for Zero

OUTREACH, MEDIA, COMMUNICATION

Awareness in Butte County

Butte County

Focusing on awareness and education was crucial in response to the high suicide rate in Butte County. In 2023, our involvement in billboard campaigns, TV interviews, radio talk shows and social media posts generated over 3.5 million impressions. We actively participated in 56 community events such as health fairs, summit meetings, and multiple events hosted by Veterans organizations. Providing training sessions to different organizations on suicide prevention and wellness initiatives was also a priority. In the last year, the team distributed over 8,000 educational materials, including self-care kits, wellness journals, lock boxes, and suicide prevention resources.

Our goal is to create a community that is well-informed and equipped to support individuals struggling with mental health challenges. By fostering open conversations, providing resources, and promoting self-care practices, we aim to reduce the stigma surrounding mental health and empower individuals to seek help when needed. Together, we can work towards a future where every person feels supported, valued, and hopeful.

