

INFUSING CULTURE INTO DATA & OUTCOME MEASUREMENT

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Striving for Zero TA team

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cultural humility

Infusing Culture Into Data & Outcome Measurement

MAIN CONSIDERATIONS

Integrating Culture & Diversity into Your Evaluation Plan: Main Considerations

Programming should be culturally attuned to address all identities – but most existing programs haven't been culturally modified

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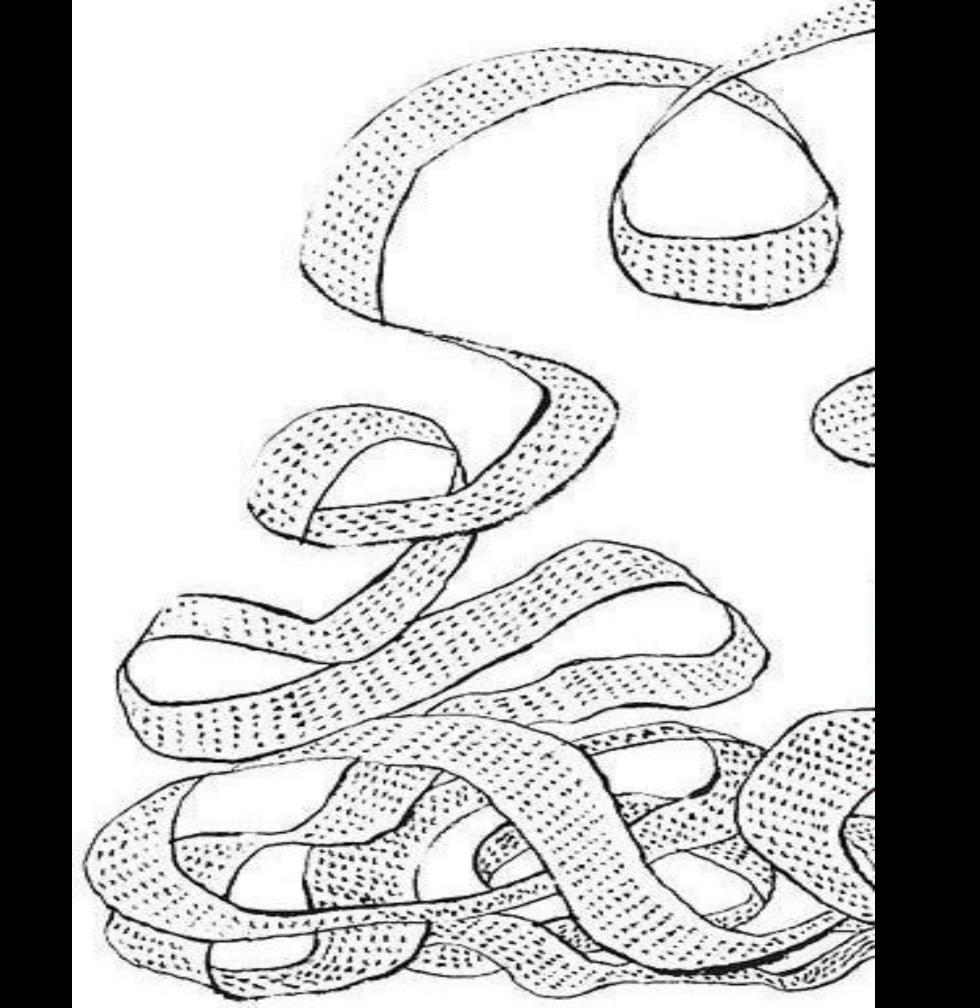
Goals

- Identify and address cultural disparities
- Ensure your programs are meeting the needs of your diverse communities

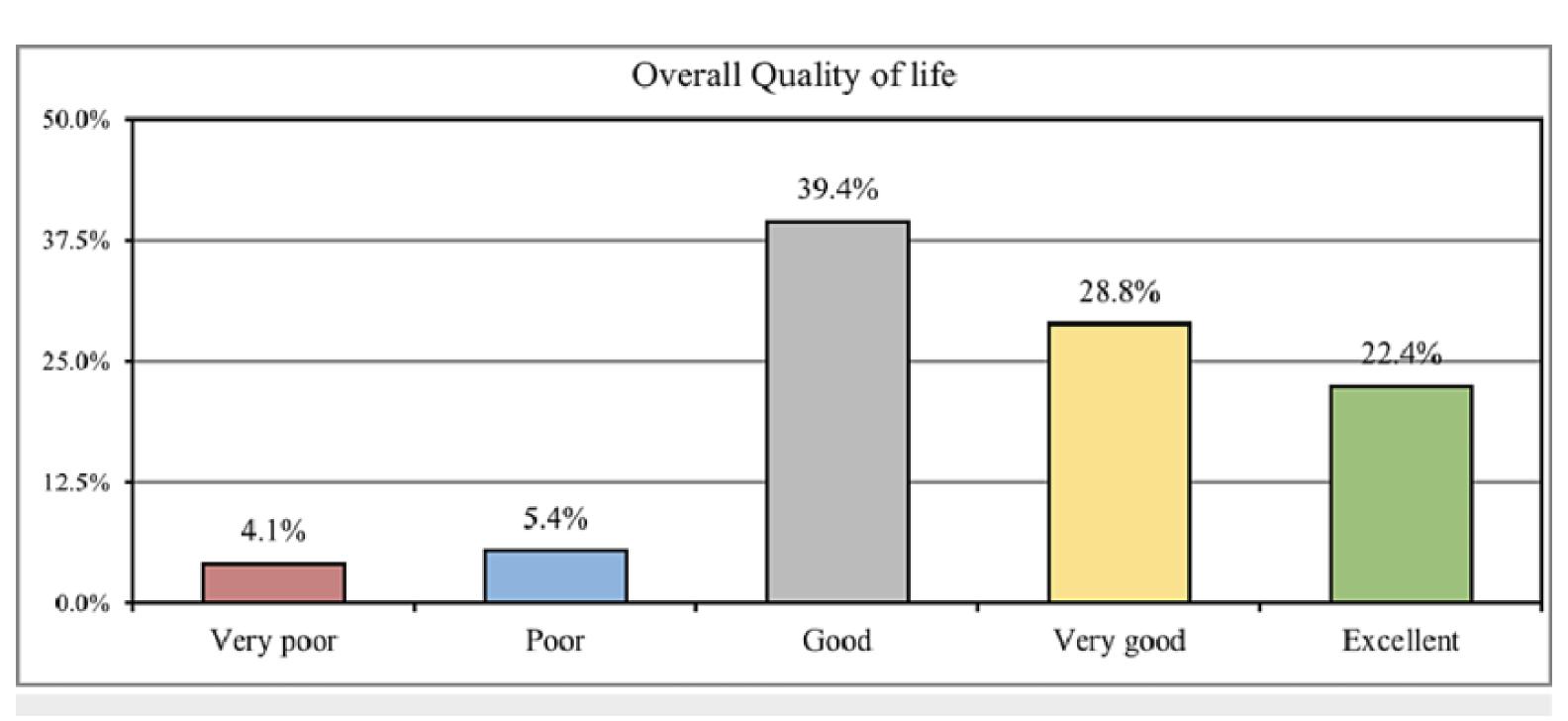
Why
Data Collection & Analysis
is
Different Across Cultures

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Data methodologies not made for cultural minoritized individuals







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- Historical trauma (and resulting mistrust) stemming from data

Cultural Mistrust

- OHistorical harms by systems and researchers
 - OSpecifically by data
- OMistrust in interracial situations
- OAffects engagement with data and services

(e.g., Whaley, 2001; Trinh et al., 2019; David, 2010; Amri & Bemak, 2013)



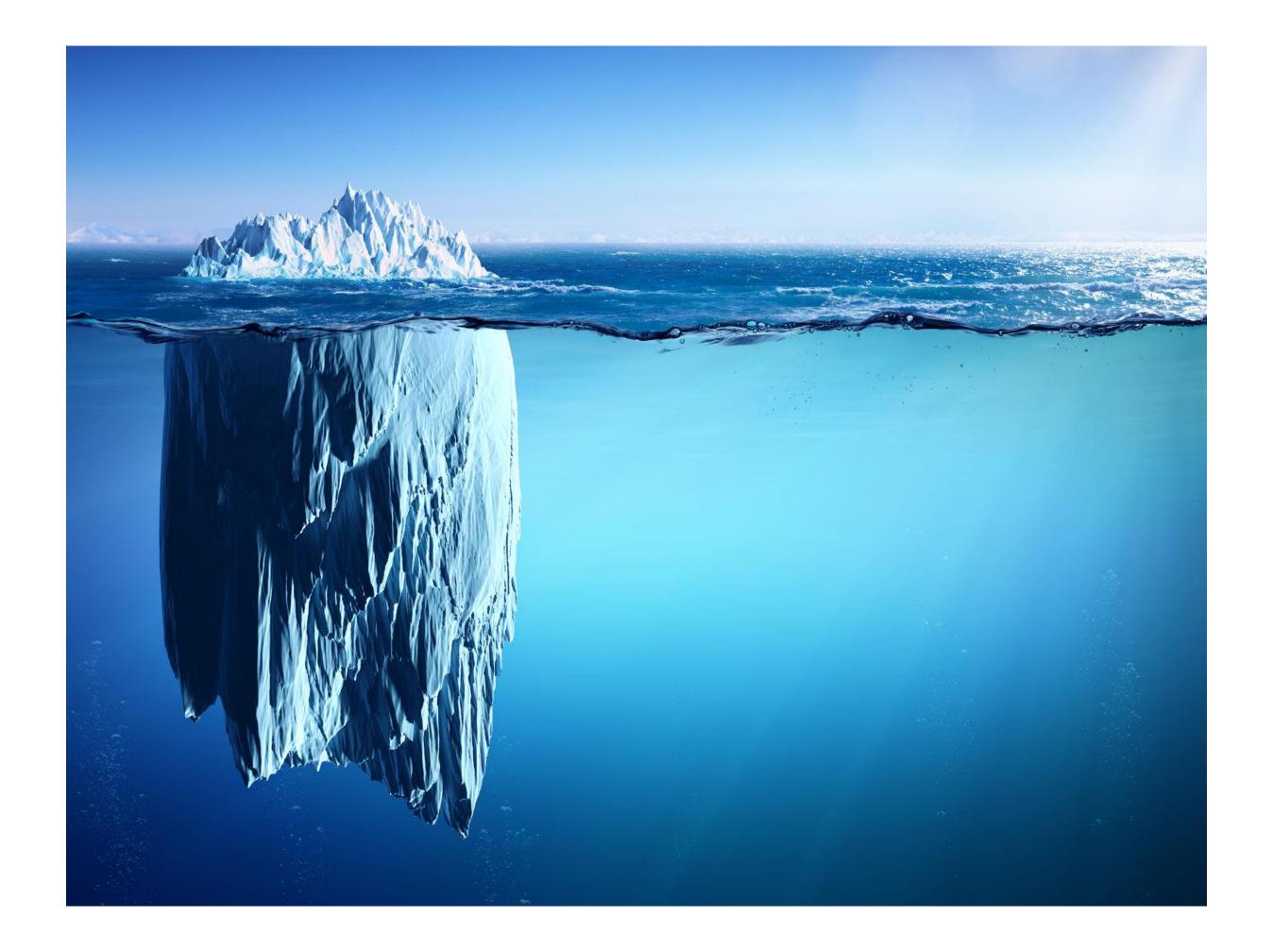
Activity: Breakout Groups, 2 people each

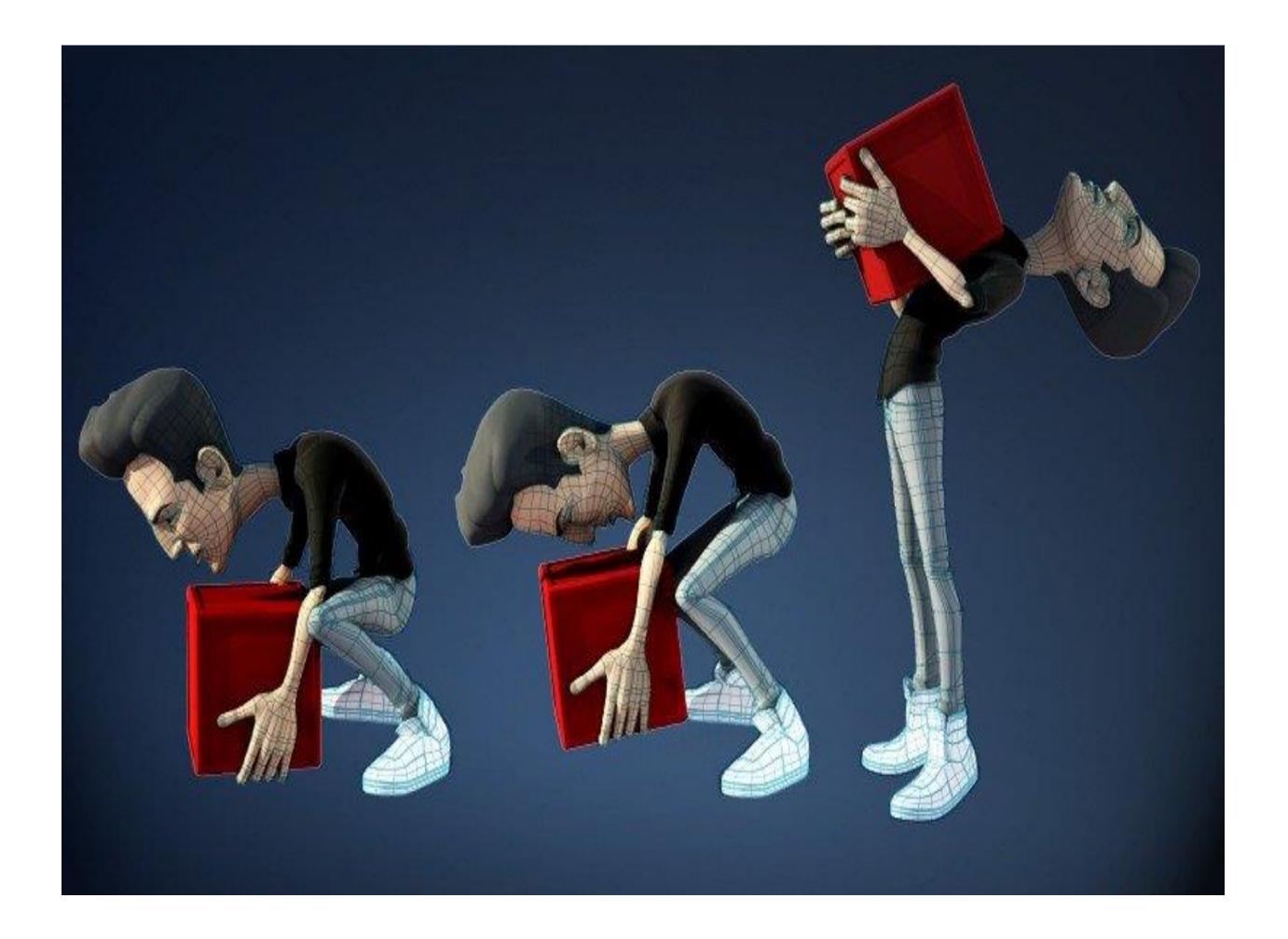
- Breakout groups of 2
- For the purposes of understanding different cultural backgrounds, tell your partner about the most shameful, embarrassing, or illicit thing you've ever done in your life.
- □ For the purposes of understanding different cultural backgrounds, silently think about the most shameful, embarrassing, or illicit thing you've ever done in your life. You can keep the answer to yourself, and share only if you'd like.

Why Data Collection & Analysis is Different Across Cultures

- Data methodologies not made for cultural minoritized individuals
- Historical trauma (and resulting mistrust) stemming from data
- Cultural Reporting Style

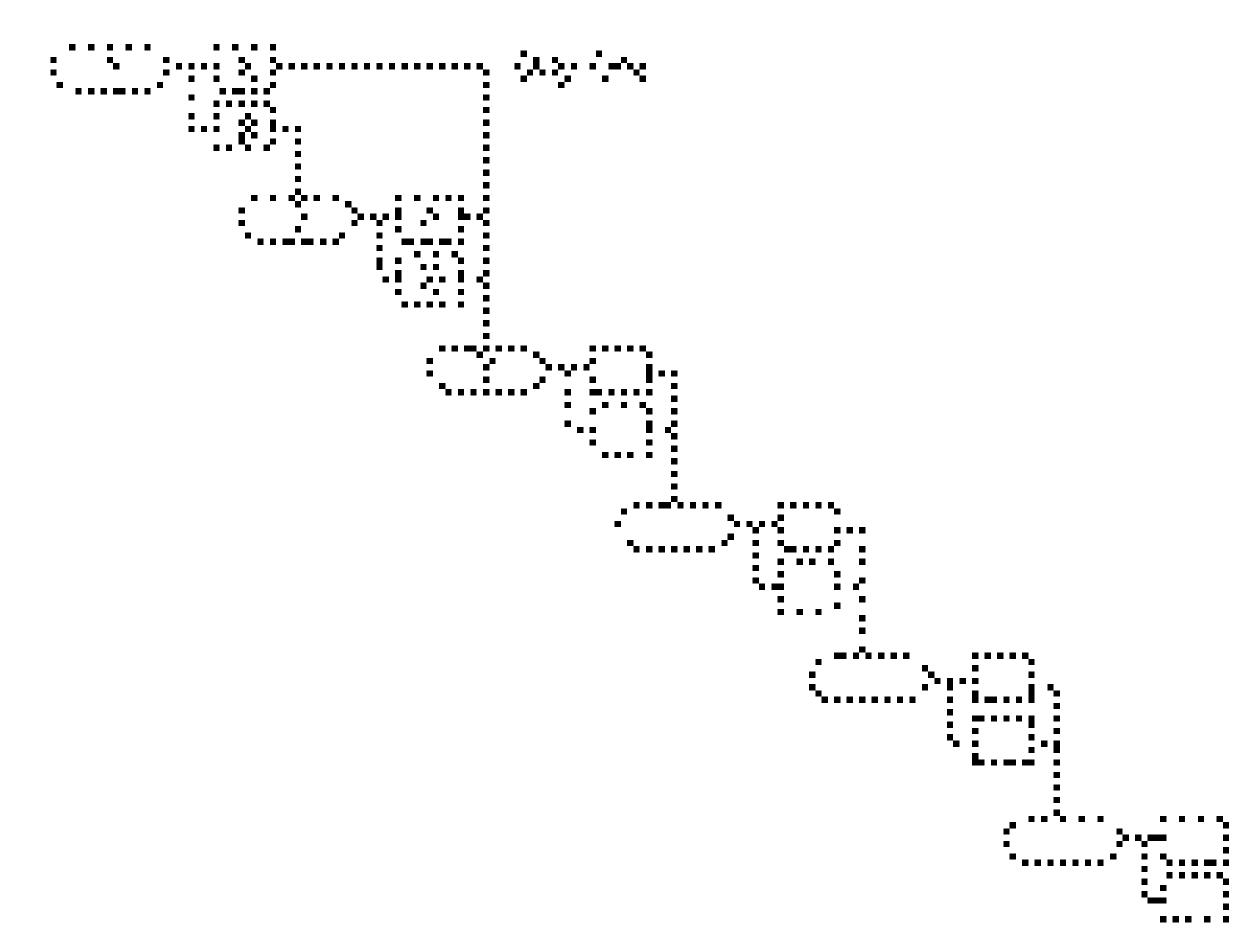
Are there cultural reasons why this person would either over report or under report suicidal distress?





Examples of cultural factors

- ■Face-saving, Social desirability, Psychological mindedness
- Mistrust of the therapist / the MH system (e.g., Thompson, Worthington, Atkinson, 1994)



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- Central tendency bias (Chen, Lee, & Stevenson, 1995; Hamamura, Heine, & Paulhus, 2008).

Never Sometimes Always

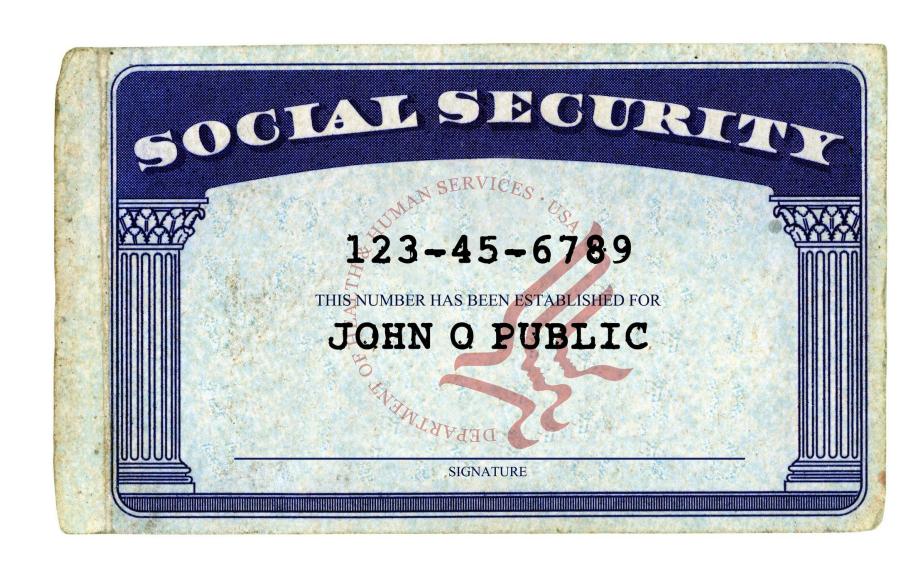
1 2 (3) 4 5

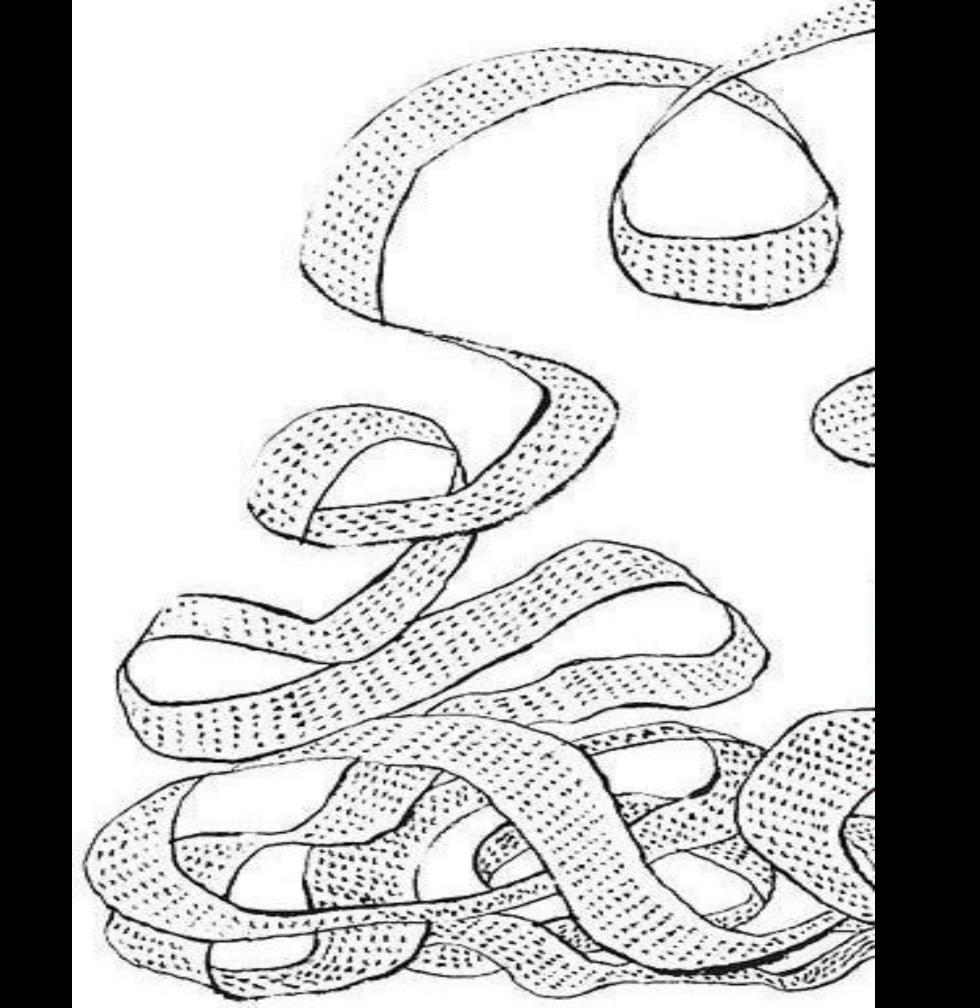
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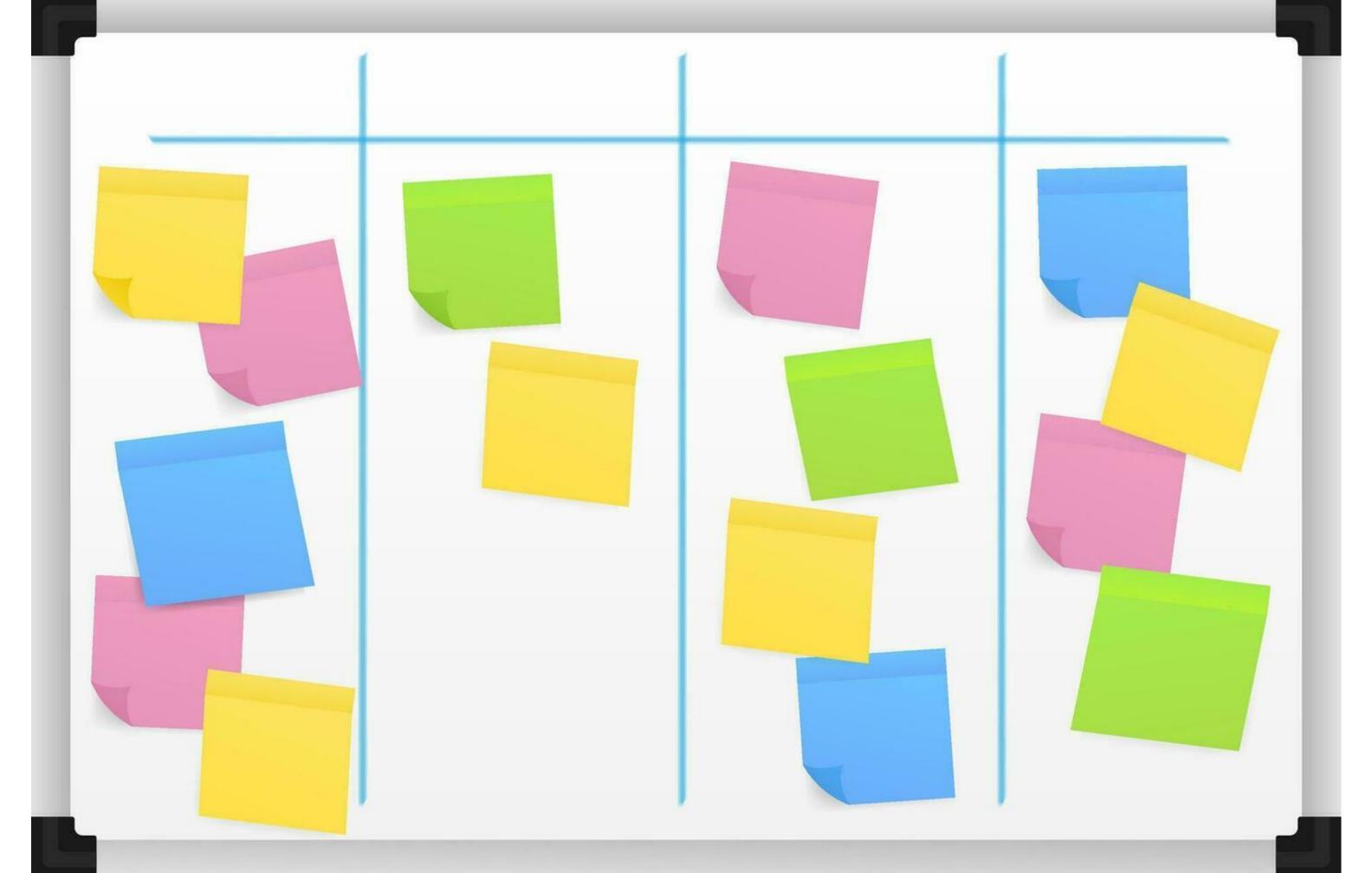
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1 2 3 4 5

1 2 (3) 4 5







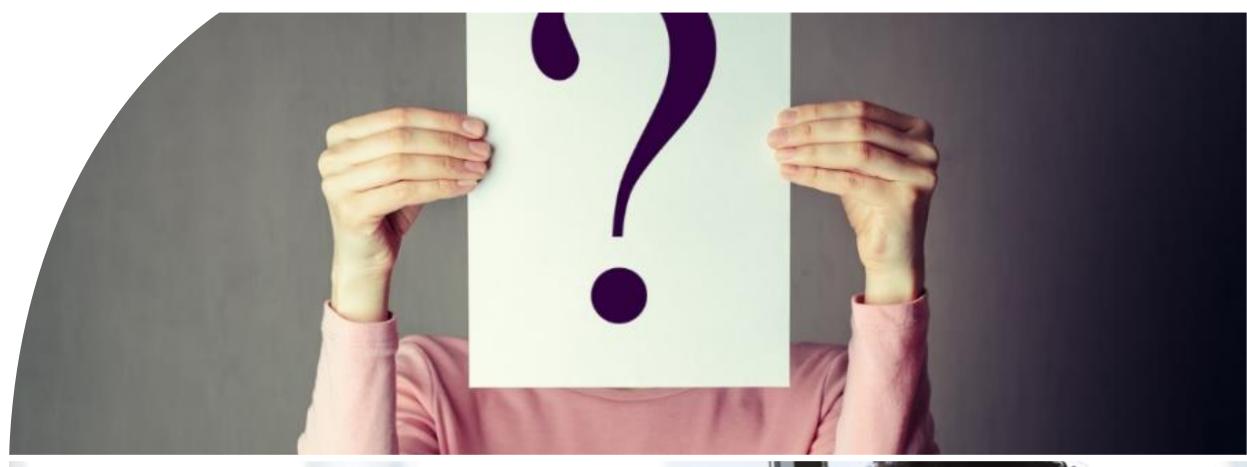
Examples of cultural factors

- □Face-saving, Social desirability, Psychological mindedness
- Mistrust of the therapist / the MH system (e.g., Thompson, Worthington, Atkinson, 1994)
- □Central tendency bias (Chen, Lee, & Stevenson, 1995; Hamamura, Heine, & Paulhus, 2008).
- Method of Administration (e.g., Ryder et al., 2008; Morrison & Downey, 2000)

Technical Nonequivalence

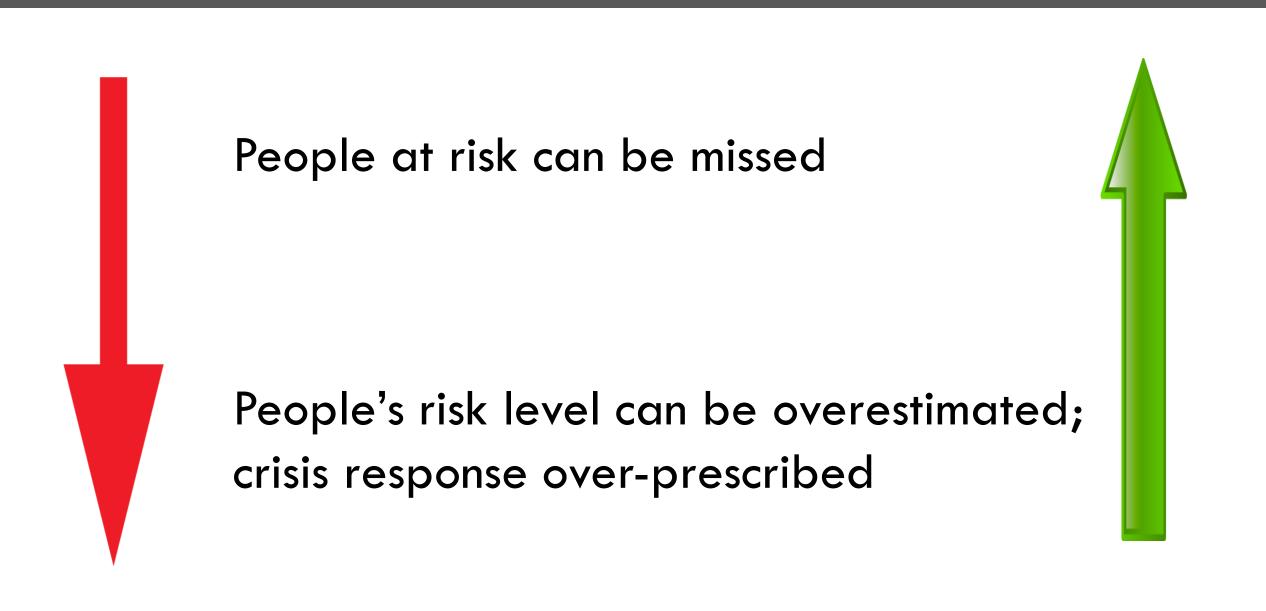
Method of administration

Hidden Ideation



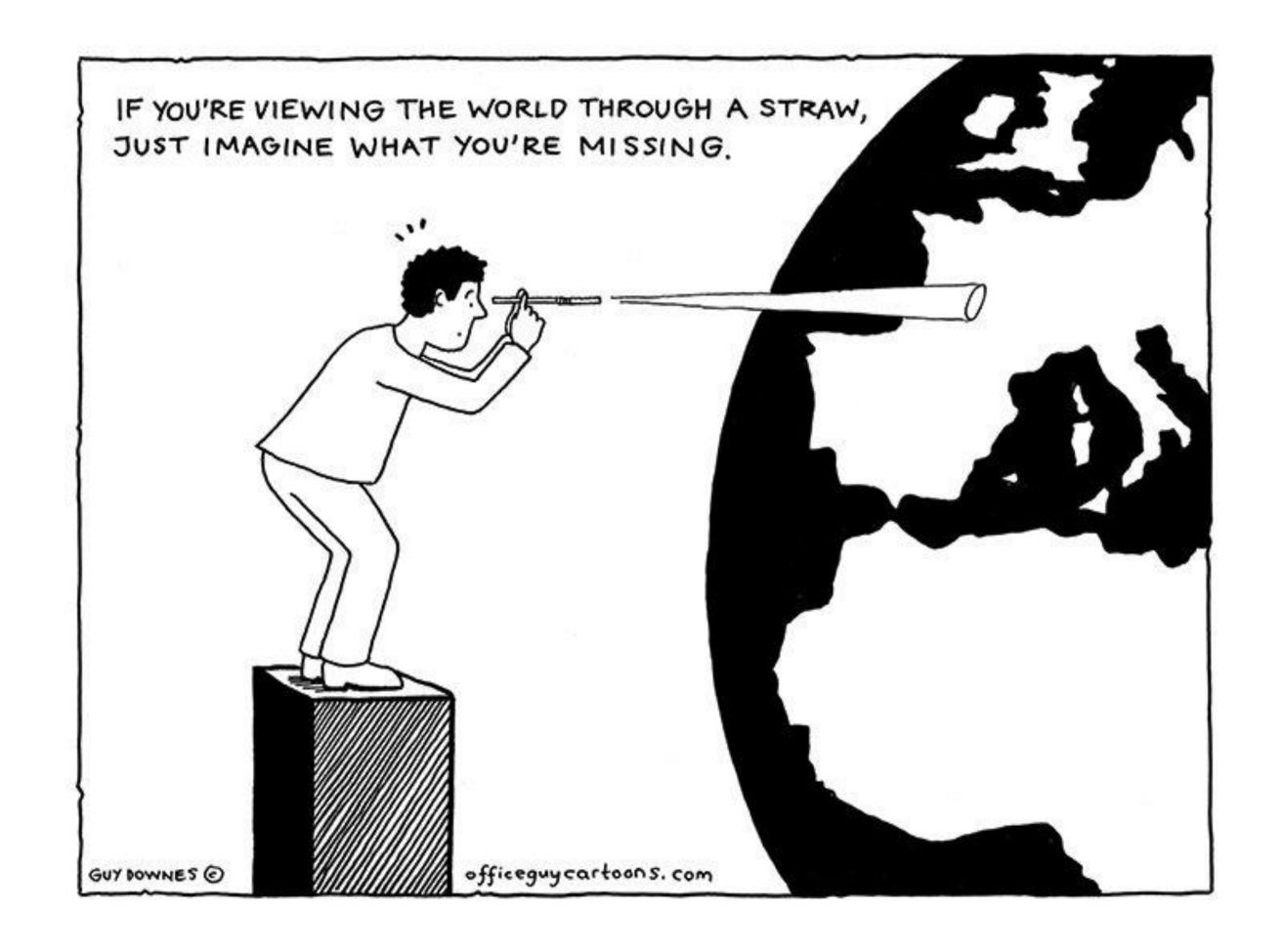


What effect does Reporting Style have for SUICIDE DATA COLLECTION & ANALYSIS?



Why Data Collection & Analysis is Different Across Cultures

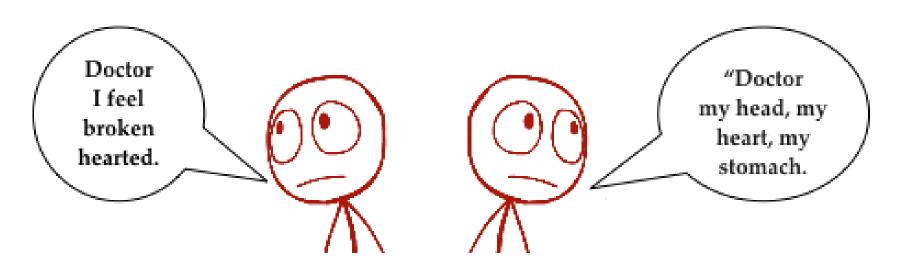
- Data methodologies not made for cultural minoritized individuals
- Historical trauma (and resulting mistrust) stemming from data
- Cultural Reporting Style
- Cultural Idioms of Distress





Culture affects client's idioms of distress

- Idioms of distress = cultural variations in the language or behaviors people use to express symptoms.
- These idioms of distress affect how people present their suicidal distress and whether and how they choose to seek services

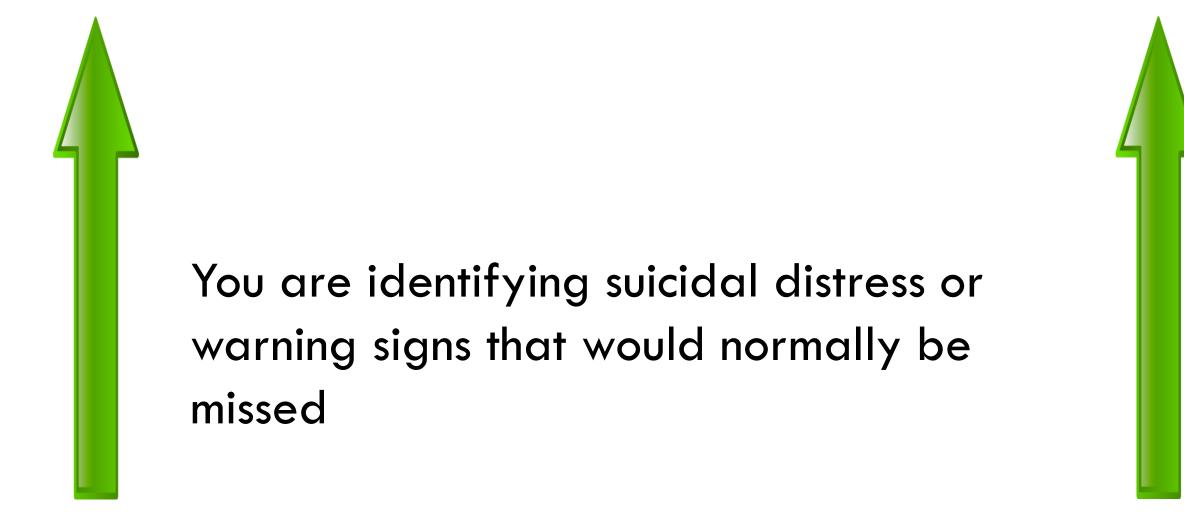


Both may indicate mental health referrals.

Idioms of Distress

- Based on background, is there a behavior / thought / emotion / physical sign that this person is endorsing that is part of their suicidal distress even if at first glance, it appears to be totally unrelated?
- People usually report doing things that they don't realize are part of their distress
 - (ex. Someone who is depressed and suicidal doesn't seem sad, they just gets angry at people)
 - (ex. Someone who is anxious and ashamed of who they are who laughs and smiles in uncomfortable social situations)

What does an idiom of distress mean for suicidal distress



The Cultural Assessment of Risk for Suicide Measure – Adolescents (CARS-A)

Idioms of Distress Items

<u>Instructions</u>: Please read the following statements and indicate how much you agree with them.

+						
_	3	I hide my life difficulties from others	1	2	3	4
_			Strongly Disagree	Disagree	Agree	Strongly Agree
- 1	4	Recently, I have noticed frequent headaches, stomachaches, or	1	2	3	4
- 1		pain in other parts of my body	Strongly Disagree	Disagree	Agree	Strongly Agree
i	5	Even little things seem to make me angry	1	2	3	4
			Strongly Disagree	Disagree	Agree	Strongly Agree
	26	Sometimes I feel so tired of life that I don't want to get	1	2	3	4
		up/wake up	Strongly Disagree	Disagree	Agree	Strongly Agree
	27	Recently, I have noticed a change in my appetite	1	2	3	4
			Strongly Disagree	Disagree	Agree	Strongly Agree
	32	I have behaved in a way that puts me at risk (ex: had	1	2	3	4
		unprotected sex, used drugs/alcohol, did something illegal, gambled)	Strongly Disagree	Disagree	Agree	Strongly Agree
ı	37	I feel so ashamed about something I did that I want to hide or	1	2	3	4
		disappear	Strongly Disagree	Disagree	Agree	Strongly Agree
	38	In the past, I have hidden my thoughts about suicide from	1	2	3	4
		others	Strongly Disagree	Disagree	Agree	Strongly Agree
	39	In the past, I have intentionally injured myself without	1	2	3	4
		anyone's knowledge	Strongly Disagree	Disagree	Agree	Strongly Agree
	44	When I get angry at something or someone, it takes me a long	1	2	3	4
		time to get over it	Strongly Disagree	Disagree	Agree	Strongly Agree

Ratings of Sample Ads Idioms of Distress

2019: Men, 65+

	Ad A "Be Strong, Not Silent"	Ad B "Not a Solution"	Ad C "Not the Only Option"	Ad D "There is Hope"	Ad E "Let's Talk About It"	Ad F "Speak Up"	No response
Best Ad Overall	-	-	1	1	2	7	•
Best Image	-	-	1	- -	-	9	
Best Tagline	-	1	-	4	3	3	=:
Best URL		=	1	3	1	3	2

How much does this actually matter?

Using Cultural Formulation to Resolve Diagnostic Uncertainty Among Ehtnoculturally Diverse Patients

(Adeponle et al., 2012)

- 49% of patients with psychotic disorder diagnoses converted to nonpsychotic disorders
- 14% of PTSD cases were missed

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Different Approaches Needed

"Traditional" Data Approaches

- Experimental
- Quantitative
- Concerned with efficacy and high internal validity

The Problem with "Traditional" Data Approaches

- Doesn't do justice to contextualism
- In diverse communities, complexity is the norm
- Methodological pluralism no one single approach works

Different Approaches to Data & Evaluation Needed

- Community Based Participatory Research
- Qualitative Methods

Honoring Cultural Lived Experiences & Ownership

RICKASTLEY

NEVER GONNA GIVE YOU UP







Honoring Cultural Lived Experiences & Ownership

Community collaboration isn't an aspiration; It's a necessary foundation

How can we collaborate with communities around data & evaluation?

My failed attempt

Challenges You May Encounter	Alternatives / Potential Solutions
Ownership and control	Co-ownership
Trouble with Buy-in	Gaining buy-in – through partnership with trusted community members
Data, reporting, regulatory needs	Balance with community priorities
Reliance on "experts"	Local experts with lived experience
Maintain data integrity & validity	Flexibility: findings ways for communities to make changes that they need

(Because of this suicide prevention program...)

I feel like my cultural identities and values were supported.

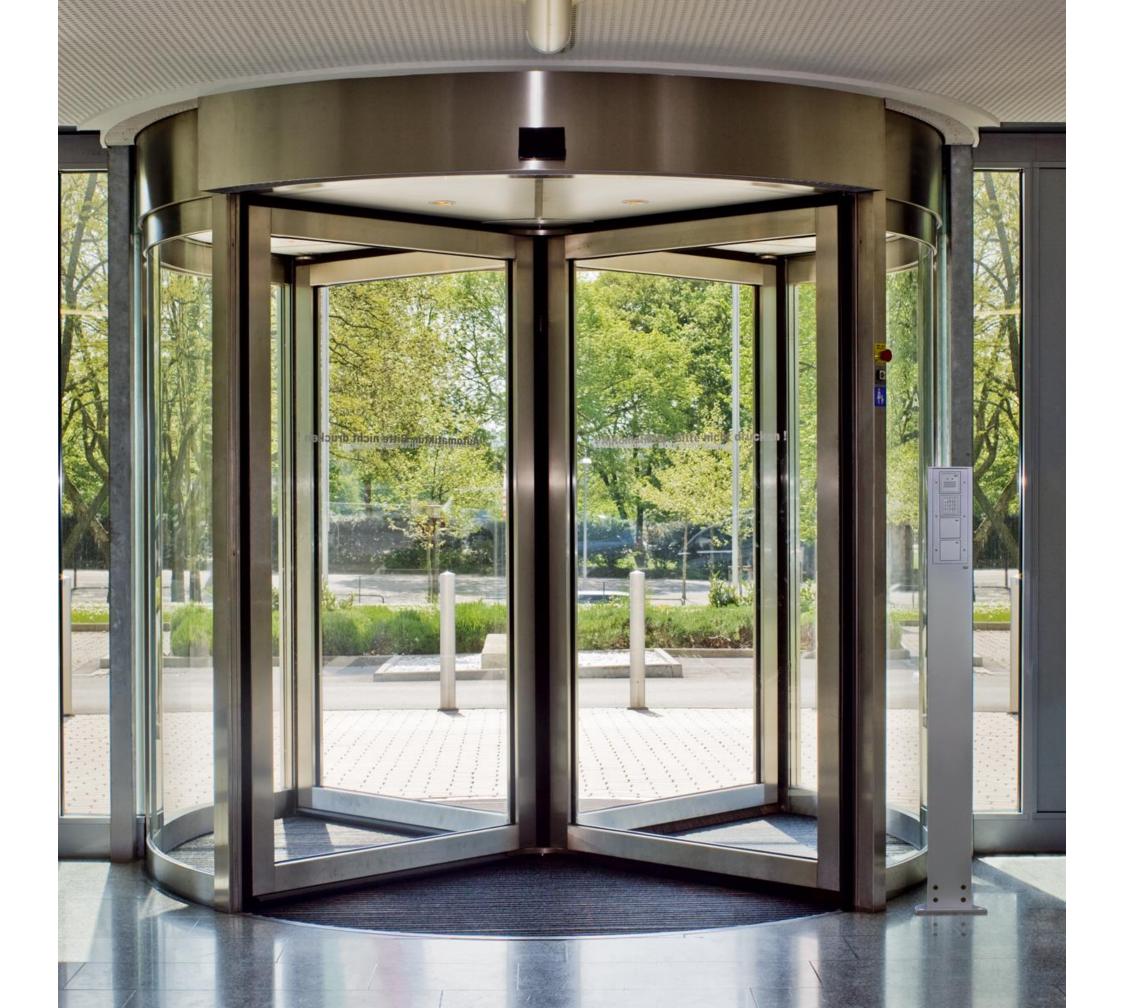
(Because of this suicide prevention program...)

I felt in community with my brothers and sisters

Great, we've finished the data collection...

- A) Thanks! Good luck & see you later!
- B) Uh, don't forget to incorporate the data!
- C) What kind of role do I need to take to make sure this data is sustained in the community and is translated into change and empowerment?











Qualitative & Mixed Methods

- Essential to the Infusion of Culture and to CBPR
- Support 3 core values of community & culture:
 - 1. Diversity (you can capture multiple viewpoints)
 - 2. The importance of context
 - 3. The notion of empowerment

Qualitative Methods

- What people say they believe, think or do
- What people actually do
- What people really think or believe
- The context of all of the above

"The kind of knowledge needed for practice in the field is likely to come, in large part, from hearing directly from people about the reality of their lives" (Orford, 2008)

Qualitative Methods

- Interviews
- Focus groups
- Written responses
- Observation
- Document analysis
- Cognitive Interviewing

Qualitative Coding & Analysis

- Content analysis
- Thematic analysis
- Grounded Theory

Process Evaluation, 2018

Methods

27 out of 37 potential stakeholders interviewed

- Phase 1: stakeholders currently active in SPOC
- Phase 2: Individuals who were on the Strategic Planning Committee

22 total focus groups

 Anywhere between 1-3 stakeholders at a time

Semi-structured interview process addressing:

- SPOC Overall
- Cultural Competency of Suicide Prevention
- Specific Workgroups (4)
- Improvements and Suggestions

Process Evaluation, 2018

Results Related to Culture + Data/Evaluation

- Gaps in the collection of cultural outcome data
- Enhance cultural competency (including for data) through partnership building
- A need to use data to inform programming tailored for specific communities

CULTURE AND DIVERSITY DATA TABLES

Description of the County's Approach to Culture and Diversity (Table 2.1)

Cultural Competency Efforts	Definitions	N=20
Translation in multiple languages of services	Interviews mentioned how translation of campaigns, crisis line, hotline cards, radio programs, print media, social media, ads, posters, suicide-prevention trainings, SACS services into other languages addressed cultural competency needs.	13
Outreach/attention to specific groups	Interviews mentioned how the county had conducted: • Outreach to cultural groups/ethnicities in general (N=4) • An emphasis on reaching out to Hispanic population (N=2) • Ad campaigns which represented people	8

Examples of Qualitative Coding

	Spirituality	16
	 Need to collaborate with spiritual/faith-based leaders – 8 	
	 Need to increase spirituality as a part of treatment – 7 	
	 Increase community outreach through churches − 1 	
	Language	12
	 Need services in immigrants' language – 7 	
	 Services in languages besides English – 4 	
JS C	 Increase access to services in Tagalog – 1 	
onsiderations mments)	Demographic Match	
era ts)	 Need more Native American Staff – 7 	
sid	 More culturally-matched therapists (e.g., same race/ethnicity) – 1 	
ral Consider 46 comments	 Need more African staff – 1 	
al C	SOGI Data Collection	6
Cultural (46	 Change SOGI data collection across the BHSD system (e.g., no 	
l l	need to ask "sex assigned at birth" unless there is a medical reason)	
	-4 DVICE 1 11	
	BHSD should guarantee that there is always a place for the true	
	name of the trans/gender-nonbinary clients – 2	
	Other 1. 1. 2. 1. 2. 1. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2.	3
	 More cultural-focused services – 2 	
	More cultural awareness for BHSD providers, especially given the	
	predominantly Hispanic/Latino/a/x population in Dependency	
	Wellness Court – 1	

Examples of Qualitative Coding

3. Need for standardized
system / tools /
documentation (20
comments)

- Standardized system for screening & assessment, including tools (N=11)
- Documentation burden / templates / improvements needed (N=6)
- Need improvements on safety plan tool (N=3)

- we just don't have a uniform system throughout the whole, our whole system. So that's something that I think is a challenge for us. We need to get that going and get that in place.
- Lack of standardization for procedures regarding assessment.
- ...having a standardized tool. I think that would help us break down the barriers that exist right now between children's services and adult services, particularly related to the assessment of suicide risk. for example, for adult for clinicians who mainly work with adults that a lot of the fear about assessing children could be decreased if they felt like they had a really good tool that would allow them to follow.
- Need some assessment tools that are easy to use and not cumbersome; there may be tools in the new EHR SmartCare.
- IMO, the challenges are with thorough documentation in an environment that is understaffed and the staff that do exist are pressed for time. We need a consistent method of documenting encounters with suicidal clients; for example, a template. Somebody with time and administrative responsibilities needs to create this template, disseminate it, and create policies and protocol for assessing and documenting a suicidal client.
- ...the thing that concerns me is like paper, creep.

Examples

CBPR / PAR

VIETNAMESE ADVISORY GROUP

- Campaign messaging
- Language, terminology, tone
- Research screening
- Media outlet identification
- Materials creation
- Promotion and distribution



Mixed Methods (Combination of Quantitative + Qualitative Data)

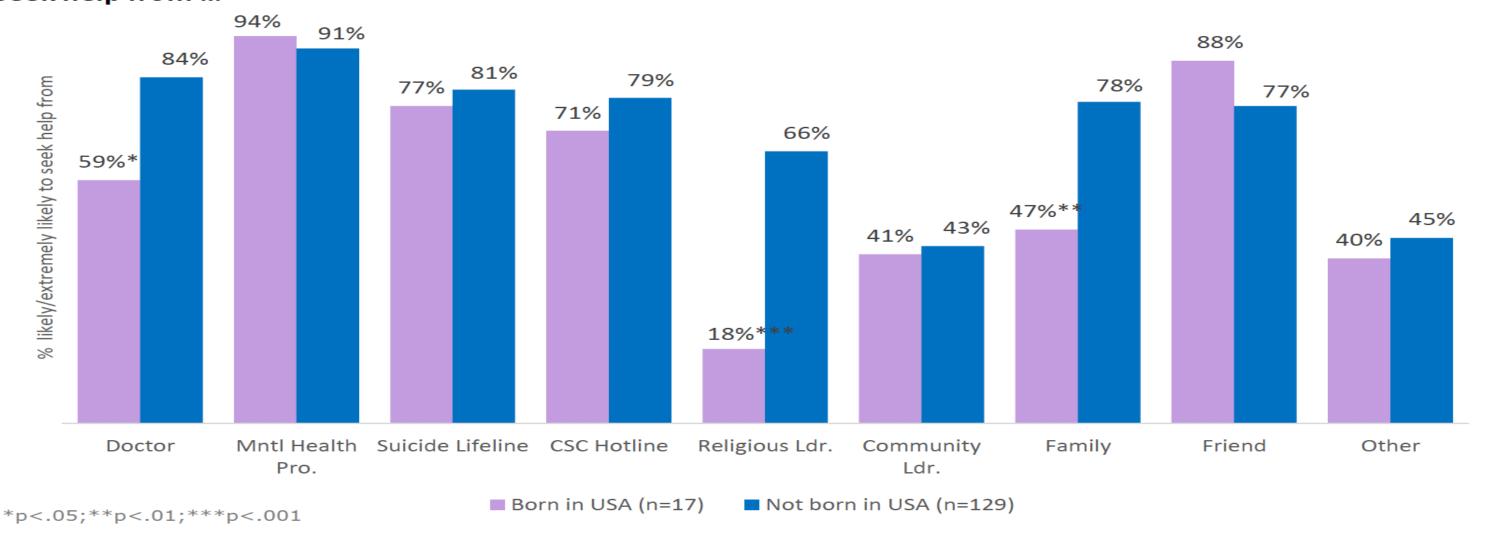


Cultural Findings

USA born Vietnamese compared to Foreign born Vietnamese

Imagine that you or someone you know is feeling suicidal and/or has mental health concerns, and all of the following resources are available. How likely would you be to seek help from ...

Behavior



VIETNAMESE ADULTS, 55+: WHAT THEY SAID

"Before he [killed himself], I noticed that he was having manifestations, or expressions, of great sadness. He wouldn't talk to anybody. He just sat a chair up in front of his door and sat there." – Married Male, 77

"From my friends, they've said that if the doctor says it, that's the source they trust the most."

- Divorced Female, 63

The Cultural Theory/Model of Suicide

- #1. Account for Different Signs of Suicide

 Cultural Idioms of Distress
- #2. Suicide iviay Be Precipitated By Different Stressors

 Minority Stress, Social Discord
- #3. Look for the Cultural Meaning of Things

 Cultural Sanctions
- #4. Are there help resources for us?

 Cultural Preferences For Help

 Resources / Referral Access

key concep



2020: Vietnamese Adults 55+, September 3 – October 22, 2020

CulturallyAttuned Media Campaigns





2021: Spanish-speaking Middle-aged Men (35-54), December 21, 2020 – February 21, 2021

2019: Men, 65+

Cognitive Interviewing To Adapt Quantitative Items for Cultural Identities

Figure 2: An illustrative example of the cognitive Interviewing process

Item: I have behaved in a way that makes me Unsafe.

Construct: Idioms Of distress.

Dimension: Suicidal action

Intent: Assesses participant's
Level of engagement in risky
Behavior, such as: substance use,
unsafe Sex, illegal behaviors which
were found to be related to risk of
suicide.

Comprehension:

What does the word "unsafe" mean to you as used in this question?

Content:

What type of experiences/behavior did you think of when answering this question?

Judgement:

What led you to pick this particular answer [i.e. 1, 2, 3, 4]?

Evaluation: was this item clear?

Sample participant's Answers for comprehension probe:

P3: "strongly agree.... I used to cut myself and I once tried to drink bleach, so that's unsafe. I once broke into a waterpark at night with friend"

P4: "Yes I guess, sometimes I ride my bike without a helmet; sometimes I don't put my seat belt when I'm riding in the back seat with my mom".

Key phrases with meaning relevant to interpretation:

"cut myself", "drink bleach", "broke into a water park"

" wearing helmet", "don't put seatbelt"

Domain summary:

participants are considering behaviors that pertain to non-suicidal risky behavior, criminal behavior, lack of compliance with physical safety rules (helmet, seatbelt) and suicide attempts. Analytic conclusions: The developers' intent was to assess the frequency of risk taking behaviors that are non-suicidal in nature- such as drug use, unsafe sex etc. Reponses from the two participants demonstrate that there are variations in how respondents may interpret the term "unsafe" which includes a broader range of behaviors than the developers intended.

Problem: Comprehension

+ Content.

Recommendations: Revise the item to target a more narrow range of behaviors and re-test the item again via CI.

Qualitative / Mixed Methods to Understand How to Tackle Opposition to DEI Efforts

3 Focus Groups

Focus Group Prompts for Input About Culture and Diversity

- 1. In your opinion, what cultural and diversity efforts have been working well in _____, and what needs improvement?
- 2. Some community stakeholders have expressed concern with supporting culture and diversity efforts using the limited funds that are available in
 - a. Do you have any insight about the nature of these concerns?
 - b. Any suggestions about how to address culture and diversity work given these concerns?

Community Survey Write-In Question

Do you have any suggestions for ways that _____ should change their approach to <u>cultural responsivity in their behavioral health programs and/or services?</u>

Community (Qualitative) Comments about Culture & Diversity in ____''s Services

Theme: Lack of Awareness of Diversity & Efforts

(8 comments)

"There is no real diversity [in our county]."

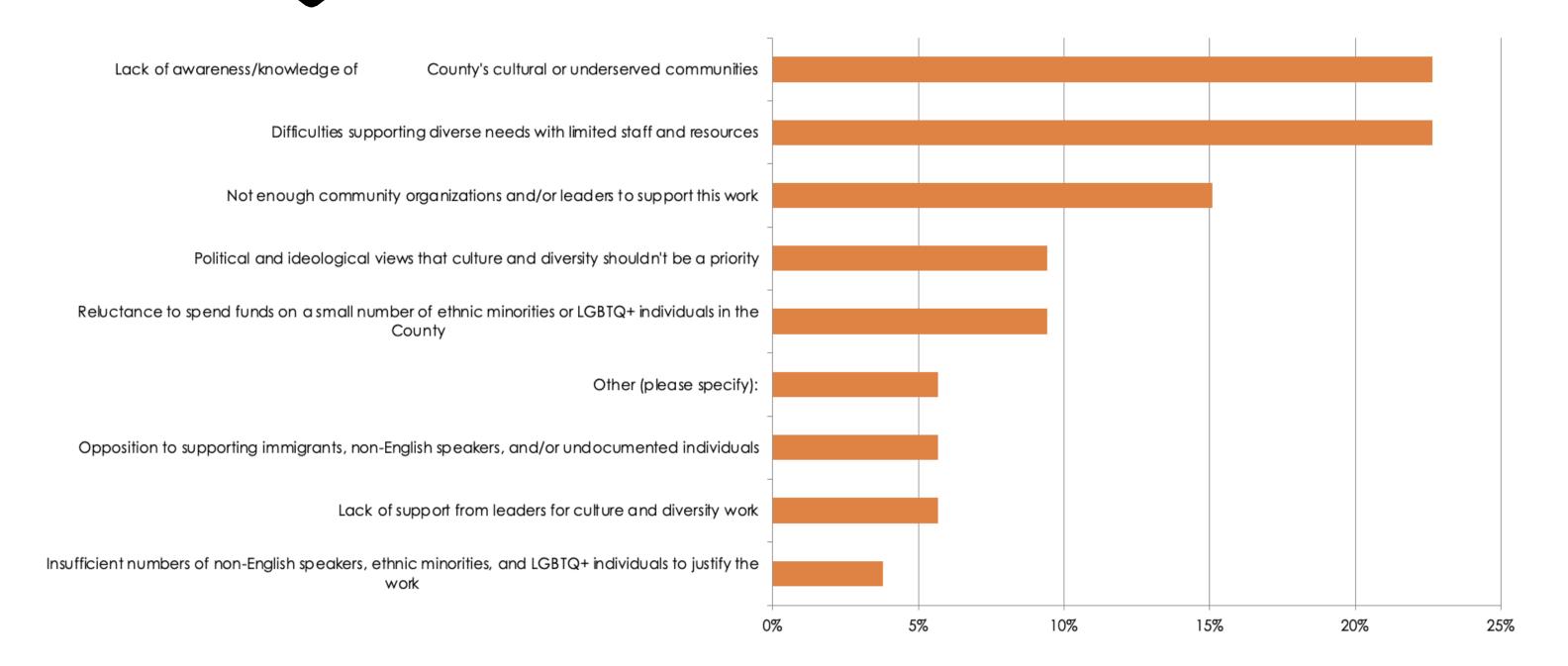
"...myths of
'Black people
don't live here'
or 'Asian people
don't live here'."

"If the community understood that the time and funding being spent was proportionate to the populations being served, they would have a better understanding and probably be more supportive of these efforts."

I have no idea what

's current
approach to cultural responsivity is."

Top barriers to being culturally responsive to and serving the mental health needs of ethnic minority and LGBTQ+ residents



Barrier to Culturally Responsive Services	Respondents Who Supported Funding Diversity Efforts	Respondents Who Opposed Funding Diversity Efforts
Political and ideological views that culture and diversity shouldn't be a priority	31.97%	9.43%
Reluctance to spend funds on a small number of ethnic minorities or LGBTQ+ individuals in the County	21.77%	9.43%
Opposition to supporting immigrants, non-English speakers, and/or undocumented individuals	19.73%	5.66%

Recommendation #7 To Increase Support for Diversity Work

Educate the General Population About...



...the presence of underserved and/or isolated cultural subgroups within _____



...existing efforts to serve those cultural communities

(i.e., _____)

Translating
Cultural
Considerations
Into Action for
Suicide Prevention

Collection of cultural outcome data

Example Outcome Measures for Downstream Efforts (providers & clinical organizations)

- What areas of suicide practice have you felt you need more training or support? Cultural competency in suicide management?
- Our organization is equipped to manage suicide risk in patients from underserved or marginalized groups (e.g., non-English speaking, low income, LGBTQ+, or racial or ethnic minority patients)
- For providers: I know how to incorporate culture and diversity into suicide assessment, prevention or management practices.

Example Outcome Measures for Upstream Efforts (community outreach, training)

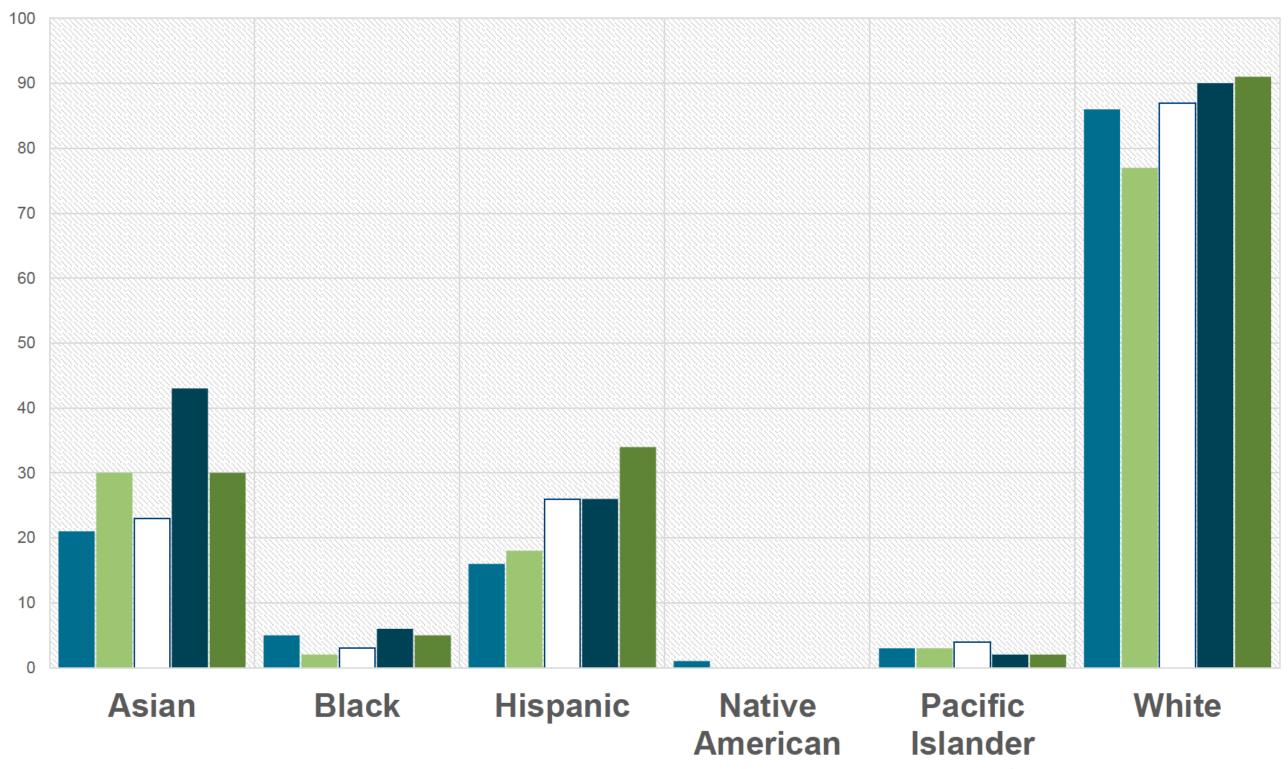
- > I understand and can identify a number of ways in which culture affects how suicide is expressed and experienced.
- >I understand and can identify a number of ways in which culture affects mental health / mental illness.
- ➤I feel prepared to help people from diverse cultural backgrounds with their suicidal distress.
- ➤ Please give us an example of how you feel prepared to help people from diverse cultural backgrounds with their suicidal distress.

- > Collection of cultural outcome data
- Analysis of cultural identity / group differences

- > Collection of cultural outcome data
- Analysis of cultural identity / group differences
- Use data to inform programming tailored for specific communities

Yearly Number of Suicide Deaths by Race/Ethnicity

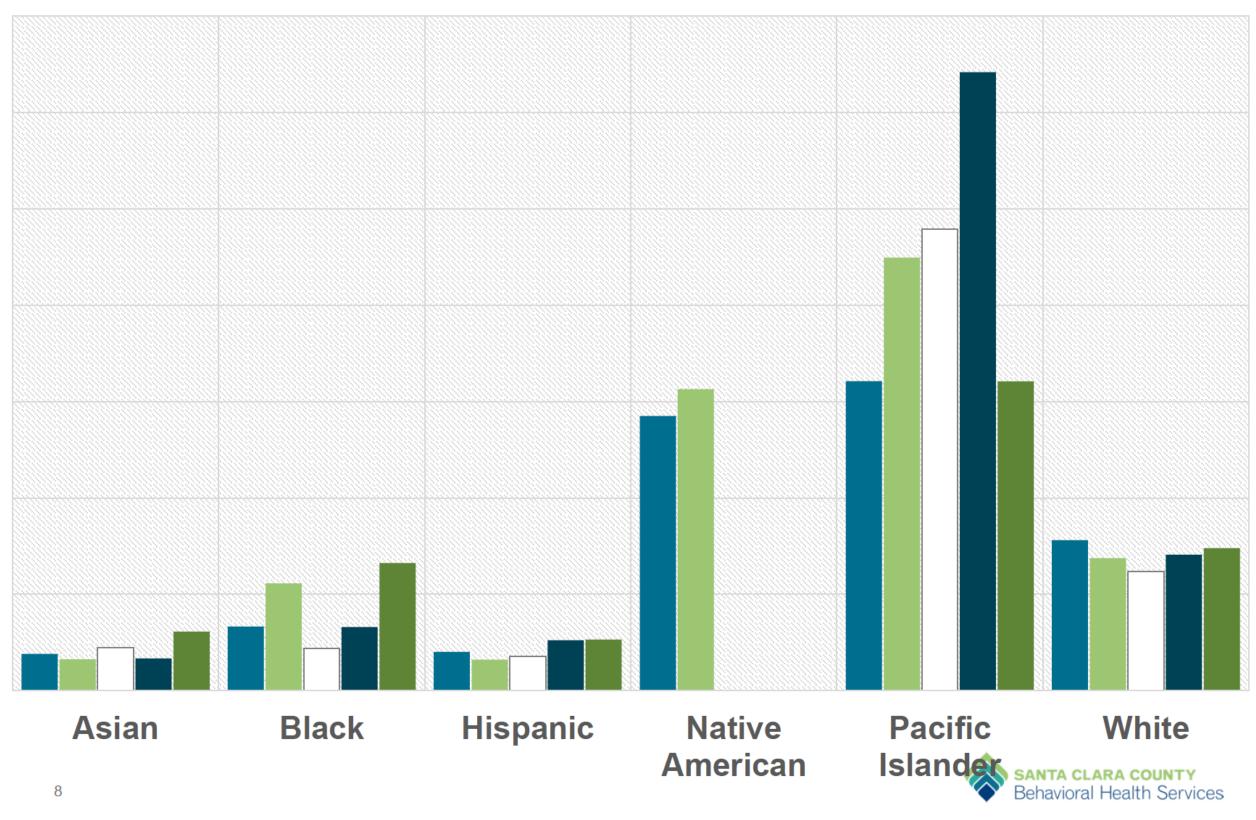
■2016 **■**2017 □2018 **■**2019 **■**2020





Yearly Suicide Rate per 100,000 by Race/Ethnicity

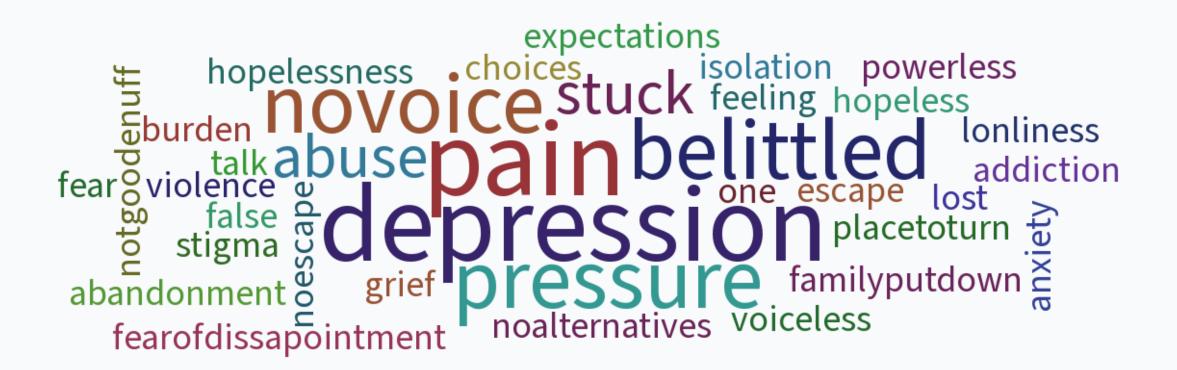
■2015 **■**2016 □2017 **■**2018 **■**2019



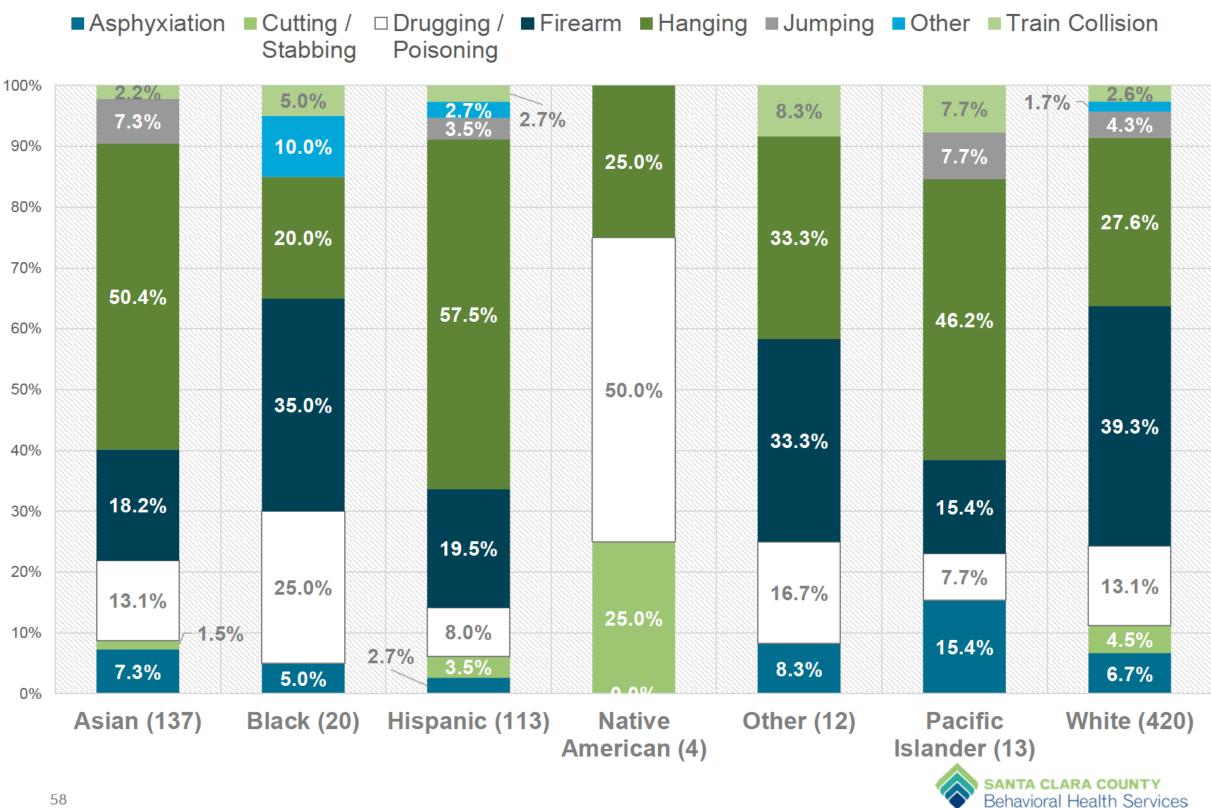


☐ Text LUENIMASINA274 to 22333 once to join

Why do you think Pacific Islanders might have thoughts of suicide or attempting suicide?



2016-2020 Percent Method of Suicide by Race / Ethnicity





Reducing the Risk of Suicide by Ligature

Use a Safety Plan

· Apps:

hospitalization

If your loved one has received mental

and resources outlined in the plan

and/or use available apps

Understand when to choose

in their time of crisis

showing:

health care during their time in crisis, they

important to obtain a copy of this plan, and

help your loved one use the coping skills

· If they do not have a current safety

plan, you and/or your loved one can

call in/text in the crisis line seen in the

resources section of this brochure to

obtain assistance with creating a plan

· "Stanley-Brown Safety Plan" on App Store

· We cannot monitor and care for our loved

or ligature points from our homes. It can

be helpful to bring your loved one to the

hospital where they can receive 24/7 care

• Hospitalization may be the safest option

for your loved one if your loved one is

Thoughts about suicide, a plan for

Multiple suicide warning signs

this is called a 5150. For minors,

Your loved one could be kept at the

hospital on an involuntary 72-hour hold if

they are perceived by professionals as at

risk to themselves or others. For adults,

means for their plan

it is called a 5585

suicide, an intention with an exact

time/date, and have access to the

ones 24/7, nor can we remove all ligatures

• "Safety Net" on Google Play Store

should have created a safety plan. It is

As a caregiver, you can take steps to reducing your loved ones risk for suicide by ligature. A few steps you can take include:

Be Sensitive. Be Brave

- If your loved one is having thoughts about suicide, you can follow the Be Sensitive Be Brave approach:
- · Be Sensitive: Create a connection by sharing your worries for them, and actively listen to their current feelings and experiences
- "I really do care about you, and I want to make sure you're safe, so let me ask..."
- · Be Brave: Directly ask your loved one if they are having suicidal thoughts, and connect them with professional help and resources
- "Are you having thoughts about suicide?"
- If you are interested in attending a training about this approach, contact evelyn.quintanilla@hhs.sccgov.org

Make a safe home environment

· Reducing common ligatures and ligature points in the home, while understanding that removing ALL ligatures and ligature points is nearly impossible. You can also help your loved one remove other unsafe items from their environment, such as sharp objects and medicines



Suicide Warning Signs

Thoughts / Verbal

 Thoughts/statements that life is not worth living, thinking about hurting oneself, believing that others are better off without them, or having suicidal thoughts

Feelings

- · Hopeless, desperate, trapped, unbearable emotional pain
- Abandoned or betrayed
- No sense of purpose
- Sudden mood changes
- Feeling ashamed of oneself

Physical

- Unbearable chronic pain
- Trouble coping with health changes

Behavioral

- Giving away prized possessions
- Impulsive or reckless behavior
- Putting affairs in order
- Increased substance use
- · Withdrawing from others
- Not caring for personal hygiene or health

Situational

- Conflict with/rejection from one's family, support system, and/or community
- Exposure to trauma
- Discrimination or being treated unfairly because of who you are
- Not having others who understand you
- Trouble adjusting to a new culture
- Failure to meet expectations

A Description of Resources Suicide by Ligature

Background

Suicide by ligature, also known as suicide by hanging, involves an individual using items to suffocate themselves.

- Hanging is the number one method of suicide in the County, exceeding firearms, and representing 40% of suicides in the County between 2018-2022[1]
 - Suicide by ligature is very deadly, similar to firearms[2]
- The majority of suicides by hanging occur in the community, within people's homes and public spaces[3]
- Asphyxiation "games" that are common among youth encourage them to choke themselves until they pass out, which can lead to unintentional death

Common Ligatures/Ligature Points

- · Common ligatures include: belts, ropes, cables, and scarves
- Common ligature points include:
- · beams, trees, ceiling fans, windows, doors/door knobs, and curtain or shower rods
- · While these are common, there are still many other items that can be used in the home and completely restricting them is nearly impossible

Resources

There are many resources available in our County and nationally to support you and your loved one through a time of crisis, such as:

Suicide & Crisis Lifeline

For local area codes: 988 For non-local area codes: 1-800-704-0900, Press 1 Free, 24/7 support for anyone experiencing mental health distress, including:

- · Thoughts of suicide
- Mental health or substance use crisis
- Just need to talk

Mental Health & Substance Use Services **Call Center**

1-800-704-0900

Free, 24/7 access to County services, including:

- Specialty mental health
- Substance use treatment or prevention

General information, grievances, and appeals

Support for survivors of suicide

Crisis Text Line

Text **RENEW** to **741741** (English only) Envía COMUNIDAD a 741741 (Spanish only) Free, 24/7 crisis support via text message.

Crisis Intervention Team (CIT) Officer

In emergency situations, ask for a C.I.T officer trained in mental health issues

[1] Baker, S. P. et al. (2013). Increase in suicide by hanging/suffocation in the U.S., 2000-2010, American Journal of Preventive Medicine, 44(2), 146-149. [2] County of Santa Clara Open Data Portal. ME-C Data Dashboard. (2022). ME-C Cases dataset [Dataset]. County of Santa Clara.

[3] Gunnell et al. (2005). The epidemiology and prevention of suicide by hanging: A systematic review. International Journal of Epidemiology,

For more information, contact SuicidePrevention@hhs.sccgov.org



Suicide by Ligature: A Caregivers Support Guide

County of Santa Clara Suicide Prevention Program

Helping a Loved One in Times of **Suicidal Crisis**





County of Santa Clara Suicide Prevention Program

Combatting the Rise in Suicide by Hanging



- Collection of cultural outcome data
- Analysis of cultural identity / group differences
- Use data to inform programming tailored for specific communities
- Process Outcomes / Formative Assessment: Is there adequate cultural infusion in your suicide prevention coalition and work?

Process Evaluation, 2018

Results Related to Culture + Data/Evaluation

- Gaps in the collection of cultural outcome data
- Enhance cultural competency (including for data) through partnership building
- A need to use data to inform programming tailored for specific communities

CULTURE AND DIVERSITY DATA TABLES

Description of the County's Approach to Culture and Diversity (Table 2.1)

Cultural Competency Efforts	Definitions	N=20
Translation in multiple languages of services	Interviews mentioned how translation of campaigns, crisis line, hotline cards, radio programs, print media, social media, ads, posters, suicide-prevention trainings, SACS services into other languages addressed cultural competency needs.	13
Outreach/attention to specific groups	Interviews mentioned how the county had conducted: • Outreach to cultural groups/ethnicities in general (N=4) • An emphasis on reaching out to Hispanic population (N=2) • Ad campaigns which represented people	8

Thank you for your time

CLOSING
COMMENTS &
NEXT STEPS



Thank you for your time