

# STRIVING FOR ZERO EXCELLENCE AWARDS

Striving for Zero

## OUTREACH, MEDIA & COMMUNICATION

### One Million Impressions for Mental Health and Suicide Prevention Monterey County

#### Outreach, Media and Communication

Together with County Behavioral Health agencies and community partners, Suicide Prevention Service of the Central Coast has impacted mental health and suicide prevention by achieving "One Million Impressions" through an extensive multimedia campaign. They have pushed their message throughout Monterey, San Benito, and Santa Cruz counties by using English and Spanish TV ads, billboards, radio, press releases, and print ads. Complementing their media presence, they maintain a 24/7, free, bilingual, and confidential lifeline through 988. Dedicated to saving lives, they offer awareness, education, crisis help, and compassionate care for those mourning a loss.

**Suicide Prevention Service**  
of the CENTRAL COAST

## INTERNATIONAL SURVIVORS OF SUICIDE DAY

**Saturday, November 18**  
Local events in Santa Cruz and Monterey Counties:

**Aptos Methodist Church**  
10 a.m. - 1 p.m.  
221 Thunderbird Drive  
Aptos, CA 95003  
(831) 684-1774  
lucaswilley@comcast.net

**United Way**  
10 a.m. - 12 p.m.  
232 Monterey Street, Suite. 200  
Salinas, CA 93901  
jill@appliedcrisisstraining.com

Please join us for International Survivors of Suicide Loss Day is the one day a year when people affected by suicide loss gather to find comfort and gain understanding as they share stories of healing and hope.

**LEARN MORE HERE**



suicidepreventionservicecc.org

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**LEARN MORE**



**Servicio de Prevención del Suicidio**  
de la COSTA CENTRAL

SEPTIEMBRE ES EL MES NACIONAL DE CONCIENTIZACIÓN SOBRE LA PREVENCIÓN DEL SUICIDIO

**988 ESTA AQUÍ PARA TI!**



*988 esta aquí para tí!*

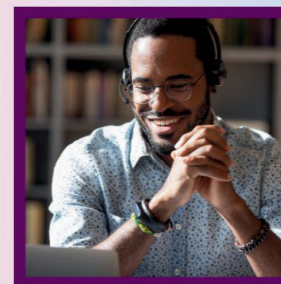
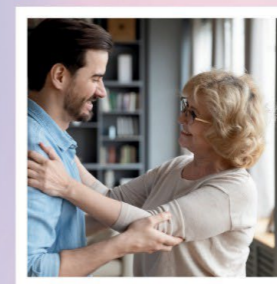
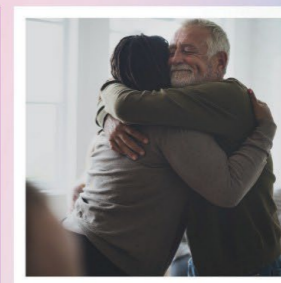
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Hablar con alguien de lo que te agobia te ayudara a sentir un gran alivio.



KNOW THE SIGNS  
FIND THE WORDS  
REACH OUT

Together we will save lives!



September is National Suicide Prevention Month

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of the CENTRAL COAST



#BeThe1To

WWW.SUICIDEPREVENTIONSERVICECC.ORG



English

Spanish



SCAN ME TO PLAY SHORT EVENT VIDEO!