About the Campaign

The “It’s Up to Us” campaign is designed to empower San Diegans to talk openly about mental illness, recognize symptoms, utilize local resources, and seek help. By raising awareness and providing access to local resources, we aim to inspire wellness, reduce stigma, and prevent suicide.

Recovery is possible and help is available. It’s Up to Us to make a difference in the lives of San Diegans experiencing mental health challenges by offering support and providing opportunities.

This campaign is developed through the County of San Diego Health and Human Services Agency, and supports the County’s Live Well San Diego vision to promote a community that is healthy, safe, and thriving.

Shine a Light on Suicide Prevention: Why the Loss of Stars We Admire Hurts So Much

Many people were deeply saddened by the recent suicide deaths of Kate Spade and Anthony Bourdain. Suicide among such talented and outwardly successful individuals reminds us that personal struggles are often hidden from public view. In small or tightly knit communities, the effects of a suicide death can have a ripple effect, touching many individuals, known as loss survivors. Survivors of suicide loss are usually understood to be family and friends of the person who died, but many of us feel very close to the stars we admire, even if we never met them. We’ve listened to their music, bought their products, immersed ourselves in their books and films; they spoke to us as if they knew who we are. When they die, we’re inundated with news about them, so it’s not surprising that we may feel the same emotions that are often experienced after suicide deaths: shock, blame, grief. We are left with unresolved feelings; it may feel profoundly unfair to lose them so young or we may be angry that they took their own lives. If we’ve lost other people close to us, these new deaths can re-awaken those former griefs as well.

What can you do?

Former Surgeon General Vivek Murthy says, “I think of emotional well-being as a resource within each of us that allows us to do more and to perform better. That doesn’t mean just the absence of mental illness. It’s the presence of positive emotions that allows us to be resilient in the face of adversity.” He suggests we ask ourselves: where do we turn for comfort? To food, alcohol, drugs, bad habits? Or to the company of friends, walks in nature, art, music, exercise?

• There is no “right way” to mourn; just because you are grieving someone you never met doesn’t make your loss any less real.

• Take comfort in what the person you admired has left behind: their music, writing, recipes, art. It’s okay if you need to avoid these memories for a time.

• Perhaps hold a ceremony or gathering with others who share your feelings. Watch your favorite videos or listen to your favorite songs together and treasure the memories. It can help to feel you are part of a community.

• Take your time but stay connected with others.

• Don’t wait for your friends and family to share their distress. Reach out to them; ask how they’re doing. Acknowledge the loss that they feel and take time to listen to their views. We can all offer love and compassion and provide comfort to others.

To learn the warning signs of suicide and how to support someone you are concerned about, visit Up2SD.org.
Survivors of Suicide Loss reaches out to and supports people who have lost a loved one to suicide. SOSL is dedicated to educating the community about suicide and its effect on surviving family and friends. Their goal is to provide a relaxed, caring environment of mutual support and understanding to give comfort and help to one another—a place to regain a sense of hope for future happiness. Services offered by SOSL include support groups and individual support. The website offers a variety of resources including a newsletter, personal stories, a virtual memorial quilt, and other resources.

Visit www.SOSLSD.org for more information.

Join SOSL for their annual Walk in Remembrance with Hope event to remember loved ones and raise awareness of suicide prevention. Every dollar raised supports local suicide prevention efforts.

For more information visit: WalkingInHopeSD.org

Liven Up Your Health: From Small Talk to Real Talk

Expressing genuine interest in others is a great way to open up conversation and connect more deeply. Try taking some of the time you spend together to ask questions that don’t come up in day-to-day conversations. Whether you are taking a walk with your partner, driving with your kids, or having friends or family over for a BBQ, try these conversation starter questions. For a dinner party you can print and put them on each guest’s place setting.

- What is something you own that has sentimental value and you would never sell?
- If you could have any super power, what would it be?
- If you were going to write a book, what would it be about?
- If you could be in a commercial to sell any product you love what would it be and why?
- If you have a bad day, what food or TV show would cheer you up?
- If you could eat one food every day, what would it be?
- If you could meet anyone from history, who would it be?
- What is your favorite word?
- Is there something you have dreamed of doing for a long time? Why haven’t you done it?
- If you could wake up tomorrow having gained any one quality or ability, what would it be?

Courtesy of Each Mind Matters and www.TheInspiredRoom.net

Did You Know? Suicide is the leading cause of non-natural death for all ages in San Diego County. Pain isn’t always obvious. Know the signs. Find the words to offer help. Reach out to local resources.

Call (888) 724-7240 for immediate help. Free, confidential support in all languages 7 days a week / 24 hours a day
Get Up and Participate:
Youth Direct Change Through Film

The Directing Change Program and Film Contest invites youth ages 14–25 and students in grades 7–12 to submit 60-second public service announcements to change conversations about mental health, suicide prevention, and culture in their schools and communities. Young people can win cash prizes and are recognized at an annual red-carpet award ceremony.

Visit DirectingChangeCA.org for contest rules and to view films.

“The biggest way in which making our film impacted us is the conversations it opened up. Through the backdrop of filmmaking, me and my friends had some serious talks about the subject of suicide, its effect on our generation, and the effects it has had on each of us personally.”
— Student

“Everybody needs help at some point in their lives. I realized how important it is to eliminate the stigma behind mental health and to encourage others to open up the dialogue with their friends, families, and colleagues. Especially with what has been going on lately in the country, I think there is no better time to advocate for this open dialogue and for everyone to realize that mental health is just as important as physical health.”
— Student

Support Mental Health and Suicide Prevention Awareness

Connect with the “It’s Up to Us” campaign for inspirational messages, educational facts, local resources, information on symptoms of mental illness, warning signs of suicide, updates on mental health and prevention efforts, and more!

Continue the conversation here:
Facebook: www.facebook.com/up2sd
YouTube: www.youtube.com/user/up2sd
LEARN QPR TO PREVENT SUICIDE!

QPR, which stands for Question, Persuade and Refer, is an emergency intervention to help a person who is considering suicide. Anyone who is in a position to recognize the signs that someone may be considering suicide is encouraged to sign up for a QPR training. In a one-hour workshop, individuals learn to recognize warning signs, what questions to ask, and how to offer hope and help. The workshop is designed for parents, friends, neighbors, teachers, ministers, doctors, nurses, office supervisors, caseworkers, firefighters, and many others. QPR trainings are offered at no cost in San Diego. To sign up or to schedule a group workshop, visit www.SPCSanDiego.org and click on “Trainings,” or contact Community Health Improvement Partners (CHIP) at lcyanan@sdchip.org; (858) 609-7971.

NEED TO TALK TO SOMEONE?

Unsure of where to go for help? Chat online or call a counselor today!
• Free confidential support
• Crisis intervention and suicide prevention
• Referrals for mental health and drug and alcohol needs

SAN DIEGO ACCESS & CRISIS LINE
• All languages
• 7 days a week / 24 hours a day
(888) 724-7240

COMMUNITY RESOURCES
DIAL 2-1-1

LIVE CHAT
• Chat with a counselor today!
• Available Mon–Fri 4–10 p.m.
Visit: OptumHealthSanDiego.com or Up2SD.org

Photography is for illustrative purposes only and persons depicted are models.