

Franklin County

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Local Outreach to Suicide Survivors

**Business Plan for 2018 - 2020**



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# Franklin County Local Outreach to Suicide Survivors (LOSS)

Business Plan for 2018 - 2020

## Executive Summary

Franklin County Local Outreach to Suicide Survivors (LOSS) was founded in November of 2014 by a group of individuals who had experienced the loss of a loved one to suicide. Although each story was unique and the time since their loss varied greatly, there was one thing that each of them was missing, support.

Studies show the likelihood of a survivor of a suicide loss taking their own life increases significantly after the loss. The sooner people can get help the less likely they are to develop unhealthy coping skills. LOSS exists to be an instillation of hope by providing resources, understanding and support immediately after the loss and in the week, months, and years to come.

LOSS relies on donations from private donors, local and national grants, corporate support, and fundraisers to provide on-going assistance to those in need.

LOSS is committed to serving survivors and the surrounding communities through education, support, and advocacy.

## *Mission*



Franklin County LOSS exists to be an instillation of hope to people bereaved by suicide, empowering survivors so they can thrive

## *Vision*



We envision a community of suicide loss survivors experiencing a restoration of hope and standing together for suicide awareness.

## *Foundational Focus Areas*



Equip

Respond

Collaborate

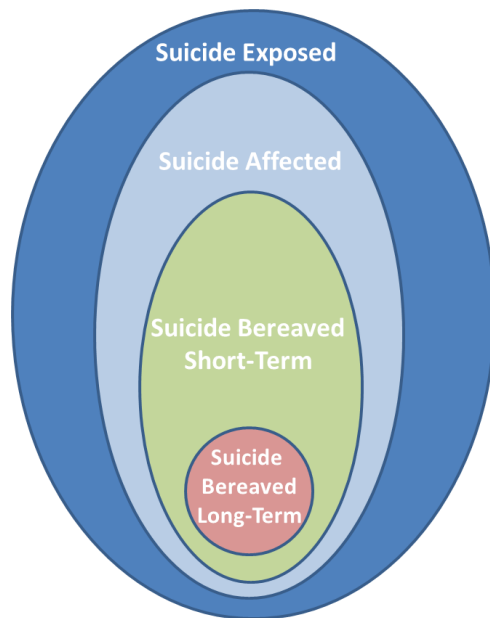
Empathize

Advocate



## Servicing the Need

- Suicide was the 10<sup>th</sup> leading cause of death in all age groups in the United States in 2013<sup>1</sup>.
- Suicide results in an estimated \$45 billion in combined medical and work loss costs. The average suicide is estimated to cost over \$1 million.<sup>1</sup>
- In 2016, there were 161 suicides in Franklin County (126 males, 35 females)<sup>2</sup>.
- While the number of people impacted by a suicide death can vary greatly, there are four classifications of those impacted. The diagram below (The Continuum Model) was developed to illustrate the magnitude of a suicide event beyond the suicide victim and the immediate family.<sup>3</sup>
- It is believed that on average at least 100 people are impacted for every suicide death.



## References



1. Centers for Disease Control and Prevention (CDC). Web-based Injury Statistics Query and Reporting System (WISQARS) [Online]. (2013, 2011) National Center for Injury Prevention and Control, CDC (producer). Available from [www.cdc.gov/injury/wisqars/index.html](http://www.cdc.gov/injury/wisqars/index.html).
2. Franklin County LOSS reporting via Coroner's office: Suicides by Age Group, Method, Gender
3. The Continuum of "Survivorship": Definitional Issues in the Aftermath of Suicide. The Official Journal of the American Association of Suicidology, December 2014, page 591 – 600. Cerel, McIntosh, Neimeyer, Maple, and Marshall.

**Suicide Exposed:** anyone who knows of someone who has died by suicide

**Suicide Affected:** those whose exposure to a suicide causes a reaction (regardless of severity)

**Suicide Bereaved, Short-Term:** those who have an attachment to the deceased and recover over time

**Suicide Bereaved, Long-Term:** those who struggle with the bereavement and their life functions are diminished during the grieving process



- Studies show survivors of a suicide loss experience prolonged grief, need for professional help, and increased psychiatric and general health issues as compared to those bereaved by a natural death.<sup>4</sup>
- For many survivors, participation in peer one-on-one support and peer support groups is felt to be their only access to people who they feel can understand them.<sup>5</sup>
- Studies show survivors of a suicide loss experience an increase in suicidal behavior.<sup>6</sup>
- In a study published in *Suicide and Life-Threatening Behavior* in July 2008, it was shown that suicide survivors who confided in another suicide survivor found it beneficial in their grief process.
- Although many grief support groups exist there are few that focus on the loss felt from a death by suicide. 94% of adult suicide survivors who participated in a suicide-specific grief support group found it beneficial, compared to only 27% of those who participated in a general grief support group.
- Bereavement by suicide is a specific risk factor for suicide attempt when compared with bereavement due to sudden natural causes, whether blood-related to the deceased or not.<sup>7</sup>
- The literature on whether and in what ways bereavement after suicide is different from other types of death has been the source of some controversy and confusion, because the studies comparing populations bereaved by different causes of death have shown mixed results (Jordan, 2001; Sveen & Walby, 2008)<sup>8/9</sup>.
- In a recent review of the studies in question, Jordan and McIntosh concluded that suicide bereavement shares universal elements of grief after any type of loss (e.g., yearning for the deceased); elements of grief after sudden unexpected losses (e.g., shock and disbelief); and elements of grief after other sudden, violent deaths, such as homicide (e.g., PTSD; Jordan & McIntosh, 2011b)<sup>10</sup>. They also suggested that some elements of bereavement are likely to be more prominent after a suicide than after most other types of death. These include increased levels of guilt, stigmatization, anger, perceived abandonment by the deceased, and blaming. Also prominent is the difficulty in making sense of the suicide.

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4. Groot, MH, Keijser, Jd, & Neeleman, J. (August 2006). Grief Shortly After Suicide and Natural Death: A Comparative Study Among Spouses and First-Degree Relatives. *United States National Library of Medicine* ,36(4): pg. 418-31.

5. Glorioso, D., Lanouette, N., Seay, K., Iglewicz, A., Ilapakuri, M., Zisook, S., Young, I. (2012). Suicide Bereavement and Complicated Grief. *United States National Library of Medicine*, 14(2): pg. 177-86.

6. Geulayov, G., Gunnell, D., Holmen, T.L., & Metcalfe, C. (August 2012). The Association of Parental Fatal and Non-Fatal Suicidal Behavior with Offspring Suicidal Behavior and Depression: A Systematic Review and Meta-Analysis, 42(8): pg. 1567-80.



## Why LOSS?

Franklin County LOSS brings together a community of loss survivors who learn from and support one another.

While there are many resources for suicide education, awareness, and prevention, there is no overwhelming presence of support for those who have been bereaved by suicide. The emotions that come with the loss of a loved one to include the same aspects of grief that may occur in the case of a car accident, heart attack, cancer, etc. In addition to the sadness, grief, and shock, there may also be blame, uncertainty, guilt, and shame. There is also still stigma associated with suicide which can lead to isolation for those left behind.

The original LOSS team was founded in 1997 by Dr. Frank Campbell, PhD, LCSW, of Baton Rouge, Louisiana. In his work, he had found that the time between a suicide and when a survivor sought out support was too long, due to lack of known resources. With the unique nature of suicides, hospitals are normally not involved and survivors usually find out on the scene that their loved one has passed. Campbell set out to organize a group of trained suicide loss survivors who could provide immediate support to others who experienced a loss due to suicide.

Franklin County LOSS was started by a mother who lost her 19-year old son to suicide. As she slowly learned how to integrate the loss of her son into her life and watched her son's friends cope with the loss, she realized there was little support for any of them. There were a few monthly support groups and a handful of counselors with specific skills in traumatic grief, but for the most part they had to cope on their own. Often times suicide loss is not talked about and the survivors can feel isolated in their grief.

## LOSS Foundational Focus Areas

**Equip** volunteers and community leaders on how to serve the bereaved.

**Respond** to a variety of suicide bereavement situations including, scenes, candle light vigils, and follow up visits with the newly bereaved.

**Collaborate** with organizations throughout the community to raise awareness about suicide, survivor support and resources, and engagement opportunities.

**Empathize** by listening, holding a hand, and creating a safe environment for sharing and healing.

**Advocate** throughout the local community, and beyond, for suicide prevention awareness.



## Franklin County LOSS Programs

All programs are built on the common principle to create an emotionally safe venue where survivors can share their experience, learn from others, and receive hope that not just surviving the death of a loved one to suicide is possible – but even thriving is possible.

**First Responder Program:** When a death by suicide occurs, an investigation must first take place ensuring no crime was committed. Any suicide is initially considered a crime scene which can add to an already very stressful and traumatic situation for those left behind.

The LOSS First Responder model is an active model of postvention. Postvention is the word used to describe the support those of a suicide loss need. A LOSS Team is made up of trained volunteers – many of whom are survivors of a suicide loss themselves – who go to the scene of a suicide to provide support, resources and to be an instillation of hope to those who are left behind.

When activated by the Coroner's office, the trained volunteers of Franklin County LOSS go to the scene and provide support and resources so the newly bereaved will know what resources are available in Franklin County when they are ready.

Every LOSS First Responder attends a minimum of 14 hours of training; 8 hours in person learning about suicide grief, immediate basic survivor's needs logistics, paperwork, protocol and role playing; 6 hours of online training & certification in Psychological First Aid.

Every volunteer is also part of an ongoing training curriculum including:

- ❖ Cultural Diversity Training
- ❖ Crime Scene Etiquette
- ❖ On Scene Communication Skills
- ❖ Community Services/Resources for Survivors
- ❖ Information exchange with LOSS Team's outside of Franklin County

As of November 30, 2017 the Franklin County LOSS First Responder Program has directly served more than 1,400 loss survivors since its inception in November of 2014. These activities include providing survivors with resource folders with information and support advice, visiting suicide scenes to console the family, and attending candle light vigils for victims of suicide.

**In Touch Program:** Suicide loss changes people – often times permanently. Priorities change, relationships change. FC LOSS journey's alongside other survivors through these changes and offers support along the way including:

Immediate aftercare support

- ❖ Financial support for hotels, a family-sized meal, and, in hardship cases, support with funeral expenses as well.

## Franklin County Local Outreach to Suicide Survivors (LOSS)



- ❖ Specialized grief resources including books on suicide grief and children's grief

### Ongoing communication

- ❖ Personal handwritten cards/notes on special occasions
- ❖ Newsletters including stories of hope, resources and upcoming events

### Thoughtful gifts

- ❖ Care Basket
- ❖ Books of support and encouragement

**Companion Program:** Suicide grief can be unique from other types of losses. Often suicide loss survivors feel isolated - like no one understands their grief.

The Companion Program gives survivors an opportunity to meet one on one with a volunteer who has a similarly lived experience. This connection can provide a sense of “normalcy” in a very difficult, uncomfortable grief journey.

The LOSS library provides a space where survivors are welcome to visit with another survivor, relax with a cup of coffee, borrow books, and provide helpful book reviews for fellow survivors.

**Support Groups & Events:** It is important to provide opportunities for survivors to gather together as a connected community. A unified community that is passionate about promoting positive healing after a suicide loss will take the cause of suicide awareness and make it a movement.

- ❖ A Thousand Words: a quarterly remembrance/healing craft
- ❖ 8 -week Survivor of Suicide Loss for Teens workshop
- ❖ International Survivor of Suicide Loss Day breakfast
- ❖ Grief Workshops for the bereaved by suicide
- ❖ Out of the Darkness Walk booth/craft/activity
- ❖ A Day at the Zoo: a family fun day
- ❖ Community Meet-ups

**Community & Survivor Education:** The majority of people are at a loss for words when they are interacting with someone who has been directly impacted by suicide. FC LOSS is committed to changing that from the inside out. We collaborate and education businesses, agencies, faith communities and many more. Further, by providing support, training and mentoring, more suicide loss survivors will be able to effectively share their story of hope. FC LOSS is committed to mentoring survivors who want to find their voice as a suicide awareness advocate.





## LOSS Risk Management

Risk	Risk Level	Impact	Mitigation Plan	Owner
Lose volunteer support	low	high	Vol Coord	Volunteer planning strategy. Keep pulse on volunteers
Lose grant funding	medium	high	ED & Board	Alternate budget scenarios
Survivor or Volunteer takes their life	low	high	ED & Board	Create plan for other County's LOSS support, create plan for volunteer support
ED leaves role	low	high	ED & Board	
Loss in Coroner support	low	high	ED	Continued outreach and advocacy, foster relationship with law enforcement, Lifeline & Hosp Chaplains
Board Chair leaves role		medium	Board	
Increase in suicide support needed	medium	medium	ED	Community partnerships and mental health prof contacts identified and nurtured.



## LOSS Goals and Objectives

### 2018

1. Implement additional survivor support and equipping including
  - 3+ Support Groups based on specific curriculum
  - Implement support process(es) for clinicians who have lost a client
  - Workshops: How to Share Your Story, Am I Ready to Volunteer, and Surviving the Holidays
  - Info sessions on LOSS Volunteer roles
2. Implement community education programs led by trained suicide loss survivors including
  - Evidence-based QPR (Question Persuade Refer) Suicide Prevention Gatekeeper training
  - Evidence-based Gun Shop Project
3. Implement specific faith community services including
  - Immediate Postvention services
  - Speakers (QPR and surviving a loss)
  - 8-week Christian Support Group open to all suicide loss survivors
4. Launch State-wide Postvention initiative laying groundwork for becoming evidence-based with Ohio Mental Health and Addiction Services and the University of Cincinnati
5. Collaborate with Franklin County Sheriff's Dept to deliver death notifications
6. Assess need for professional grief counseling specialized on traumatic, suicide grief

### 2019

1. Propose solution(s) identified in traumatic grief counseling needs assessment/gap analysis
2. Research & implement programs for segments of suicide community with needs not being met. (i.e. Elderly, Deaf, LGBTQ, Children, Clinicians, Veterans)
3. Research TAPS and consider assisting with chapter launch of TAPS in Columbus
4. Launch as the "hub" for the Postvention Twin Valley region
5. Launch aggressive outreach to businesses throughout Columbus offering postvention services, resources, and speakers. Leverage learns from Faith Based launch in 2018.
6. Rebranding decisions and planning

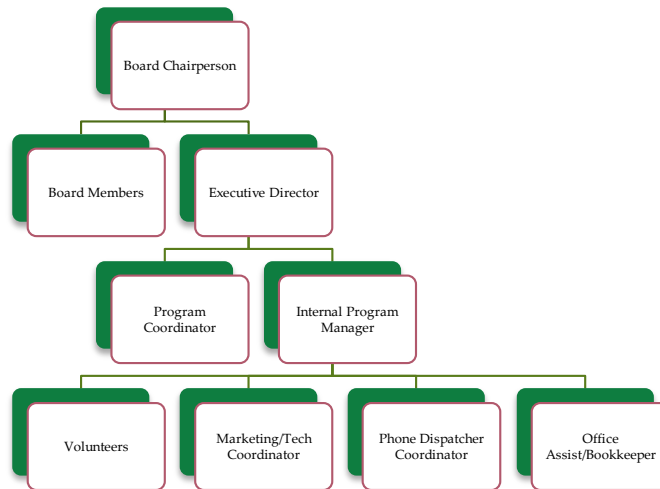
### 2020

1. Implement/assist with implementation solution(s) identified in traumatic grief counseling needs assessment/gap analysis
2. Secure larger office space to provide a "safe" environment and a place where survivors can meet with other survivors or with on-site counselors
3. Identify additional opportunities for Rememberance Events for survivors
4. Revisit personnel benefits at LOSS – Consider employee health insurance
5. Rebranding implementation



## Infrastructure Development and Growth

Since its inception in November 2014, LOSS has already served over 1,400 survivors in the Franklin County area through on-scene support and resource information distribution. The continued growth for LOSS will provide the ability to serve even more suicide survivors in diverse formats, as grief is handled differently by each individual affected.



- **Executive Director** is responsible for the oversight of the Franklin County Local Outreach to Suicide Survivor (LOSS) organization in a manner consistent with Franklin County LOSS Mission
- **Board of Directors** serves as the governing body of LOSS to establish and vote on rules and policies and work with the ED to develop strategies, finalize budgets, and hire personnel. Also aids in the securing of support funds through relationship development as LOSS spokespeople.
- **Internal Program Manager** oversees LOSS infrastructure and operations including volunteers, marketing, and technology
- **Program Coordinator** to be hired in 2<sup>nd</sup> half of 2018 will oversee effectiveness of first responder, support groups, companion program, and events.



## Funding and Support

To continue extending the services offered to the bereaved and to educate the Central Ohio community about suicide prevention, postvention, and awareness a deliberate and aggressive fundraising plan will be implemented to ensure sustainable growth.

### Budget and Sources of Funding

Income & Sources	2017: Actual	2018: Budget
Grants (2017 includes \$5k grant deposited last week of Dec 2016)	\$157,500	\$198,500
Personal Support (annual appeal, remembrance gifts, etc)	\$34,000	\$45,000
Fundraisers	\$18,000	\$45,000
Fees for service	\$6,200	\$6,500
Corporate Sponsors (not fundraising related)	\$6,000	\$5,000
<b>TOTAL</b>	<b>\$221,700</b>	<b>\$300,000</b>

Expenses & Sources	2017: Actual	2018: Budget
Staff Salary and infrastructure training (contractors included)	\$77,875	\$113,942
Rent, Insurance, Utilities	\$20,913	\$22,898
Banking, technology, office supplies, fundraising, other	\$21,891	\$26,200
<b>Total Overhead</b>	<b>\$120,679</b>	<b>\$163,040</b>
Survivor Resources/Intouch	\$19,880	\$23,478
Survivor Support Groups & Events	\$24,648	\$33,950
Survivor hardship	\$2,417	\$8,500
Community (AW MH event included)	\$12,089	\$24,190
Staff training, equipping – mission specific	\$8,435	\$13,140
Volunteer equipping	\$4,085	\$12,699
Suicide Prevention: QPR and Gun Shop Project	\$7,087	\$10,500
State-specific evidence based spending	\$0	\$12,500
<b>Total Mission</b>	<b>\$78,641</b>	<b>\$138,957</b>
<b>Grand Total Expenses</b>	<b>\$199,320</b>	<b>\$301,997</b> \$271,997 excl State & GSP

Franklin County Local Outreach to Suicide Survivors (LOSS)



<b>By the Numbers*</b>	<b>2017: Actual</b>	<b>Estimated 2018</b>
<b>Unique Survivors Supported (scenes, mailings, companion)</b>	524	550
<b>Attendance at Survivor Events:</b>	4 events: 320 x 33%	6 events: 450 x 33%
<b>Attendance at Surv Support Groups:</b>	3 groups: 32 x 33%	4 groups: 60 x 33%
<b>Attendance at Survivor Workshops:</b>		3 ws: 75 x 33%
<b>New Survivors Supported for year:</b>	640	743
<b>TOTAL Survivors Supported for year:</b>	2,019	2,762
<b>Approximate Cost per Survivor:</b>	\$98.72	\$98.47
<b>Attendance at Community/MH events/trainings where LOSS presented:</b>	7 presentations: 258	15 presentations: 450
<b>Total Approximate Cost per</b>	\$85.54	\$84.68

\*Assumes 1/3 Survivors are new to LOSS for attendance at events, support groups and workshops

To continue extending the services offered to the bereaved and to educate the Central Ohio community about suicide prevention, postvention, and awareness, FC LOSS anticipates an increase in funding needs into 2019 and 2020. It is anticipated the needs assessment/gap analysis conducted in 2018 will identify a need for more mental health professionals to be trained in traumatic grief services. Assuming FC LOSS's recommendation is in part to hire one or more mental health counselors a significant increase in operating expenses will be incurred.



## LOSS 2018 Program Goals

### First Responder/In Touch

- Reach 693 survivors (new to LOSS)
- Maintain consistent contact with survivors

### Survivor Companion

- 10 trained volunteers actively participating
- 60 cumulative participating survivors

### Events/Groups

- 4 Support Groups 60 attendees
- 3 Workshops 75 attendees
- 8 Events 450 attendees (Zoo, WSPD, ISSD, 3 crafts)

### Education

- 10 LOSS Volunteers trained and conducting QPR Gatekeeper SP Training
- 1 education event for mental health/bereavement community
- Faith based community
- Gun Shop Project

### Volunteer

- Introduce Info Sessions - conduct 4+
- Conduct 2+ First Responder & Admin trainings
- Conduct 3+ Existing volunteer trainings

### Mktg/Community Awareness

- Event participation
- Speaking engagements (including QPR)
- Website enhancements
- FC Suicide Prevention Coalition

### Financial

- Raise \$300k through personal donations, grants, fundraisers
- Introduce Fall Dinner Fundraiser
- Closely monitor "cost per" metrics

### Infrastructure

- 2 new Board members for a total of 8 members (Clinical expertise and Development expertise)
- Program Coordinator
- Office Asst/Bookkeeper
- State-wide Evidence Based framework



## Testimonials

To the LOSS Staff: “Thank you for assisting my wife and I three weeks ago when we lost our precious daughter. Thank you for the LOSS volunteers who came to our home on the worst day of our lives. I don’t know their names, but I remember they were available without being pushy. The positive first contact led us to reach out to you in the next few days. Thank you for sitting with us just a few days later. We felt lost and you helped us feel less lost. Hearing your experiences gave us the freedom to think what we were thinking and to feel what we were feeling without any expectation or timetable. We continue to refer back to what you shared with us. The phrase that I think about many times a day is, “one day at a time is too big a task, so one breath at a time.””

Shock Confusion Fear  
Anger Sadness Loneliness Guilt  
Emptiness Exhaustion

A light blue, cloud-like graphic containing several words in various colors (green, purple, red, brown) representing common emotions experienced by survivors.

To Denise, FC LOSS Executive Director: “Your joy gives me hope, I don’t think you know how much you affected my life with your honesty and strength. Since I have met you and the volunteers, I don’t feel alone in my struggle. I look forward to fostering my friendship with you and the LOSS organization.” – Heather Kinder, Suicide Survivor

“Suicide still has such a stigma attached to it and many people do not know how to talk or interact with those of us left behind. These resources have taught me so much about my own grief process, people’s lack of understanding and about suicide itself. These and the other resources given to me by Franklin County LOSS have been a tremendous help to my survival and I am forever grateful to this team and their caring for other suicide survivors. Thank you, thank you, thank you!” - Julyenne Wilkins-Blake, Suicide Survivor



## Additional Resources

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