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GENESEE HEALTH SYSTEM ENCOURAGES COUNTY RESIDENTS TO TALK ABOUT SUICIDE AS PART OF NEW PREVENTION CAMPAIGN

Genesee County, Michigan – Genesee Health System is looking to reduce the number of attempted and completed suicides in Genesee County by getting the community talking. The “Let’s Talk About Suicide” campaign is designed to inform residents about the warning signs of suicide. It encourages those considering suicide to speak up, and empowers friends, family and loved ones to reach out if they see someone in need of help.

Suicide is not a topic that is easy to talk about, however, it is one of the most common causes of death throughout the U.S. and right here in Genesee County. During 2013 alone, there were 54 people who died by suicide locally. For every completed suicide, there are 25 others who attempted to end their own life.

“This prevention campaign provides us with a unique opportunity to educate the community at large about a serious issue that is often not discussed,” said Danis Russell, Chief Executive Officer of Genesee Health System. “By encouraging residents to speak up and reach out, we hope to reduce the number of suicides in our community and assist more people in getting the help they need.”

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Suicide is preventable. The vast majority of people contemplating suicide do not really want to die. They are often seeking an end to intense mental or physical pain and many have a mental illness that can be treated.

If you or someone you know is showing any of the following warning signs, speak up and reach out:

- Threatening to hurt or kill oneself
- Seeking access to means to hurt or kill oneself
- Talking or writing about death, dying or suicide
- Feeling hopeless
- Acting recklessly or engaging in risky activities
- Increased use of alcohol or drugs
- Withdrawing from family, friends or society
- Appearing agitated to angry
- Having a dramatic change in mood

Elements of the prevention campaign can be seen locally on television, billboards, online, and at a number of businesses and community events. For more information, help, resources or a listening ear, call 877.346.3648 or visit www.genhs.org/letstalk.

Genesee Health System provides services and support to Genesee County residents who are adults and children with developmental disabilities, adults with serious mental illness, children with serious emotional disturbances, and adults and children with substance use disorders, with a focus on the health of the whole person.

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