Addressing suicide prevention and mental health issues requires expert assistance.

The July 17, 2019 SMART Board of Directors meeting welcomed several speakers that encouraged community partnerships.

SMART brought together a coalition of more than 35 agencies and organizations to help.

The coalition includes public health officials, public safety organizations, homeless services organizations, education leaders and leading businesses throughout Marin and Sonoma County.
COMMUNITY COALITION

- Buckelew Programs – Marin and Sonoma County
- Catholic Charities
- Central Marin Police Authority
- Each Mind Matters
- Exchange Bank
- Golden Gate Bridge District
- Kaiser Permanente of Sonoma and Marin
- KSRO / Sonoma Media Group
- Marin County Behavioral Health & Recovery Services
- Marin County Crisis Continuum Services
- Marin County Crisis Stabilization Unit
- Marin County District Attorney’s Office
- Marin County Office of Education
- Marin County Sheriff Department
- Marin General Hospital
- National Alliance on Mental Illness (NAMI) Marin County
- National Alliance on Mental Illness (NAMI) Sonoma County
- North Bay Suicide Hotline
- Novato Fire Protection District
- Novato Police Department
- Petaluma Police Department
- Press Democrat
- Redwood Credit Union
- San Rafael Fire Department
- San Rafael Police Department
- Santa Rosa Junior College
- Santa Rosa Police Department
- Santa Rosa VA Outpatient Clinic
- Social Advocates for Youth
- Sonoma County Deputy Sheriff’s Association
- Sonoma County District Attorney’s Office
- Sonoma County Fire District
- Sonoma County Health Department
- Sonoma County Office of Education
- Sonoma County Sheriff Department
- St. Joseph Health Sonoma County
- Sutter Health
AWARENESS OUTREACH

- With more partners engaged in this issue, we have quickly implemented messaging on trains and near stations, and social media messaging further broadens our reach.

- Signage has been installed on new Z-gate fencing at railroad crossings to increase awareness and target distracted pedestrians.
AWARENESS OUTREACH

- Working with our coalition partners, SMART is enlarging suicide prevention signage along the railroad tracks.
- Led by Buckelew, our coalition partners will provide media training and share best practices for reporting on suicides.
- Our coalition partners will work with local media on suicide-prevention awareness Public Service Announcements during the months of August, September and October.
National Suicide Prevention Week: September 8 – 14, 2019

This is an annual week-long campaign in the United States to inform and engage health professionals and the general public about suicide prevention and warning signs of suicide.

Rail Safety Week: September 22-28, 2019

SMART participates in a month-long safety campaign in conjunction with Operation Lifesaver and other rail transit systems across the country. This year, SMART station banners and advertisements will include a suicide prevention message.
LAW ENFORCEMENT PARTNERSHIPS

- Enforcement is essential to railroad safety
- Local law enforcement now partners with our outreach team on school safety presentations
- Plans are underway to coordinate with law enforcement in Sonoma and Marin counties on a community awareness day of focused enforcement along the tracks