

Lock and Talk 2021 Biannual Summary of Accomplishments and Opportunities

November 10, 2021

Part I: Snapshot of output and cumulative totals for *complete* fiscal year 2021

15,025 locking devices for medications distributed

10,528 cable and trigger locks for firearms distributed

85 new partnerships with firearm retailers and ranges in 2021, with 292 total partnerships

147,253 items of Lock and Talk literature distributed

Social media messaging increased significantly to address the challenges that community isolation presented during the pandemic:

- FaceBook, Instagram, Twitter yielded hundreds of thousands of impressions across the state. Region 1 had social media campaign materials prepared and uploaded to the portal for all Lock and Talk participants to access and utilize for posting, especially for the following social media campaigns:
 - Mental Health Awareness Month
 - Suicide Prevention Awareness Month
 - COVID Mental Wellness Campaign
 - Service Members, Veterans, and Families Campaign

Other media messaging yielded well over ten million impressions through:

- Billboards
- Bus Ads
- TV
- Radio

Lock and Talk Virginia Materials translated into five (5) languages this year:

- Spanish
- Vietnamese
- Nepali
- Korean
- Arabic

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Literature translated:

- Medication safety and overdose prevention postcards used as educational inserts in medication locking devices.
- Firearm safety and suicide prevention postcards used as education to accompany gun locks.
- Firearm safety and gun lock instructional flyer in English and Spanish.

Statewide Collaboration in Virginia School Systems for Suicide Prevention Awareness Month to deliver webinars, posters, and a social media campaign throughout the month for Virginia schools. Lock and Talk Virginia was included in VDOE workgroup alongside the following organizations, agencies, and community representatives:

- Virginia School Counselor Association
- Virginia Alliance for School Counseling
- VDH
- DBHDS
- Department of Criminal Justice Services
- Virginia association of school social workers
- Virginia Academy of School Psychologists
- Newport Academy
- AFSP, NAMI, and parent participants

Lock and Talk Presence Reported Across the Commonwealth:

This list reflects only what participants relayed on the actual End-Year Lock and Talk report to DBHDS. Most CSBs engage in at least some of these statewide or national events/programs with other prevention messaging. Suicide prevention messages (and substance use prevention efforts such as overdose prevention), could be intertwined and recorded in the Lock and Talk reports to DBHDS in the future, as long as the brand and education is used in accordance with program guidelines.

- Nine (9) CSBs report contributing to CIT trainings or efforts with Lock and Talk messaging
- Seven (7) CSBs report they continue to support National Night Out with Lock and Talk messaging
- Nine (9) CSBs report they support Suicide Prevention Walks on some level with Lock and Talk messaging
- Nine (9) CSBs report using Lock and Talk messaging during engagement in Drug Take Back events

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Throughout the state, several community coalitions and task forces exist to address suicide prevention specifically. The most notable, well-established coalitions and task forces using Lock and Talk messaging are:

- Suicide Prevention Awareness Resource Council (SPARC), serving Charlottesville and surrounding counties
- BeWellVA, serving Richmond and surrounding areas
- Suicide Prevention Awareness Coalition (SPA), serving Lynchburg and surrounding counties
- Suicide Prevention Alliance of Northern Virginia (SPAN), serving Northern Virginia
- Suicide Prevention Council of Roanoke Valley (SPCRV), serving the Roanoke Valley
- Chesterfield Suicide Awareness and Prevention Coalition (CSAPC), serving Chesterfield

Part II: Highlights from Regional End-Year Reports

The following section summarizes the most effective and/or new and innovative strategies OBHW pulled from the information submitted in the End-Year Lock and Talk reports by participating CSBs covering April 1-September 31, 2021. (It is *not* created to be a complete list of all output.)

Region 1: Region 1 constitutes the developers of Lock and Talk. The Committee placed heavy emphasis on the creation of new materials and messaging appealing to first responders and service members, veterans, and their families.

- Northwestern Community Services Board (NWCSB) prevention staff presented at the National Prevention Network Conference. The presentation highlighted NWCSB strategies including Lock and Talk efforts within their catchment, strategies shared within Region 1, and the spread of Lock and Talk across the Commonwealth. This included the “Let’s Chalk about Mental Health Campaign” and the Yard Sign Campaign, both high-visibility projects spreading messages of hope to improve mental wellness during COVID.
- Horizon Behavioral Health and the SPA Coalition pioneered two new strategies to spread the Lock and Talk message:
 - Funeral Home Roundtable. The roundtable discussion addressed topics such as resources that support families dealing with death by suicide, reducing the stigma of suicide, the additional issues created by COVID, and the vital role funeral directors play in promoting healing.

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- Spa barbers and stylists training. “We understand that as they work with their clients, they begin to learn more about them each time they are in their chair. Clients may talk to them about their careers, their family dynamics, and even disclose their own personal internal struggles. This is why the coalition targeted barbers and stylists as a vital resource in recognizing and responding to someone struggling with their mental wellness.”—Januwaa Davis
- In Fredericksburg and surrounding areas, RACSB staff provided each counselor, nurse, social worker, and psychologist in the schools with a bag of tools and resources to educate students and staff on suicide prevention and awareness. This strategy coincided with the statewide Suicide Prevention Awareness Month project in partnership with Virginia Department of Education (VDOE).
- Rappahannock Area Community Services Board (RACSB) staff joined Rappahannock Area Kids on the Block at the 16th annual Braswell Race against Teen Violence. This event afforded prevention staff the opportunity to speak directly with members of the Spotsylvania County School Board, candidates for school board, candidates for Board of Supervisors and Congresswoman Abigail Spanberger.

Region 2

- The Fairfax-Falls Church participants demonstrated exceptional efforts to expand the reach of Lock and Talk messaging in their area this year. The reports show all twelve (12) community sectors are involved in the Lock and Talk efforts, and outlets for the devices and education reached a diverse cross-section of their communities. A sample of their partnerships include:
 - Fairfax-Falls Church Community Services Board Intensive Community Treatment Services Project for Assistance in Transition from Homelessness (PATH)
 - Fairfax-Falls Church Community Services Board Resource Team; Fairfax County Police Department
 - Fairfax County Department of Family Services Child Protective Services
 - Children’s Regional Crisis Response (CR2)
 - Western Fairfax Christian Ministries (WFCM)
 - Mom Network USA
 - Brain Injury Services
 - security guards
 - Rotary clubs
 - Gun retailers, ranges, gunsmith
- Fairfax-Falls Church participants continue to advertise six (6) permanent locations for community members to pick up safety devices, Lock and Talk education, and resources. *“Our relationships have grown so organizations and community members have come*

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back repeatedly asking for additional materials. The program is becoming more well-known due to our promotion and outreach efforts.”—Marla Zometsky

- Arlington participants continue to support Zero Suicide in the Arlington CSB. The clinicians are trained to (1) assess for lethality in the home with those who present high risk (e.g. prescription meds, firearms in the home?) and then (2) provide safety devices (lock boxes and gun locks) via Lock and Talk through the Prevention program.
“You’ll see more integration of Lock and Talk with the CSB’s clinical practice. I am co-chairing the ZS Initiative and will prioritize increasing awareness of the L&T program and accessing L&T safety devices in their practices. This effort will expand beyond the CSB, and transcends community stakeholders and members.”—Linh Nghe
- Loudoun participants had an impressive 48,000 Harris Teeter Pharmacy bags printed with Lock and Talk messaging on them for customers in Leesburg and Ashburn between April and September. A few other CSBs within the state completed a similar project, and at least one other in conjunction with their regional Poison Control Center.
- Prince William County participants presented about Lock and Talk during a virtual presentation for NAMI members. Bringing the presentation directly to individuals with mental illness in a supportive setting makes this a noteworthy strategy.
- Prince William participants attended a The Well-Armed Woman group at Elite Shooting Sports to present local suicide prevention initiatives, SPAN, and Lock and Talk. Reaching this audience means possible partnerships with individuals who know a great deal about firearms and who may be willing to help share suicide prevention safety education with others who own or use firearms.

Region 3E

- Roanoke area participants report three (3) gun safety instructors continue to provide information in classes and distribute resources to participants. The owner of the area’s largest firearm retail establishment joined the Suicide Prevention Council of Roanoke Valley (SPCRV).
- Roanoke area participants report SafeSide Tactical provided free firearms safety classes at the local park. (This is an expanded partnership stemming from the Gun Shop Project in a prior fiscal year.)
- In the Roanoke area, participants were involved in 2 events for local veterans, sponsored by New Freedom Farms (a local non-profit focused on providing refuge and rehabilitation from trauma to veterans and first responders, and rehab for equines).
- Danville/Pittsylvania County participants had high exposure through billboard advertising for three (3) months (July 1-Sept 30) with 1,500,000 vehicles monthly - total 4,500,000 views. Danville/Pittsylvania participants used the same graphics for bus wrap for three (3) months (June 1 – Aug 31) 23,000 monthly ridership – for a total of 63,000 views.

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- In the Piedmont catchment, several law enforcement agencies agreed to have deputies distribute lock boxes when they have calls where they think the individuals need them. Piedmont prevention staff is working on a press release and photo opportunity to promote awareness about the boxes and their purpose, and to highlight the partnership between the CSB and local law enforcement.

Region 3W

- Dickenson participants developed and implemented a summer-long pool campaign. Youth at the pool became involved in supporting the campaign with Lock and Talk materials, including hanging Lock & Talk magnets in the bathrooms and entryway. Prevention staff distributed Devices and education in tandem with opioid overdose prevention education. They hung a large “We are a Lock and Talk Family” banner on the pool fence.
- Southside participants engaged in a presentation at a large construction site, distributing 150 safety devices, and relaying the Lock and Talk messages. *“Walbridge Construction is one of the companies that is working on site at the large Microsoft Complex in our rural area. The presentation was outside at their staff's early morning welcome from their lead safety officer at 6 :15 AM in the morning. I took my husband's truck (with 150 boxes) and drove onto their construction site via COVID restrictions, and I made the presentation with the coalition's microphone set we had purchased for outside events. It was truly an honor to have been invited to speak. I keep in touch with their safety officer and have offered to host additional prevention sessions outside.”* --Kenan Tyner-Smith
- Southside CSB collaborated with Crossroads CSB to contract, develop and launch a Lock and Talk VA TV/Video Streaming Media Campaign across both our catchment areas. Also, as part of that collaboration, the agencies created the Lock it UP Landing Page for the collaborative commercial. They developed videos demonstrating the Locking boxes and the cable locks as shared by the Lock and Talk team. Those videos are on the landing page along with links to request locking boxes and cable locks from either Crossroads CSB or Southside Behavioral Health.

Region 4

- The region continues with the Mayor’s Challenge and now Governor’s Challenge to reduce suicides among military, veteran, and their families. CSBs in the region are working with local services and with bases to introduce Lock and Talk messaging.
- BeWellVA maintains an active, updated website with ever-growing resources for mental wellness in the region. This website embeds Lock and Talk Virginia messaging and links to the website to add suicide prevention resources to their cohesive regional wellness effort.

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- Henrico participants printed Lock and Talk post cards given out at COVID vaccine community events in Charles City and Henrico (e.g., National Night Out). Additional CSBs used vaccine clinics as an outlet for Lock and Talk information and safety device dissemination this year.

Region 5

- Eastern Shore participants excelled in capacity building. They developed relationships with the Women’s Club of Accomack County, The Eastern Shore Elks Lodge, Eastern Shore Rural Health, ESCSB Outpatient & Emergency Services Office, and several local Churches to distribute Lock & Talk boxes and provide reducing access to lethal means and safety planning education.
- Eastern Shore prevention specialists found an innovative way to reach their community with the Pizza Box Campaign. They received multi-state media recognition for unique and effective way to get crisis line information into the homes of the public during quarantine and times of isolation during COVID.
- Eastern Shore participants placed radio ads that ran 3 times per day with a Lock and Talk message until April.
- Middle Peninsula/Northern Neck participants placed a Lock & Talk Cinema ad in Gloucester that reached an estimated 10,000 viewers per week since October 2020.
- Colonial participants developed effective Lock and Talk bus ads.
- Suffolk area participants partnered with the Police Department to train new cadets about Lock and Talk and will continue this partnership.

Part III: Challenges in FY’21

Despite several challenges during the pandemic, overall participation in Lock and Talk exceeded expectations. There were very few reports demonstrating low to moderate involvement.

Causes for Low to Moderate Program Activity as Reported (in order of most prevalent causes first):

- Staffing shortage, not enough time to fully engage in the program, including time to explore and utilize the portal to its full capacity.
- Pandemic-related cancelations
- Staff turnover: new lead not identified or new lead not yet trained in program with access to portal.
- New to Lock and Talk program: exploration and planning stage.
- During pandemic, device distributors low on product- slow to receive product
- IT issues, reduced/intermittent/limited access to portal for materials.
- Identified gaps in materials appealing to determined audience. (Suggestions to the Developers are welcome. OBHW suggests the use of focus groups.)

Part IV: Technical Assistance Provided by OBHW

- Applying current high resolution CSB logos and often additional coalition logos to portal material
- Consulting CSBs on Lock and Talk Action Plans for upcoming year
- Sharing and discussing ideas for strategies and materials from the portal to best utilize for the implementation of those strategies.
- Connecting CSBs to printing services and distributors for safety devices.
- Introductions to newly hired STEP-VA regional coordinators: conversations about Lock and Talk
- Template work for new translations
- Coordination for DOE collaboration
- Website monitoring

Respectfully Submitted,

Rebecca Textor

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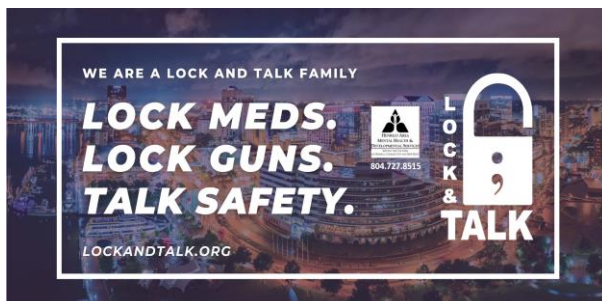
Colonial Bus Ads



Danville Pittsylvania Billboard



Henrico postcard



Rappahannock Area school suicide prevention kits during September campaign

