

**Campaign for Community Wellness  
PEI Planning  
Depression, Suicide Work Group  
Plan as of 3.20.08**

**Outcomes:**

- Reduce depression
- Reduce suicide
- Reduce stigma
- Reduce disparities in access

**Target Populations:**

- 11-18 year olds (Universal)
- Low-income mothers with children 0-5 (Selective)
- Older Adults (Selective)
- Native American (Selective)
- Latino (Selective)
- [Those diagnosed with mental illness, suicide attempt ever, and/or co-occurring—moved to WET MHSA component—better fit with staffing protocol around suicide screening]

**Strategies**

Universal

- 1) Website—like Beyondblue---ByeByeBlue
- 2) Public education campaign/social marketing (link to website)  
-target youth (11-18 year olds)
- 3) Conference: Suicide

Selective

- Screening
- Referral/resources---to new ByeBye Blue website
- Short-term therapy and groups
  - CBT
  - IPT
  - Mama y Bebe (Latino) Lynne M.
  - Indian Life Skills (NA) Lynne M
- Hire therapist (split between pops)