



COUNCIL AGENDA: 11-15-11
ITEM: 2.18

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Dennis Hawkins, CMC
City Clerk

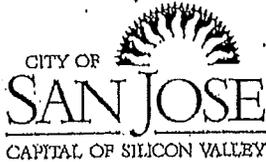
SUBJECT: SEE BELOW

DATE: 11-10-11

SUBJECT: SANTA CLARA COUNTY SUICIDE PREVENTION RESOLUTION

RECOMMENDATION

As recommended by the Rules and Open Government Committee on November 9, 2011 and outlined in the attached memo previously submitted to the Rules and Open Government Committee, adopt a resolution in support for the work that Santa Clara County is conducting through their Suicide Prevention Strategic Plan.



Memorandum

TO: RULES AND OPEN
GOVERNMENT COMMITTEE
SUBJECT: SUICIDE PREVENTION
RESOLUTION

FROM: Councilmember Kansen Chu
DATE: October 5, 2011

APPROVED:

DATE:

10/5/11

RECOMMENDATION:

I recommend that the Rules and Open Government Committee place on the City Council's agenda an item to adopt a resolution supporting the Santa Clara County Suicide Prevention Strategic Plan.

BACKGROUND:

The Santa Clara County Suicide Prevention Advisory Committee was established to develop the Suicide Prevention Strategic Plan in an effort to raise awareness of issues concerning the causes of suicide and stimulate collaboration and active efforts to address key issues, including disparities that lead to a disproportionate incidence of suicide among certain groups of individuals.

It is essential to support the Santa Clara County Suicide Prevention Strategic Plan to: (1) reduce deaths by suicide; (2) increase awareness and understanding of suicidal deaths and what to do; (3) improve data collection, monitoring and follow-up; and (4) have residents respond to a person in need.

According to the Strategic Plan, the City of San José's suicide data indicates a total of 418 deaths by suicide have occurred between the years of 2000 to 2006. This is a rate of 6.26 per 100,000 residents. Cities such as Palo Alto and Mountain View have already considered taking similar action.

Almost all Santa Clara County cities annually have resident of all races, gender, ages, and other social characteristics either express, attempt, or die by suicide, affecting many members of our communities, making this a community matter requiring collective action. Adopting a resolution will convey the City of San José's support for the work Santa Clara County is conducting through their Suicide Prevention Strategic Plan.

Attachment:

- Draft City Council Resolution
- Breakdown of Statistics by City and Zip Code



RESOLUTION OF THE SANTA CLARA COUNTY CITIES
ASSOCIATION, SUPPORTING SANTA CLARA COUNTY
SUICIDE PREVENTION STRATEGIC PLAN

IT IS HEREBY RESOLVED, by the Board of Directors of the Santa Clara County Cities Association that

WHEREAS, Surgeon General, Dr. David Satcher, in his 1999 "Call to Action to Prevent Suicide" stated suicide in the United States is a serious public health issue and the most preventable form of death; and,

WHEREAS, the National Strategy for Suicide Prevention: Goals and Objectives for Action promotes "increasing the proportion of family, youth and community service providers and organizations with evidence-based suicide prevention programs" (Objective 4.7); and,

WHEREAS, Santa Clara County loses an average of a hundred and forty individuals in recent years to suicide, and many other residents attempt suicide or express suicidal thoughts, making this a significant public health issue; and,

WHEREAS, almost all Santa Clara County cities annually have residents of all races, gender, ages, and other social characteristics either express, attempt, or die by suicide, affecting many members of our communities, making this a community matter requiring collective action; and,

WHEREAS, it is essential to support the Santa Clara County Suicide Prevention Strategic Plan goals to 1) reduce number of deaths by suicide, 2) increase awareness and understanding of suicidal deaths and what to do, 3) improve data collection, monitoring and follow up, and, 4) have residents respond to a person in need; and

WHEREAS, educating people on suicide risk factors, warning signs, and protective factors and removing stigma about mental health treatment, recovery and resiliency is enlightened action; and,

WHEREAS, Santa Clara County Board of Supervisors, along with the leadership and staff of the Mental Health Department, the members of the Suicide Prevention Advisory Committee (SPAC) and the many public participants, has sought to prevent suicide by holding public meetings and discussion sessions and approving a county prevention plan.

NOW, THEREFORE, LET IT BE RESOLVED that the Santa Clara County Cities Association, hereby proclaims adoption of the Santa Clara County Suicide Prevention Strategic Plan, and calls upon all cities, citizens, government agencies, public and private institutions, businesses and schools to join us in our vision to prevent death by suicide and create a healthier and safer community.

INTRODUCED AND PASSED: September 9, 2010

ADOPTED BY THE FOLLOWING VOTE;

AYES: BAKER, BRYANT, CASAS, HAMILTON, KLEIN, LICCARDO, MAHAN, MILLER, PERRY, FIRZYNSKI,
SUMMIT, TATE, WANG

NOES:

ABSENT: LIVENGOOD, PINHEIRO



David Casas, President
Santa Clara County Cities Association
September 9, 2010

- The precipitating life events for women who attempt suicide tend to be Interpersonal losses or crises in significant social or family relationships.⁴⁰

Suicides by City

These data are based on zip code data being correlated to city boundaries as closely as possible. Please note that zip code and city boundaries are not always contiguous and that there may be some inaccuracies for this reason. Nevertheless, it is informative to look at suicide rates by Santa Clara County cities. This reveals that the relationship of socioeconomic status and suicide is not clear. It might be expected that structural social inequalities, which result in groups of people with poor access to resources, including social capital, would lead to higher rates of suicide, since this occurs for other indicators of poor physical and mental health. However, data reveal that the highest rates of suicide appear to be in higher income areas of the county, with the highest rates of suicide being in Palo Alto, Los Altos/Los Altos Hills, Sunnyvale and Morgan Hill; while lower rates in general are in Milpitas, Santa Clara and San Jose. However, a closer look at suicides by zip codes reveals that frequent numbers of suicides are found in both higher income areas as well as in certain lower income neighborhoods.

Please see Attachment 1 in the Appendix for numbers of suicides by zip code and a comparison of suicide deaths with homicides.

Table 1. Suicide Rates by Santa Clara County Cities, 2000 - 2006

City	Population	2000	2001	2002	2003	2004	2005	2006	Total	Avg. Rate per 100,000
Campbell	96,984	1	2	4	4	4	1	7	23	3.28
Cupertino	55,000	4	2	1	2	2	2	4	17	2.43
Gilroy	48,448	5	5	5	2	3	4	3	27	3.86
Los Altos / Hills	96,063	1	6	4	6	2	1	8	28	4.0
Los Gatos	28,971	4	2	0	3	4	5	1	19	2.71
Milpitas	65,235	3	2	3	4	6	6	1	25	3.57
Monte Sereno	3,511	0	0	0	0	0	0	0	0	0
Morgan Hill	37,066	0	3	7	6	4	3	3	26	3.71
Mountain View	71,947	7	11	7	9	8	3	4	49	7.0
Palo Alto	62,108	4	10	6	6	15	8	8	57	8.14
San Jose	953,053	65	47	61	65	73	60	47	418	9.7
Santa Clara	110,700	8	6	5	6	6	5	7	43	6.14
Saratoga	30,815	3	2	3	3	9	1	0	21	3.0
Sunnyvale	133,458	13	17	16	13	18	10	10	97	13.4
Unincorporated	98,244	0	0	0	0	0	0	0	0	0
Total County	1,771,610	118	115	122	129	154	109	103	850	121.4

During the seven years that were reviewed, 2000 through 2006, certain zip codes more frequently had higher numbers of suicides, for example, 95086 and 95123. It is unclear, what, if any, these zip codes have in common. Would the pattern hold over a longer period of analysis? Much work remains to be done to more fully understand the dynamics of suicide.

Attachment 1. Suicides in Santa Clara County by Zip Code, 2000-2006, and Suicide-Homicide Comparison Table

ZIP	CITY	2000		2001		2002		2003		2004		2005		2006	
		SUI	HOM												
94022	Los Altos	0	0	0	0	0	0	0	0	0	0	0	0	0	0
94024	Los Altos	0	0	0	0	4	0	0	0	0	0	0	0	0	0
	<i>L.A. & L.A. Hills Totals</i>	1		6		4		6		2		1		8	
94040	Mountain View	0	0	0	0	0	0	1	1	4	1	0	0	0	0
94041	Mountain View	0	0	0	0	0	0	0	0	1	1	0	0	0	0
94043	Mountain View	0	0	1	1	1	1	0	0	0	0	0	0	0	1
	<i>M.V. Totals</i>	7		11		7		9		8		3		4	
94085	Sunnyvale	0	0	0	0	0	0	0	0	0	0	0	0	0	0
94086	Sunnyvale	2	2	0	0	2	2	3	3	1	1	3	2	0	0
94087	Sunnyvale	0	0	0	0	1	1	0	0	0	0	1	1	0	0
94089	Sunnyvale	0	0	0	0	0	0	0	0	2	1	0	0	0	1
	<i>Sunnyvale Totals</i>	13		17		16		13		18		10		10	
94301	Palo Alto	0	0	0	0	0	0	2	2	0	0	0	0	0	0
94303	Palo Alto	5	5	5	5	4	4	9	9	4	4	11	11	0	7
94304	Palo Alto	0	0	0	0	0	0	0	0	0	1	0	0	0	0
94305	Stanford	0	0	0	0	0	0	0	0	0	0	0	0	0	0
94306	Palo Alto	0	1	0	0	0	0	0	0	4	2	0	0	6	1
95002	Alyiso	0	0	0	0	0	0	0	0	0	0	0	0	0	0

ZIP	CITY	2000		2001		2002		2003		2004		2005		2006	
		SUI	HOM												
95008	Campbell	0	0	0	0	0	0	1	0	0	0	3	0	0	0
95014	Cupertino	0	0	0	0	0	0	0	0	0	0	0	0	0	0
95020	Gillroy	7	3	3	1	2	0	2	0	2	1	2	1	1	1
95030	Los Gatos	0	0	0	0	0	0	0	0	1	0	0	0	0	0
95032	Los Gatos	0	0	0	0	0	0	0	0	0	0	0	0	0	0
95035	Millpitas	1	1	1	0	3	2	3	2	3	3	3	1	1	1
95037	Morgan Hill	0	1	0	0	0	0	0	0	1	1	1	0	0	0
95046	San Martin	0	0	0	2	0	0	0	0	0	0	0	0	0	0
95050	Santa Clara	2	0	0	2	0	0	0	0	2	2	2	2	2	2
95051	Santa Clara	0	0	0	3	0	0	0	0	0	3	3	0	0	0
95054	Santa Clara	0	0	1	0	0	0	0	0	1	2	2	0	0	0
	<i>S.C. Totals</i>	8	6	6	5	6	6	6	6	5	7	7	7	7	7
95070	Saratoga	1	0	0	0	0	1	1	5	1	0	1	0	1	1
95110	San Jose	0	0	2	0	0	1	0	1	0	1	0	2	0	0
95111	San Jose	3	0	0	2	0	2	0	2	2	2	1	1	2	2
95112	San Jose	3	3	3	1	4	0	4	3	3	0	0	1	1	1
95113	San Jose	0	0	1	0	0	0	0	0	0	0	0	0	0	0
95116	San Jose	3	3	5	2	4	2	4	2	4	2	4	1	1	1
95117	San Jose	0	0	0	0	0	0	0	1	1	0	0	0	0	0
95118	San Jose	0	2	1	0	0	2	4	4	1	1	1	0	0	0
95119	San Jose	0	0	0	0	0	1	0	0	0	0	0	0	0	0
95120	San Jose	0	0	3	0	0	2	1	0	0	0	0	0	0	0
95121	San Jose	0	1	0	1	1	1	1	1	1	0	0	0	0	1
95122	San Jose	1	2	3	4	1	5	3	3	3	3	3	6	6	6
95123	San Jose	2	2	1	1	1	0	0	0	0	0	0	0	0	0
95124	San Jose	0	0	0	0	0	0	0	0	0	1	1	1	1	1
95125	San Jose	1	1	1	1	1	1	1	1	1	0	0	1	1	1
95126	San Jose	1	4	0	3	1	1	1	1	2	0	0	0	0	0

ZIP	CITY	2000		2001		2002		2003		2004		2005		2006	
		SUI	HOM												
95127	San Jose	2		3		7		5		5	1	3		4	
95128	San Jose	1		1		1		1	0	1	0	0		0	
95129	San Jose	0	0	1		0	0	0	0	0	0	3	0	0	
95130	San Jose	0	0	0	0	0	0	0	1	0	0	0	0	0	
95131	San Jose	1		0	0	0	0	1		0	0	0	0	0	
95132	San Jose	1		0		2		1		0		1		1	
95133	San Jose	1	0	1		1		0		2		3		2	
95134	San Jose	0	0	0	0	0		1		0		0	0	1	
95135	San Jose	0		0		0		0		0	0	0	0	0	
95136	San Jose	1		0		0		0		1		0		1	
95138	San Jose	0	0	0	0	0	0	0		0	0	0	0	0	
	<i>S.J. Totals</i>	65		47		61		65		73		60		47	
TOTAL		120		120		125		133		156		112		109	

1 - 3

4 - 6

7 - 10

California Department of Finance, Demographic Research Unit, Estimates of Population of California Cities, 2006:

Campbell	36,984
Cupertino	55,000
Glroy	48,448
Los Altos and Los Altos Hills	36,065
Los Gatos	28,971
Millpitas	65,235
Monte Sereno	3,511
Morgan Hill	37,066
Mountain View	71,947
Palo Alto	62,108
San Jose	953,058
Santa Clara	110,700
Saratoga	30,815
Sunnyvale	133,458
Unincorporated	98,244
Total County-2006 Estimate	1,771,610



R&OGC AGENDA: 11-2-11
ITEM: H(2)

Memorandum

TO: RULES AND OPEN GOVERNMENT COMMITTEE **FROM:** Alex Gurza

SUBJECT: SEE BELOW

DATE: October 28, 2011

Approved

Date

10-28-11

SUBJECT: SANTA CLARA COUNTY SUICIDE PREVENTION STRATEGIC PLAN

RECOMMENDATION

Adopt a resolution in support for the work Santa Clara County is conducting through their Suicide Prevention Strategic Plan.

BACKGROUND

At the October 19, 2011 Rules and Open Government, the Rules and Open Government Committee ("Committee") discussed Councilmember Chu's memo of October 5, 2011 requesting the City Council to adopt a resolution supporting the Santa Clara County Suicide Prevention Strategic Plan. Also attached in the packet was a proposed resolution from the Santa Clara County Cities Association. The proposed resolution language is contained in Attachment A. The Committee raised some questions regarding what specifically was being asked of the Council. The Committee's specific concern was the broad language within the template in which the City would "hereby proclaims adoption of the Santa Clara County Suicide Prevention Strategic Plan..." As a result, this item was deferred until November 2, 2011 with direction to staff to research and determine what the City's obligation would specifically be if the resolution were adopted.

ANALYSIS

The primary goal of the Santa Clara County's Suicide Prevention Strategic Plan, (accessible at www.sccgov.org/spac) which was initiated last year, is to reduce suicide attempts and deaths; empower residents to identify and refer individuals at-risk to appropriate resources; and improve the quality of life for individuals and their loved ones who are dealing with mental illness.

Staff contacted the County of Santa Clara to clarify what a city's indication of support for the work Santa Clara County is conducting through their Suicide Prevention Strategic Plan is interpreted to convey. The County is requesting cities to look at the gravity of the situation. By acknowledging support for the County's Plan, the City is acknowledging the deep impact that

suicide has on its' community. By supporting the County's plan, the City of San José would be recognizing that suicide is a preventable death.

The County would, however, prefer the City to adopt a more proactive partnership with the County by committing to adopt the County's suicide prevention policy as its own. This would require the City to create an organizational structure and implementation planning process, including:

- Develop a sustainable organizational structure for suicide prevention, which may include a steering committee, partner organization, community collaborative teams to implement strategy and full-time staffing;
- Build on existing strategy implementation processes;
- Identify roles and responsibilities within the organizational structure;
- Enable resource development and fundraising; and
- Maintain the spirit of suicide prevention.

Within the County's resources is a case study of a suicide prevention program implemented by the City of Palo Alto, called the Project Safety Net. The Project Safety Net staff includes a Program Manager, an administrative assistant and a fiscal agent as full-time staff members to facilitate the program.

Because of potential resource impacts to the City to develop a suicide prevention program, staff recommends that at this time, the Council adopt a resolution in support for the work that Santa Clara County is conducting through their Suicide Prevention Strategic Plan. Should the Council wish to consider the development and implementation of a City plan, that discussion could take place at the Council's annual Priority Budget Study session in February.

PUBLIC OUTREACH

- Criteria 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
- Criteria 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- Criteria 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

By providing this document to the Rules and Open Government Committee agenda for November 2, prior to review by the Rules and Open Government Committee, this document will be posted on the City's website and interested public will have additional time to review.

COORDINATION

This memo was coordinated with Human Resources, the City Manager's Office, and the City Attorney's Office.



ALEX GURZA
Deputy City Manager



**RESOLUTION OF THE SANTA CLARA COUNTY CITIES
ASSOCIATION, SUPPORTING SANTA CLARA COUNTY
SUICIDE PREVENTION STRATEGIC PLAN**

**IT IS HEREBY RESOLVED, by the Board of Directors of the Santa Clara County Cities
Association that**

WHEREAS, Surgeon General, Dr. David Satcher, in his 1999 "Call to Action to Prevent Suicide" stated suicide in the United States is a serious public health issue and the most preventable form of death; and,

WHEREAS, the National Strategy for Suicide Prevention: Goals and Objectives for Action promotes "increasing the proportion of family, youth and community service providers and organizations with evidence-based suicide prevention programs" (Objective 4.7); and,

WHEREAS, Santa Clara County loses an average of a hundred and forty individuals in recent years to suicide, and many other residents attempt suicide or express suicidal thoughts, making this a significant public health issue; and

WHEREAS, almost all Santa Clara County cities annually have residents of all races, gender, ages, and other social characteristics either express, attempt, or die by suicide, affecting many members of our communities, making this a community matter requiring collective action; and,

WHEREAS, it is essential to support the Santa Clara County Suicide Prevention Strategic Plan goals to 1) reduce number of deaths by suicide, 2) increase awareness and understanding of suicidal deaths and what to do, 3) improve data collection, monitoring and follow up, and, 4) have residents respond to a person in need; and

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WHEREAS, Santa Clara County Board of Supervisors, along with the leadership and staff of the Mental Health Department, the members of the Suicide Prevention Advisory Committee (SPAC) and the many public participants, has sought to prevent suicide by holding public meetings and discussion sessions and approving a county prevention plan.

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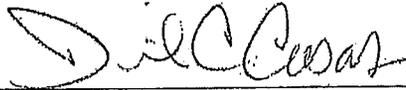
INTRODUCED AND PASSED: September 9, 2010

ADOPTED BY THE FOLLOWING VOTE:

AYES: BAKER, BRYANT, CASAS, HAMILTON, KLEIN, LICCARDO, MAHAN, MILLER, PERRY, PIRZYNSKI,
SUMMIT, TATE, WANG

NOES:

ABSENT: LIVENGOOD, PINHEIRO

A handwritten signature in black ink, appearing to read "David Casas". The signature is written in a cursive style with a large initial "D".

David Casas, President
Santa Clara County Cities Association
September 9, 2010