



YOU HAVE THE  
POWER TO SAY,  
“THIS IS NOT  
HOW MY STORY  
WILL END.”

**SUICIDE**

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# **BREAKING the silence**

## ***Jamie's LAW***

**Breaking the Silence on Suicide via mandatory legislation in our middle/ high schools, and throughout our college campus' across the state is what is necessary in West Virginia in order to SAVE lives.**

By changing where and when we TALK about suicide, our children will be educated on the warning signs of a crisis, as well as know what to do, to turn to a trusted adult, and the resources available for help.

Talking about suicide should be beyond a health class. The subject of suicide should be a priority just as much as sex education, bullying, and character education in our schools.

Education is our preventative measure; suicide is the only completely preventable death.

***When our students die by suicide and we do not educate them on suicide prevention, WE have failed them.***

***Our students cannot learn math, English, science, or social studies if they are struggling with whether or not to live.***

**FACT: No student that DIED in West Virginia last year is currently using the math they were taught in school.**

**Suicide =100 % Preventable Death in Our State**

**SUICIDE SUICIDE SUICIDE SUICIDE**

# **BREAKING the silence**

***Jamie's LAW – mandatory suicide prevention in WV schools.***

## **STATE LAWS: Pertaining to Suicide Education in Schools**

- **ONLY 9 States REQUIRE Student Education**  
(Most are new legislation within the past 3 years.)
- **ONLY 5 States REQUIRE District Policies/ School Programs on Suicide Prevention**

## **FACTS:**

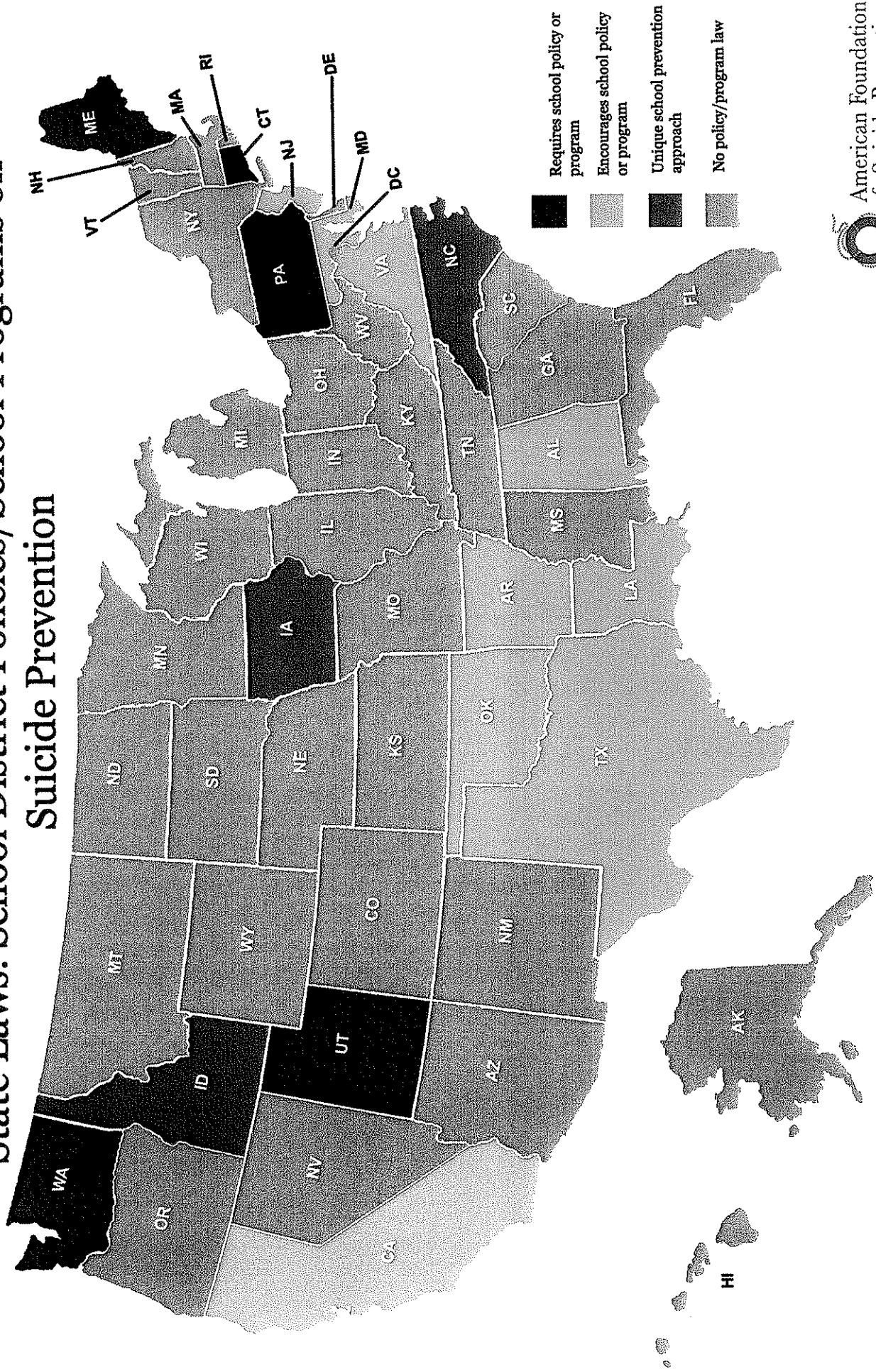
- More than **1 in 6** high school students report having seriously considered attempting suicide. (CDC, 2013)
- Nearly 80% of all adolescent/ teen suicides gave warning signs of their intentions. (CDC, 2013)
- Suicide is 2<sup>nd</sup> leading cause of death in 10-24 year olds.  
*There are an estimated 8-25 attempts for every 1 completion.*
- Global Mortality Rate – 16 per 100,00 = **1 Death every 40 seconds.**
- National Mortality Rate – **39,518** deaths (CDC, 2011)  
Firearms: 19,990/ Suffocation: 9,913/ Poisoning: 6,654  
***In US = 1 Death every 13 minutes.***
- WEST VIRGINIA Deaths By Suicide: 2,877 (2002-2011, WVSPC/CDC)
- **WV Ranks 15<sup>th</sup> in US for Deaths By Suicide** (CDC, 2011)  
*These rankings are 1<sup>st</sup> = most deaths by suicide nationally.*
- 1 Suicide = avg of 10 survivors having to deal with suicide.  
*2,877 deaths = 28,770 survivors trying to make sense of tragedy & cope with the loss.*
- 483,496 injuries reported due to self-harm 2011. (CDC, 2011)  
*Approx. 12 people self-harm for every reported death by suicide.*

*Statistics according to latest (2011) data from Centers for Disease Control & Prevention.*

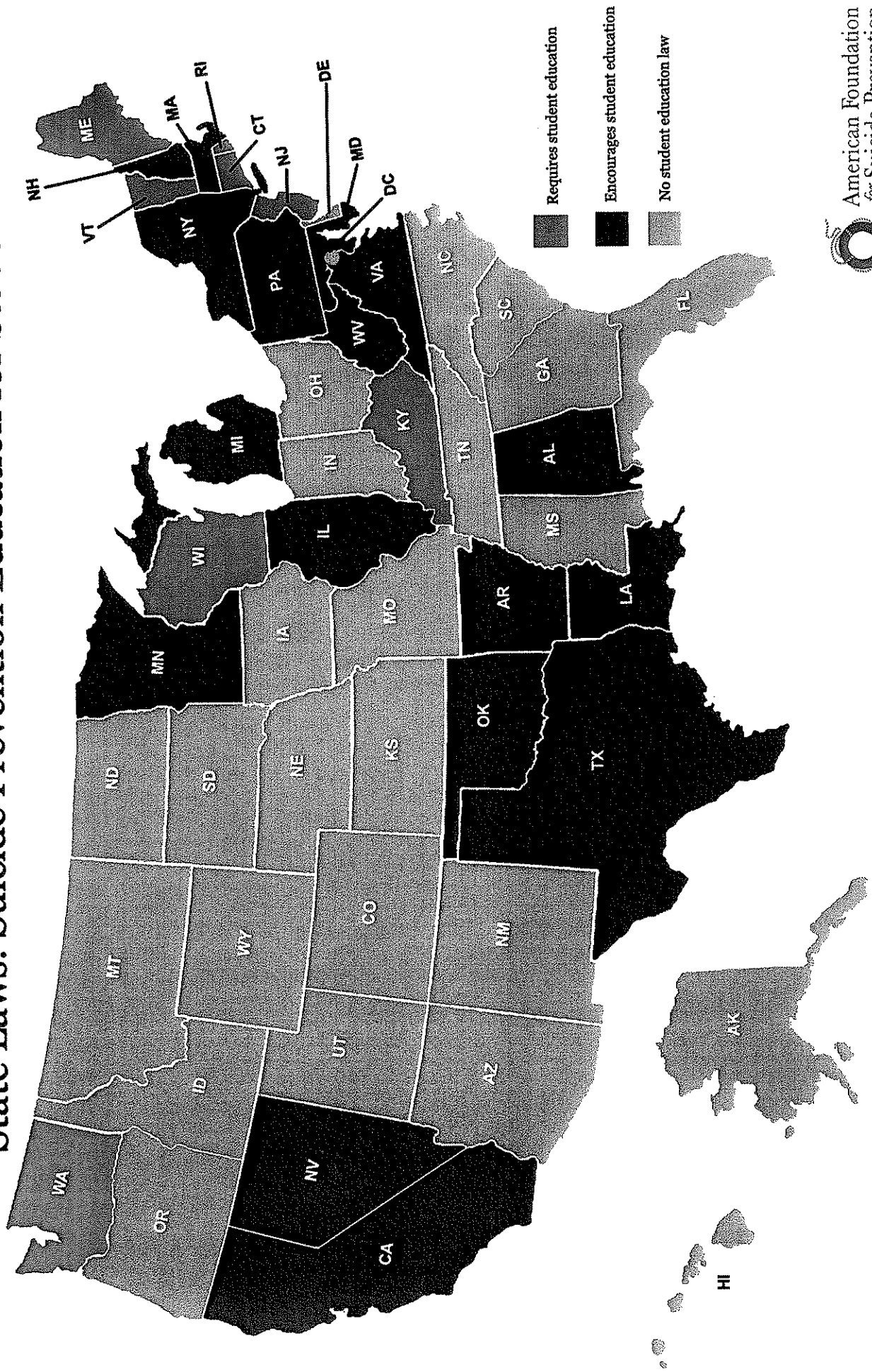
**SUICIDE = 100% Preventable Death in Our State.**



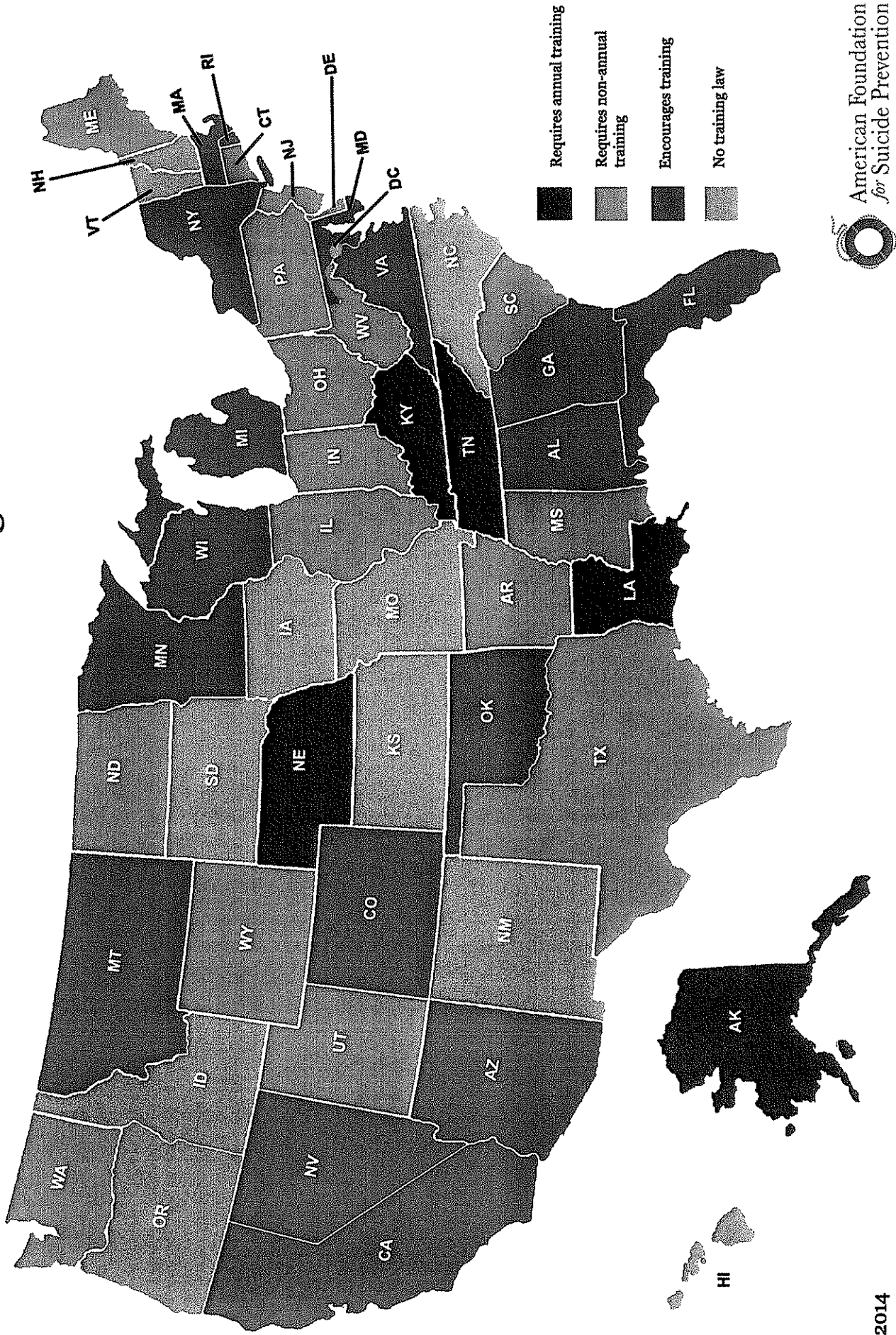
# State Laws: School District Policies/School Programs on Suicide Prevention



# State Laws: Suicide Prevention Education for Students



# State Laws: Suicide Prevention Training for School Personnel



### Lifeline Calls by County

Rank	County	Number/Percent of Calls		Rank	County	Number/Percent of Calls	
1	Harrison	683	13.36	25	Boone	23	0.45
2	Kanawha	637	12.46	26	Jefferson	20	0.39
3	Berkeley	573	11.20	26	Roane	20	0.39
4	Greenbrier	550	10.75	27	Brooke	19	0.37
5	Cabell	403	7.88	27	Upshur	19	0.37
6	Ohio	307	6.00	28	Braxton	18	0.35
7	Raleigh	246	4.81	28	Mason	18	0.35
8	Wood	240	4.69	29	Barbour	17	0.33
9	Monongalia	160	3.13	30	Putnam	15	0.29
10	Mercer	116	2.27	30	Wetzel	15	0.29
11	Logan	93	1.82	31	Webster	14	0.27
12	Marion	89	1.74	32	Doddridge	12	0.23
13	Hancock	77	1.51	33	Summers	10	0.20
14	Jackson	57	1.11	34	Morgan	9	0.18
14	Preston	57	1.11	35	Taylor	8	0.16
15	Nicholas	54	1.06	36	Marshall	6	0.12
16	Hampshire	52	1.02	36	Pocahontas	6	0.12
17	McDowell	48	0.94	37	Gilmer	5	0.10
18	Mineral	46	0.90	37	Grant	5	0.10
19	Randolph	40	0.78	38	Monroe	4	0.08
20	Lewis	36	0.70	38	Pendleton	4	0.08
21	Fayette	30	0.59	38	Ritchie	4	0.08
21	Wayne	30	0.59	39	Clay	3	0.06
21	Wyoming	30	0.59	40	Pleasants	1	0.02
22	Mingo	28	0.55	40	Wirt	1	0.02
23	Calhoun	26	0.51	41	Tucker	0	0.00
23	Hardy	26	0.51	41	Tyler	0	0.00
24	Lincoln	25	0.49				



## **Jason Flatt Act of 2012**

As pertaining to WV State Law  
*School Personnel Training:*

**18A-3A-2. Professional development project:** Subject to the provisions of section twenty-three-a [18-2-23a], article two, chapter eighteen of this code, through this project the Center for Professional Development shall: ... (5) Provide for the routine education of all professional educators, including principals and administrators, and those service personnel having direct contact with students on warning signs and resources to assist in suicide prevention under guidelines established by the State Board. The education may be accomplished through self-review of suicide prevention materials and resources approved by the State Board. The provisions of this paragraph may be known and cited as the “Jason Flatt Act of 2012”; ...

- **This Law pertains to the training of STAFF, not students.**

**As Introduced**

**130th General Assembly  
Regular Session  
2013-2014**

**H. B. No. 609**

**Representatives Anielski, Kunze**

**Cosponsors: Representatives Beck, Budish, Butler, Conditt, Duffey,  
Grossman, Phillips, Ruhl, Terhar**

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**A BILL**

To enact section 3345.37 of the Revised Code with 1  
regard to suicide prevention programs at state 2  
institutions of higher education. 3

**BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF OHIO:**

**Section 1.** That section 3345.37 of the Revised Code be 4  
enacted to read as follows: 5

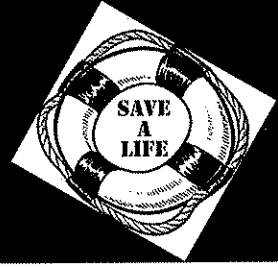
**Sec. 3345.37. (A) Each state institution of higher** 6  
**education, as defined in section 3345.011 of the Revised Code,** 7  
**shall develop and implement a policy to advise students and staff** 8  
**on suicide prevention programs available on and off campus that** 9  
**includes all of the following:** 10

**(1) Crisis intervention access, which shall include** 11  
**information for national, state, and local suicide prevention** 12  
**hotlines;** 13

**(2) Mental health program access, which shall provide** 14  
**information on the availability of local mental health clinics,** 15  
**student health services, and counseling services;** 16

<u>(3) Multimedia application access, which shall include crisis</u>	17
<u>hotline contact information, suicide warning signs, resources</u>	18
<u>offered, and free-of-cost applications;</u>	19
<u>(4) Student communication plans, which shall consist of</u>	20
<u>creating outreach plans regarding educational and outreach</u>	21
<u>activities on suicide prevention;</u>	22
<u>(5) Postvention plans, which shall consist of creating a</u>	23
<u>strategic plan to communicate effectively with students, staff</u>	24
<u>and parents after a loss of a student to suicide.</u>	25
<u>(B) Each state institution of higher education shall provide</u>	26
<u>all incoming students with information about depression and</u>	27
<u>suicide prevention resources available to students. The</u>	28
<u>information provided to students shall include available mental</u>	29
<u>health services and other support services, including student-run</u>	30
<u>organizations for individuals at risk of or affected by suicide.</u>	31
<u>(C) The information prescribed by divisions (A)(1), (2), (3),</u>	32
<u>and (4) of this section shall be posted on the web site of each</u>	33
<u>state institution of higher education.</u>	34
<u>Any applicable free-of-cost prevention materials or programs</u>	35
<u>shall be posted on the web sites of the board of regents and the</u>	36
<u>department of mental health and addiction services. The materials</u>	37
<u>or programs shall be reviewed on an annual basis by the department</u>	38
<u>of mental health and addiction services.</u>	39

# BREAKING the silence ON SUICIDE



**Talking About It Doesn't Make It Happen...  
Not Talking About It Doesn't Keep It From Happening.**

WHAT BEGAN AS ONE PERSON'S CRUSADE TO LEAVE A MARK  
ON THE WORLD OF SUICIDE, HAS NOW BECOME  
THE LEGACY THAT JAMIE CAMPBELL'S DEATH LEAVES BEHIND.

Every Face of Suicide Has a Name



JAMIE CAMPBELL (1975—1994)

"After I found the strength to stand in a room and speak out about Jamie's suicide that very first time, I knew if I was ever asked to speak about it again, I would have to. This is NOT what I wanted to do with my life... but sometimes the circumstances of our lives lead us to be called for something else, something greater than we can understand or comprehend at the time. Suicide prevention has become a significant part of who I am and what I do. The reason behind my work isn't to keep my brother's memory alive... it's just my attempt at protecting other families from ever having to know this kind of grief.

I speak in hope of you never having to."

- Michelle Toman

**IT TAKES A VILLAGE TO RAISE A CHILD... AND IT TAKES A VILLAGE TO SAVE ONE ALSO.**

*Though **Breaking the Silence on Suicide**® is not a specific program, it **IS** a crusade dedicated to the benefit of helping others. **BtSoS**® represents a compilation of multiple evidence-based programs together, each presented individually and put to work in communities. Over the past 19 years, **Breaking the Silence on Suicide**® has evolved from being 'just words' used to bring awareness and light to a difficult subject, into a statewide campaign with a mission to educate and ultimately prevent further suicides throughout West Virginia.*

For Information or FREE Programs      Contact: MICHELLE TOMAN  
304.659.2763      BreakingTheSilenceOnSuicide@gmail.com      304.266.7683

SUICIDE SUICIDE SUICIDE SUICIDE SUICIDE SUICIDE

To put it simply, Breaking the Silence on Suicide® began by chance and as a result of one families catastrophe and heartache. The program accidentally began in March 1995, after the unexpected death of Ritchie County native and local loved 18-year-old, James Brent "Jamie" Campbell. It began with a local youth pastor Cookie Law, looking for help. Worried that a few local teens were struggling with suicidal tendencies and thoughts, Law reached out to Jamie's sister Michelle Toman. She asked her to speak to the group, sharing her personal experience of the impact of her brothers death by suicide, and how that had affected her family over the course of the previous year. At the time neither woman had any way of knowing the amount of lives that would (or could) be impacted as a result of one teens death from a small community.

After finding the strength to share her families experience that first time, Michelle had little to no idea that because of her willingness to share, the amount of lives that would be saved over the years and how much her own life would be forever changed. She found herself a few months later receiving another call to come and speak out about suicide. The calls kept coming; one, after another, after another. And so began one woman's journey and her personal campaign toward Suicide Prevention, simply by chance and circumstance. Church youth groups, peer mediation programs, 4-H teen events, schools, and youth organizations in general, called asking for help in speaking to their youth about this difficult and heavy subject. Eventually those calls came for adult groups as well.

***"One can only do so much work in a field, before people begin thinking you're the go-to-guru on the subject. It was when I began getting calls for interventions in the middle of the night that I found myself thinking 'How did THIS become who I am?' With that realization came a lot of tears, as well as some pent-up anger, heartache, and even fear... but then came the comprehension that I couldn't stop this work... because someone HAS to do it, and it might as well be me."* (Michelle Toman)**

Initially "Breaking the Silence" were just words Toman used for what she felt she was doing when asked to do a presentation. Those words seemed appropriate because of the stigma surrounding suicide in general and the fear that goes with saying the word 'SUICIDE' out loud. No one wants to say someone they love died by s-u-i-c-i-d-e, but she wasn't and isn't afraid to say it. Toman began using those words for awareness to reach out to others on social media and before long others were calling and asking for Break the Silence information and programs. The rest is history, yet it's still in the process of being written.

Though Breaking the Silence on Suicide® is not a specific program, it IS a crusade toward helping others. BtSoS® represents a compilation of many evidence-based programs together but being presented individually as each program requires. The focus remains on education, awareness & ultimately preventing suicides. Michelle's daughter Tristin (named after the uncle she never met) joined her mother's crusade in 2013 and has become a vital piece of the program. Together and individually, they present the Yellow Ribbon Suicide Prevention Program & recently participated in the nationwide Out of the Darkness Event in Philadelphia being the only two participants from WV. Together their plans for more advocacy and changing how and where we TALK about suicide, is sure to continue to save lives as they are currently working on proposing a bill to legislature that will require Suicide Prevention and Education be mandatory annually in schools and colleges throughout the state.

Though great strides have been made and many lives have been saved there is much more work to be done. What began as one woman's crusade to leave her mark on the world of suicide in memory of her brother, has now become the legacy that Jamie Campbell's death leaves behind.

***"I think the best way to describe Jamie's death & how it affected us as a family is... One night I went to bed and my brother was alive. When I woke up the next morning he was dead... and my family was paralyzed. I think I knew even then, I'd do anything within my power to keep another family from ever having to experience that." (MT)***