



State of Wisconsin  
Department of Health Services

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Tony Evers, Governor  
Kirsten L. Johnson, Secretary

April 14, 2025

The Honorable Howard L. Marklein  
Joint Committee on Finance, Senate Co-Chair  
Room 316 East State Capitol  
PO Box 7882  
Madison, WI 53707

The Honorable Mark Born  
Joint Committee on Finance, Assembly Co-Chair  
Room 308 East State Capitol  
PO Box 8952  
Madison, WI 53708

Dear Senator Marklein and Representative Born:

I am pleased to submit the Suicide in Wisconsin: Impact and Response Report to the Legislature, as directed by the Committee at its October 2, 2019, meeting under Wis. Stat. § 13.10. The attached report addresses suicide prevention activities in Wisconsin between July 1, 2023, and June 30, 2024.

Sincerely,

A handwritten signature in blue ink that reads "Kirsten Johnson".

Kirsten L. Johnson  
Secretary-designee

# Suicide Prevention Activity Report

July 1, 2023–June 30, 2024

Wisconsin Department of Health Services, Division of Public Health



WISCONSIN DEPARTMENT  
*of* HEALTH SERVICES

P-02657A (04/2025)

## Contents

Purpose of this Report .....	4
Suicide in Wisconsin.....	4
Suicide data overview .....	4
Suicide Prevention in Wisconsin .....	5
Suicide Prevention Activities July 1, 2023–June 30, 2024 .....	5
211 Wisconsin .....	5
988 Wisconsin Lifeline .....	6
American Foundation for Suicide Prevention.....	6
Cooperative Educational Service Agency (CESA) 6 .....	7
Children’s Wisconsin .....	8
Counseling on Access to Lethal Means (CALM) for Adolescents.....	9
Department of Public Instruction .....	10
DPI supports.....	10
DPI Training Modules.....	10
DPI resources .....	11
2023–2024 Evidence of Impact Data .....	11
Farmer Angel Network.....	11
KW2.....	12
Medical College of Wisconsin .....	13
Mental Health America of Wisconsin .....	14
Prevent Suicide Wisconsin (PSW) .....	14
Zero Suicide (ZS) Implementation for Healthcare Systems .....	14
Youth Suicide Prevention.....	14
Peer Support Services .....	15
N.E.W. Mental Health Connection.....	15
Safe Communities .....	15
Sauk Prairie Healthcare.....	16
Sauk Prairie Healthcare Foundation .....	17
Southwestern Wisconsin Community Action Program’s—Farm Well Wisconsin Program .....	18
The Wisconsin Office of Children’s Mental Health .....	20
The University of Wisconsin-Madison Division of Extension.....	21
Wisconsin Department of Health Services: Adolescent Health Team.....	22

Wisconsin Department of Health Services Injury and Violence Prevention Team..... 22

Wisconsin Department of Health Services: Department of Agriculture, Trade and Consumer  
Protection (DATCP)—Farmer Wellness Program..... 23

Wisconsin Department of Health Services: Mental Health Services Team ..... 24

Wisconsin Farm Bureau ..... 25

Conclusion..... 25

## Purpose of this Report

On October 2, 2019, the Wisconsin State Legislature’s Joint Finance Committee (JFC) directed DHS to provide an annual report regarding suicide prevention activities in the state. This report is submitted in fulfillment of this directive, and as such, it details suicide prevention activities which occurred across Wisconsin between July 1, 2023, and June 30, 2024.

Current funding for this work is provided through a CDC Comprehensive Suicide Prevention grant, which provides approximately \$850,000 per year to Wisconsin.

## Suicide in Wisconsin

Since the last Suicide Prevention Activity Report was submitted in June of 2023 suicide has continued to grow as a public health concern in Wisconsin. The suicide rate among Wisconsin residents increased by 39% from 2000 to 2022. In 2022, 929 Wisconsinites died by suicide<sup>1</sup> (an increase from 905 in 2021). Data from 2023 is not yet complete but records currently show at least 916 suicide deaths occurred last year. Additionally, it is estimated one suicide death affects as many as 135 other individuals, including family, friends, coworkers, professionals, and others who valued the life of the individual lost to suicide.<sup>2</sup> This means that in 2022, over 125,000 Wisconsinites would have felt the unique loss and grief which accompanies suicide. This substantial figure fails to account for the additional numbers of individuals affected by a loved one living with suicidal ideation or prior suicide attempts, including 19% of Wisconsin public high school students who considered suicide within the past 12 months.<sup>3</sup>

## Suicide data overview

### Demographics:

- The suicide rate among Wisconsin residents increased by 39% from 2000 to 2022.<sup>1</sup>
- The majority of suicide deaths were male in 2022,<sup>1</sup> as was true in previous years.
- Suicide rates were highest among American Indian/Alaska Native and white residents, 2018–2022 combined.<sup>1</sup>
- Suicide rates continue to be higher among rural county residents compared with urban county residents as of 2022.<sup>1</sup>
- Firearms were the most commonly used method of suicide in 2022 (57%), similar to 2021.<sup>1</sup>
- Sixty-four percent of deaths by firearm were suicide deaths in 2022.

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<sup>1</sup> Resident death records, Office of Health Informatics, Division of Public Health, Wisconsin Department of Health Services accessed 8/12/2024.

<sup>2</sup> Chapman AL, Dixon-Gordon KL. Emotional Antecedents and Consequences of Deliberate Self-Harm and Suicide Attempts. *Suicide Life-Threatening Behav.* 2007;37(5):543-552.doi:10.1521/suli.2007.37.5.543.

<sup>3</sup> 2023 YRBS; [https://dpi.wi.gov/sites/default/files/imce/sspw/pdf/WI\\_2023\\_YRBS\\_Summary.pdf](https://dpi.wi.gov/sites/default/files/imce/sspw/pdf/WI_2023_YRBS_Summary.pdf)

<sup>4</sup> Wisconsin Hospital Inpatient Discharges and Emergency Department Visits, Office of Health Informatics, Division of Public Health, Wisconsin Department of Health Services.

## Suicide Prevention in Wisconsin

DHS' Injury and Violence Prevention (IVP) Program coordinates state injury and violence prevention efforts. The IVP program includes data collection, surveillance, education, and the promotion of prevention and intervention through collaborative efforts with other state agencies and community partners. The following section provides a summary of suicide prevention activities which occurred across Wisconsin during the report period and highlights some of DHS partner organizations, the activities completed, populations reached, and where available, estimates of Wisconsinites served.

DHS would like to thank our partners who tirelessly engage in the crucial work of preventing suicide among all populations in Wisconsin. DHS would also like to acknowledge that due to the large volume of suicide prevention activities occurring in our state, this report is not a complete account of all the activities, programs, and initiatives currently taking place. Rather, this report is a snapshot in time representing some, but not all, community partners engaged in this work.

## Suicide Prevention Activities July 1, 2023–June 30, 2024

### 211 Wisconsin

The [211 Wisconsin](#) system plays a crucial role in suicide prevention by connecting individuals in distress with necessary resources and support. Here's how 211 Wisconsin supports suicide prevention:

- **Immediate access to help:** 211 provides 24/7 access where individuals can speak to trained specialists who offer support, guidance, and referrals. This immediate access can be critical for those experiencing suicidal thoughts, helping them feel less isolated and more supported.
- **Resource connection:** 211 connects callers to mental health services, crisis intervention, and counseling. By linking individuals to local services including mental health professionals and support groups, 211 helps ensure clients receive the appropriate care and assistance they need.
- **Crisis intervention:** The community resource specialists at 211 Wisconsin are trained to assess the severity of the caller's situation. If someone is in immediate danger, they can connect the individual directly to emergency services or a suicide prevention hotline like 988.
- **Support for vulnerable populations:** 211 serves as a critical resource for vulnerable groups, including those with limited access to mental health care, by offering information on affordable services, housing assistance, and other social services that can alleviate stressors contributing to suicidal thoughts.
- **Follow-up services:** 211 offers follow-up calls with a client's permission to ensure that individuals have connected with the resources provided and continue to receive the necessary support.

Overall, 211 Wisconsin acts as a gateway to vital services, offering a lifeline for those in crisis and contributing to broader suicide prevention efforts.

## 988 Wisconsin Lifeline

Since its launch on July 16, 2022, the 988 Wisconsin Lifeline has been providing free and confidential support to anyone experiencing a suicidal, mental health, and/or substance use crisis. People of all ages who need help for themselves or someone they know can call or text “988,” or use the chat feature at [988lifeline.org](https://988lifeline.org), to be connected with a trained 988 counselor. The service, which is available 24/7 statewide, is operated by Family Services of Northwest Wisconsin with funding and support through DHS.

In the past year, 99% of contacts to the 988 Wisconsin Lifeline were resolved through conversation, reducing pressures on the state's first responders and the system of emergency services for mental health and substance use concerns. 988 counselors contact emergency services when there is imminent risk of serious harm, but they are also trained to provide emotional support, reduce people’s stress, and connect people with local resources.

From July 2023 through June 2024, the 988 Wisconsin Lifeline answered over 70,000 calls, texts, and chats. The total number of contacts the Wisconsin 988 Lifeline received increased in volume by approximately 40% compared to the previous year. A significant part of this increase was due to the 988 Wisconsin Lifeline achieving 24/7 text and chat capacity in January 2024. The volume of texts and chats received in the past year increased by over 900%. To respond to the growing demand for 988, the 988 Wisconsin Lifeline continued to recruit and hire additional Lifeline counselors. In this past year, the total number of lifeline counselors in Wisconsin, including both full- and part-time positions, more than doubled. The public now has access to Wisconsin’s 988 data with the launch of DHS’s 988 data dashboard in February 2024. Click [here](#) to access the dashboard.

The 988 Wisconsin Lifeline is funded through a combination of federal grants managed by DHS, including the Community Mental Health Block Grant and several federal discretionary grants, which are designed to provide only short-term funding. DHS will continue to identify and apply for federal 988 funding as it becomes available. However, the service will require sustainable funding at the state level to meet the needs of Wisconsin residents and ensure they receive an in-state response when they contact 988.

Further information about 988 is available on the DHS [website](#).

## American Foundation for Suicide Prevention

The American Foundation for Suicide Prevention (AFSP) is a voluntary health organization that gives those affected by suicide a nationwide community empowered by research, education, and advocacy to take action against suicide. AFSP is dedicated to saving lives and bringing hope to those affected by suicide, including those who have experienced suicide loss. AFSP creates a culture that is informed about mental health by engaging in the following strategies: funding scientific research, educating the public about mental health and suicide prevention, advocating for public policies in mental health and suicide prevention, and supporting survivors of suicide loss and those affected by suicide.

The AFSP-Wisconsin Chapter focuses on grassroots efforts to eliminate the loss of life from suicide. They do this by delivering innovative prevention programs in their communities, educating the public about risk factors and warning signs for suicide, raising funds for suicide research and programs, and reaching out to those individuals who have experienced a suicide loss.

### **Cooperative Educational Service Agency (CESA) 6**

CESA 6 is a regional educational service agency headquartered in Oshkosh, Wisconsin supporting schools around the state and across the nation by providing highly specialized or low incident services. One of their key suicide prevention and intervention strategies is Sources of Strength, supported by CESA 6's Student Behavior & Wellness Center.



Sources of Strength is a radically strengths-based, peer led upstream approach to mental health promotion and the prevention of suicide and other adverse outcomes. CESA 6 has been involved with supporting the implementation of Sources of Strength since 2018 and is currently providing training and support to 31 school sites. CESA 6 is hosting a four-day Trainer of Trainer event in June 2025 to support the development of school-level trainers and is convening a Community of Practice in the '24-25 school year to connect youth leaders and adult advisors across the state.

Sources of Strength has been cited in the CDC (Centers for Disease Control Suicide Prevention): Resource for Action A Compilation of the Best Available Evidence Guide (2022). Current evidence cited several positive benefits of healthy peer norms and community engagement activities. Evaluations show that programs such as Sources of Strength can improve school norms and beliefs about suicide that are created and disseminated by student peers.

A randomized controlled trial of Sources of Strength conducted with 18 high schools (six metropolitan, 12 rural) found that the program improved adaptive norms regarding suicide, connectedness to adults, and school engagement. Peer leaders were also more likely than controls to refer a friend at risk for suicide to an adult. For students, the program resulted in increased perceptions of adult support for youth at risk for suicide, particularly among those with a history of suicidal ideation, and the acceptability of help-seeking behaviors. Trained peer leaders also reported a greater decrease in maladaptive coping attitudes compared with untrained leaders. (CDC Suicide Prevention Resource for Action p.44, 2022).

More local data compiled by the N.E.W. Mental Health Connection as part of their Healthy Teen Minds initiative, which supported implementation of Sources of Strength in a tri-county area (Winnebago, Calumet, and Outagamie) of Wisconsin, also demonstrated strong impact. One data point monitored as part of their "School Mental Health Scorecard 2016–2023" was students who "seriously considered attempting suicide" (monitored with the Youth Risk Behavior Survey, administered biannually). Counties with schools that participated in Sources of Strength Implementation experienced a downward trend in students considering attempting suicide:



Question: Students who seriously considered attempting suicide (WI YRBS)									
Calumet, Winnebago, and Outagamie Counties (Sources of Strength Control Group)					Wisconsin				
2016	2018	2021	2023	TREND	2016	2018	2021	2023	TREND
17%	16%	14%	11%		16%	16%	18%	19%	

CESA 6 has worked closely with the N.E.W. Mental Health Connection since 2018, facilitating connection to schools as part of our work supporting schools in their implementation of Wisconsin’s comprehensive school mental health framework and serving as sustainability partners as their grant funding sunsets to ensure a seamless transition and continued high quality support for schools.

**Children’s Wisconsin**

Children’s Wisconsin (CW) provides medical and preventative health care to children and adolescents throughout the State of Wisconsin and is the region’s only independent health care system dedicated solely to the health and well-being of children. Children’s offers a wide range of care and support for children of all ages including medical care, dental care, child and family counseling, foster care, adoption, social services, child advocacy, and injury prevention.

Prior to the revision by the joint commission and the declaration of a national state of emergency in children’s mental health, CW began piloting suicide prevention screening for patients ages 11 and older in its emergency room and trauma center (EDTC) in 2018. In 2021, suicide screening was implemented in our inpatient care units, and in specialty care settings in 2022.

In conjunction with the universal suicide screening initiative, CW continued its prioritization of suicide prevention as a system-wide endeavor through numerous accomplishments. The hallmark of these accomplishments was being accepted into the 2023 Preventing Youth Suicide National Collaborative, a Cardinal Health Foundation National Collaborative, which is an initiative from Cardinal Health, Children’s Hospital Association (CHA) and the Zero Suicide Institute (ZSI) at the Education Development Center (EDC). With this partnership, CW was able to expand screening to specialty clinic settings and dedicate more social work full time effort (3.0 FTE) to support the screening process. As a result, 67,994 screens were completed with 46,491 unique patients between the initiation of the partnership in fall 2023 until the end of the first phase of data collection in July 2024.

In alignment with the Zero Suicide framework, the focus upon suicide prevention screening shifted to strengthening the workforce, providing evidence-based suicide prevention treatments, developing data collection and analytic pathways, and the widespread dissemination of the results of quality improvement efforts associated with these suicide prevention initiatives.

Following the successful implementation of the universal suicide screening across the health system, the focus upon the CW Zero Suicide work group expanded beyond screening to providing evidence-based suicide prevention treatment. In the first initiative, a pilot was conducted within the urgent mental health care clinic and a “bridge” connections clinic to implement the Collaborative Assessment & Management of Suicidality (CAMS) protocol.

As part of their engagement in this protocol, patients were offered the opportunity to opt the second evidence-based treatment initiative, *Caring Contacts*. Patients at high-risk for suicide who opted to engage in Caring Contacts were then able to receive text-based supportive messages at regular intervals that provided supportive messages and a reminder of crisis information. With a budget of \$7,000 and a six-month time frame, clinicians were able to begin implementing two evidence-based suicide prevention protocols, which research has indicated is projected to save approximately 68 days of life for every 500 patients who complete both protocols within a 54-week time frame.

#### Counseling on Access to Lethal Means (CALM) for Adolescents

In April 2024, CW was awarded the Comprehensive Suicide Prevention (CSP) grant for Counseling on Access to Lethal Means (CALM) for Adolescents. CALM is an educational tool for providers who care for youth at risk for suicide and self-harm that focuses on teaching them how to have meaningful conversations about reducing access to lethal means during periods of high risk. CW has done a significant amount of work focusing on suicide risk screening and assessment, and partnering with DHS on evidence-based interventions was a natural next step. Our early implementation has focused on bringing CALM education to CW staff who are most frequently working with high-risk youth, including our emergency department providers, child psychiatry providers, and medical social work team.

Since joining the CSP partnership, CW has hosted three CALM training sessions, reaching 37 staff that serve throughout the state. In addition, three staff have participated in CALM SAFE, training that focuses on firearm literacy to help providers develop culturally sensitive vocabulary and basic understanding of firearms so that they can have more comfortable and effective conversations about lethal means access with firearm owners. Feedback from staff about CALM training has been overwhelmingly positive:

*“Immediately after leaving this training, I had to meet with a family to discuss and already established safety plan. It was so helpful to have specific dialogue ready to discuss safe storage of lethal means, including the recommendation to start with discussing medications and prescriptions first then discussing firearms. Beyond helpful!”*

In addition to staff education, CALM grant funds will also be used to purchase safe storage devices, including lock boxes, cable locks, and trigger locks. These devices will be available to at-risk youth, free of charge, as part of CALM interventions and general safety planning.

## Department of Public Instruction

The Wisconsin Department of Public Instruction's (DPI) Student Services/Prevention and Wellness (SSPW) team provides suicide prevention, intervention, and postvention support, training, and resources in collaboration with internal and external partners. Consultation, technical assistance, and resource development on improving student mental health outcomes, including suicide prevention and comprehensive mental health systems, are provided to school districts, state and local agencies, parents and interest groups, and institutes of higher education.

### DPI supports

- [Peer-to-Peer \(P2P\) Suicide Prevention Grants](#) - \$1,000 competitive grants available for high schools to train students, who often turn to each other in troubling times, by providing them with the knowledge and tools to recognize the signs and symptoms of depression and suicide; training will empower students to connect their peers to resources and adult support
- Peer-to-Peer Quarterly Convening for peer-to-peer program facilitators, hosted by the Wisconsin Safe and Healthy Schools (WISH) Center and supported by DPI
- Technical Assistance through in-person, phone calls, emails, webinars, and other supports
- Youth Risk Behavior Survey (YRBS)
- Suicide prevention presentations at the regional, state, and national level
- External partner collaboration participation on the Prevent Suicide Wisconsin (PSW) Steering Committee, PSW Coalition, PSW Conference Planning Committee, and other state-level mental health related committees
- Subaward from Mental Health America of Wisconsin (MHA) on the Garrett Lee Smith Federal Suicide Prevention Grant, including:
  - Office hours contracted through WISH Center
  - Creation of online Suicide Postvention and Policy and Planning modules
  - Suicide prevention curriculum and eight curriculum implementation trainings around the state, and a suicide prevention fact sheet

### DPI Training Modules

- [School-Based Suicide Prevention Gatekeeper Training Module](#)
- [School-based Suicide Prevention: Overview and Connections Module](#)
- [Postvention Module](#)
- [Suicide Prevention Curriculum in Health Education: Overview](#)

## DPI resources

- [Suicide Prevention Model Annual Notice](#)
- [Suicide Prevention Curriculum](#)
- [Suicide Prevention, Intervention, and Postvention webpages](#)

## 2023–2024 Evidence of Impact Data

### DPI P2P grants

- Ninety grant projects were funded.
- All 12 Cooperative Educational Service Agencies (CESAs) were represented.
- Sixty-five percent of eligible renewal schools applied.
- End of year surveys completed by P2P advisors:
  - Ninety-three percent indicated P2P programs equipped them to have a greater impact on traditionally underserved students.
  - Ninety-five percent indicated P2P Suicide Prevention Training was very to extremely effective in providing staff with information and resources needed to support student groups and in providing students with tools and resources to support their peers.

The following statements were collected from the end of year surveys:

*"Thank you for creating such a wonderful community that is making a real difference in the lives of individuals like myself."* ~ Student response

*"Implementing Peer-to-Peer Suicide Prevention Training for students and staff for the first time has made a large difference in our school culture and the way we have conversations around mental health."* ~ P2P Advisor response

### DPI Suicide Prevention Modules

Gatekeeper Training Module: Over 10,000 training sessions initiated, and 9,560 completion certificates issued.

## Farmer Angel Network

The Farmer Angel Network (FAN) is a 501(c)(3) non-profit organization building strong rural communities that support agriculture by providing education, resources, and fellowship with a focus on mental wellness and suicide prevention in and around Sauk County, Wisconsin.

Outcomes highlighted on the CY2023 Annual Report include the following:

- FAN hosted and participated in 55 events including trainings, movie nights, ice cream socials, fairs, conferences, and local community events with over 5,000 participants in these events offering fellowship, training, and raising awareness for suicide prevention and mental health.
  - Trainings offered included Livingworks ASIST, Forgiveness Factor, SafeTALK, and Mental Health First Aid that was offered to the public specifically targeting farmers, families of farmers, agribusiness professionals supporting farmers, and emergency response professionals.
  - Medical education for health care and behavioral health clinicians in Sauk and Richland counties was offered called, “Caring for Farmers.” Participants learn the challenges faced by farmers and farm workers, risks for suicide, and practical strategies to care for them.
- FAN was covered in 67 media stories including articles in *The New York Times*, *The Washington Post*, *USA News*, and *Milwaukee Journal Sentinel*, reaching over 100,000 readers and viewers from across the country. This includes news articles, podcasts, and news video stories and clips.
- FAN developed a website, [farmerangelnetwork.com](http://farmerangelnetwork.com), with 3,700 unique visitors, and social media reaching over 30,000 users.
- FAN started a new branch of Farmer Angel Network in Western Wisconsin.
- FAN provided one-on-one support to many farmers, farm families, and farm workers going through stressful times ranging from farm transitions, financial crisis, death, illness, and mental health challenges including suicidal ideation.
- FAN partnered with 70 organizations to accomplish annual goals with 20 volunteers.
- FAN received 2023 HOPES award from Prevent Suicide Wisconsin.
- FAN received \$23,700 in donations of which \$14,500 went back to farmers and the community in the form of direct aid and gifts to farmers and farm families in need and education and events for the community.

Highlights in the first half of 2024 have included:

- A National PBS News Hour story featured FAN, [How rural communities are tackling a suicide and depression crisis among farmers.](#)
- A community event showing “The S Word” film to recognize FAN’s five-year anniversary.
- A farm-side chat with Senator Tammy Baldwin hosted by FAN.
- FAN participating in Sauk County’s crisis mapping efforts.

More information can be found on [farmerangelnetwork.com](http://farmerangelnetwork.com).

## KW2

KW2 is a woman-owned, full-service digital and advertising agency providing integrated marketing strategy, media buying, and primary research to support suicide prevention efforts, among other public health and behavior change initiatives. Through June 30, 2024, KW2 has supported the development of several statewide marketing and communications strategies that will rollout throughout the summer of 2024 including:

- A statewide research plan, survey, and outreach strategy to test unique campaign concepts from the national End Family Fire campaign and benchmark Wisconsin-specific perceptions and behaviors around safe and secure firearm storage. The survey will launch at the end of June 2024 and will include collaboration with the Wisconsin Department of Natural Resources, Veterans Affairs, and other community-level affinity hunt and sport clubs to reach hundreds of Wisconsinites.
- A statewide multi-media buy to educate priority populations in Wisconsin about the importance of secure firearm storage practices that support suicide prevention efforts by reducing access to lethal means in a time of crisis. The buy, set to launch in August 2024, will include high reach and high visibility partnerships including local TV and radio, streaming video, out-of-home, paid social, and online display advertisements.
- Campaign materials and secondary research in partnership with the Ad Council.

### **Medical College of Wisconsin**

The Division of Suicide Research and Healing (DSRH) in the Comprehensive Injury Center at the Medical College of Wisconsin is a statewide leader in efforts to prevent loss of life from suicide. Our goals are to advance the science around suicide and suicide prevention by engaging in novel research that makes new discoveries across the translational spectrum, educate campus and community partners on the burden of suicide in Wisconsin and nationally and provide information on the latest evidence for best practices in suicide prevention, engage with clinical partners to ensure that patients who interface with clinical systems are provided with suicide safe care that empowers them toward recovery, and meaningfully serve our community partners who are engaged in suicide prevention efforts to maximize the adoption, reach, and efficacy of this work.

In 2021, the DSRH began to convene a Suicide Review Commission, which is focused on reviewing suicides that occur among residents of the City of Milwaukee. The purpose of this commission is to review these suicides to provide information that can be used in suicide prevention activities. The Commission includes partners from a number of community-based organizations, including the Milwaukee County Medical Examiner's Office, Mental Health America of Wisconsin, the City of Milwaukee's Office of Violence Prevention, Milwaukee County Behavioral Health Division, and local hospital systems. Findings from these reviews are disseminated quarterly to the community.

The MKE L.O.S.S. Postvention Program, managed by the DSRH, is based on a nationally recognized effort to bring support to survivors of suicide loss. The team is present to offer comfort, resources, and hope to anyone impacted by suicide loss. Team members offer contact with others who have experienced a loss while helping to coordinate services and support within the community that is culturally responsive and ultimately healing. We have reached over 300 loss survivors through this effort.

Dr. Sara Kohlbeck, DSRH director, is a suicidologist and public health researcher with over 25 publications on suicide and suicide prevention. She continues to conduct research across

Wisconsin on suicide in disproportionately affected populations, including farmers, veterans, youth of color, and sexual minority groups.

### **Mental Health America of Wisconsin**

Mental Health America of Wisconsin (MHA) is a state affiliate of national Mental Health America and provides education, advocacy, and service through peer and clinical programs serving populations disproportionately impacted by suicide and other mental health concerns. Through funding from the DHS, MHA administers Prevent Suicide Wisconsin, the statewide coalition and lead on suicide prevention.

#### **Prevent Suicide Wisconsin (PSW)**

The PSW Coalition contributed to the state suicide prevention plan and is considered Wisconsin's public-private partnership for suicide prevention. Current membership of the PSW Steering Committee includes a variety of sectors like behavioral health, state agencies, and organizations representing rural areas, underserved populations including BIPOC (Black, Indigenous, and People of Color) communities, and veterans.

In 2023-2024, MHA worked with PSW to promote the state suicide prevention plan strategies through the following activities:

- Organized the annual conference, which was attended by 363 people in an in-person and virtual hybrid format
- Maintained a website and e-newsletter with statewide resources
- Provided direct consultation and support to local coalitions, schools, and other organizations interested in suicide prevention

#### **Zero Suicide (ZS) Implementation for Healthcare Systems**

ZS is a quality improvement framework to enact systems-level change for suicide safer clinical care. In 2023-2024, MHA:

- Organized the annual Wisconsin ZS Training, attended by six teams of 10 individuals representing WI health or behavioral health organizations.
- Held learning community calls to support ZS trained organizations.
- Partnered with the UW Green Bay Behavioral Health Training Partnership to train over 150 Wisconsin clinicians in suicide care.

#### **Youth Suicide Prevention**

MHA is working to build sustainable infrastructure for youth suicide prevention under the Garret Lee Smith Youth Suicide Prevention grant. In 2023-2024, MHA:

- Funded 41 Wisconsin middle and high schools with mini-grants to implement peer-to-peer programs like Hope Squad, Sources of Strength, and REDGEN, which focus on suicide prevention and positive coping skills.
- Partnered with DPI to develop modules and resources for educators on suicide prevention and postvention.

- Partnered with DPI and the Office of Children’s Mental Health to hold the Mental Wellness Student Leadership Summit, attended by 300+ high school students. MHA staff trained on suicide prevention and shared resources.

### Peer Support Services

Peer support provides connection and understanding, which are protective factors against suicide. In 2023-2024, MHA:

- Provided Alternatives to Suicide support groups for those with experience of suicidal thoughts, feelings, and actions, attended by 120 people.
- Provided Survivors Helping Survivors support groups for those who lost a loved one to suicide, attended by 80 people.
- Launched UpliftWI to offer peer support to Wisconsin residents on topics related to mental health and substance use with a grant from DHS. In 2023-2024 UpliftWI took 16,508 calls, and suicide came up as a topic on over 2,600 of those calls.
- The Prism Program warmline took over 1,000 calls for LGBTQ+ mental health support.
- The R&R House provided respite stays to 11 veterans struggling with mental health, and supported veterans and family members on over 200 calls to their warmline.

### N.E.W. Mental Health Connection

The N.E.W. Mental Health Connection (The Connection) is a collective impact backbone organization that brings together stakeholders and providers in collaboration, to improve the mental health system of care in Calumet, Outagamie, and Winnebago counties. The Connection does not provide direct services.

Since July 2023, The Connection has launched a Suicide Prevention Action Team based on the Community Led Suicide Prevention Framework, that meets monthly and consistently has 15–20 participants. The Connection published a 20+ page Mental Health and Suicide Prevention report based on data obtained from our Mind Your Wellness Survey which ran from June 2021–July 2022. It co-hosted an LGBTQ+ Mental Health Summit where all sessions were taught by professionals of the LGBTQ+ community, and CEUs were offered and nearly 200 people attended. The Connection brought the GunShop Project to the Tri-County area in the local implementation through Community for Hope's Project Safeguard and have already added two gun shops to the safe storage map. The Connection conducts adult suicide death review in Winnebago County and have developed over 30 suicide prevention recommendations. Through facilitating a co-response team pilot with the local police department and county mental health crisis, The Connection saw emergency detentions decrease by over 35% and a second team was added. The Connection had a suicide prevention PSA created to target older white males and launched that on the Strong Minds 4 Men website. The Connection created and published a suicide prevention whitepaper for Law Enforcement.

### Safe Communities

Safe Communities is a non-profit organization that serves Madison and Dane County, Wisconsin. Safe Communities’ program areas include drug harm prevention, older adult falls prevention,



traffic safety, and suicide prevention. Many drug harm and suicide prevention efforts are coordinated through the local Suicide Prevention and Harm Reduction Coalition (SPHRC) of Dane County, formerly known as the Ending Deaths from Despair Task Force. All coalition members are volunteers working in different organizations across the county. The workplan has five broad strategies, informed in part by the state suicide prevention plan:

- Increase protective factors
- Reduce lethal risk of suicide and overdose
- Expand access to care
- Implement best practices for treatment in health care systems
- Improve data and evaluate efforts

From July 1, 2023, to June 30, 2024, Safe Communities delivered 873 suicide recognition and response trainings to a variety of groups and organizations. Safe Communities partnered with Dr. Bigham at UW Health to provide sessions on counseling on access to lethal means, sometimes referred to as Lock, Stock, and Barrell, with an experiential component at a gun shop learning about gun safety and culture. Hundreds of gun locks, gun safety brochures, med lock boxes, drug deactivation kits, naloxone, and informational brochures have been distributed to community members through presentations, events, and other outreach activities.

Safe Communities continues to lead a local Zero Suicide Collaborative which consists of all area health care systems implementing the Zero Suicide framework in their organizations. Several area schools are also in partnership with the organization through the opioid settlement funding support for Sources and Strength, an upstream peer-to-peer suicide prevention program, among other substance use prevention and intervention programs.

### **Sauk Prairie Healthcare**

Sauk Prairie Healthcare (SPH) includes a 36-bed, not-for-profit 501(c)(3) acute care hospital, three surgical specialty practices, and four primary care clinics located in Prairie du Sac, Wisconsin and surrounding communities. SPH addresses suicide prevention by both services offered and community health efforts.

SPH implemented enhanced mental health services in the emergency department. These services decreased wait times for psychiatric assessment and placement for patients voluntarily arriving in the emergency department for mental health crisis. Twenty-one patients received this service in the four months since implementation reducing placement time from eight to 10 hours to five to six hours getting patients to an appropriate level of care quicker.

SPH offers collaborative care model for primary care and behavioral health in a partnership with Bend Health for children ages 1–18 and their families. This has reduced wait times for patients to get connected to a therapist or psychiatrist from 12–18 months to less than a week. This service offers up to three live virtual visits with the patient’s behavioral health care team including care manager, coach, and psychiatric provider; skill-building through interactive learning center; and chats and communications throughout the month. Parents have positive experiences with feedback such as, “Our coach is amazing!! He really tries to connect with my son.” For the most

recent twelve-month period, 87 patients participated in the program with 1,200 sessions with their behavioral health care team. The rapid support team was engaged 11 times for suicidal ideation or self-harm. The situation was de-escalated with EMS needed in no situations and only one referral to emergency care. The following improvements have been seen.

% of participants with improvements in:	Ages 6–12	Ages 13–17
Anxiety symptoms	92%	88%
Depression symptoms	91%	86%
Symptoms of hyperactivity	84%	96%
Symptoms of inattention	87%	90%
Symptoms of opposition	90%	90%
Sleep problems	85%	83%

In addition, caregivers of participants had:

- 81% improvement in burnout symptoms.
- 86% improvement in sleep.
- 84% improvement in parental stress.

SPH implement clinical behavioral health services through the Sauk Prairie School District with a licensed clinician employed by SPH. This collaborative project with the school district has a goal to promote a student's academic, emotional, and social success through a student-centered mind frame by providing the following the services:

- Professional collaboration with school staff, families, and community agencies to support students in need
- Crisis support in conjunction with Student Support Teams
- Modeling of culturally responsive, evidence-based interventions and practices
- Direct mental health support to students
- Connection to mental health and community resources

In addition, SPH collaborates with other health care organizations, municipalities, emergency service providers, schools, businesses, community groups, and others to address the top community health priorities, the first of which is “Mental Health — access to services, training and education, reducing stigma.” Collaboration over the last year has included work with Farmer Angel Network, Sauk County Crisis Mapping, Prevent Suicide Sauk County, and Sauk Prairie Healthcare Foundation.

### **Sauk Prairie Healthcare Foundation**

Sauk Prairie Healthcare Foundation is a non-profit based in Prairie du Sac, Wisconsin that fosters charitable giving in support of Sauk Prairie Healthcare’s vision, provide sound stewardship of contributions, and advance the health of our communities. The Foundation has collaborated with several local organizations for suicide prevention efforts.

The Foundation hosts Mental Health First Aid Trainings free to the community in partnership with SPH and Farmer Angel Network. The trainings are specific to those in rural or agricultural communities that we serve. During the report period, two sessions were offered one in Spring Green and one in Sauk Prairie. One session was featured in a [PBS News Hour story, “How rural communities are tackling a suicide and depression crisis among farmers.”](#) Read [another story](#) of how this training has impacted the community. The session participants during this reporting period included representatives from local school districts, agribusiness, behavioral health providers, law enforcement, and community members.

The foundation also co-hosted a virtual continuing medical education session with Farmer Angel Network to help health care and behavioral health care professionals understand practice strategies to help care for farmers and those working in agriculture that are dealing with mental health challenges. [Learn more](#) about the session, called Caring for Farmers. The session was open free of charge to Sauk, Richland, and Iowa County partners working to improve mental health in our area with over 75 participants. Feedback was that “it was one of the best CMEs I’ve ever attended.” Monica Kramer McConkey, MA, LPC, Rural Behavioral Health Specialist, Eyes on the Horizon Consulting, LLC, led the session sharing real advice from years of working with farmers and a panel of farmers that shared based on their lived experience.

### **Southwestern Wisconsin Community Action Program’s—Farm Well Wisconsin Program**

Farm Well Wisconsin partners with farmers and community members in Southwestern Wisconsin to develop and offer resources that support the mental health and overall wellbeing of farmers, farmworkers, and their families. They believe farming well depends on taking care of our bodies, minds, emotions, and relationships. Farm Well utilizes a three-pronged approach to improving farmers and farmworkers, and their family’s mental health and wellbeing in Wisconsin.

- **Community Capacity Building and Empowerment:** During the report period, work in this area included meeting with the Farm Well Farmer Wellness Advisory Coalition, which is composed of eight members, and focuses on gathering their local expertise regarding assets and needs that exist in their communities to help plan, guide, and implement regional training, education, and community building strategies. Farm Well’s Program Manager Shawn Monson partners with program partners and community members to lead [safeTALK](#) (Suicide Alertness for Everyone) trainings to build suicide prevention conversation abilities among rural Wisconsin farmers and their communities. During the report period 71 participants were training in safeTALK. Farm Well also added the [CALM](#) (Conversations on Access to Lethal Means) training to its offerings during this most recent reporting period. CALM is a practical intervention to increase time and distance between individuals at risk of suicide and the most common and lethal methods of suicide, particularly firearms. Thirty-nine participants were equipped with the tools to intervene effectively with those at risk for suicide both upstream-before a crisis hits-as well as in times of crisis.

- Shifting Narratives and Outcomes: Education and Outreach: Work is the area included offering an empathetic listening training called [COMET](#) (Changing Our Mental and Emotional Trajectory). COMET is a 2-hour training co-facilitated by Farm Well and UW – Madison Division of Extension educators for agricultural and rural communities in Southwest Wisconsin. COMET introduces attendees to concepts and skills needed to provide support to friends and neighbors. At a COMET training you will learn a natural way to talk with a friend, neighbor, or an acquaintance about difficult topics, and change their trajectory away from the path of a mental health crisis and back towards a place of wellness. During the report period, a total of 220 participants were trained in COMET.
- Health Equity Capacity Building for Providers: Work in this area focused on offering health providers and rural medicine students’ education on farm culture education to ensure they are aware of farmer mental health needs, interventions, and are trained to appropriately recognize and respond suicidal ideation. During the report period 27 WARM (Wisconsin Academy of Rural Medicine) students were educated by a panel of farmer mental health experts that included Farm Well, Wisconsin Farm Center, UW Extension Educators, and others.

In the annual participant follow-up survey to all past participants that shared an email (80 responses, 15% response rate) indicate positive impacts that persist beyond the trainings.

- 94% of past participants across all programs agreed or strongly agreed that they had increased their understanding of “the importance of good mental health for our community members.” (In 2022, 88% of respondents agreed or strongly agreed with this statement.)
- Additionally, 83% of past participants agreed or strongly agreed that they felt more confident in their ability to talk with others in ways that would support their mental health. (Compared to 81% in 2022.)

The follow-up survey also found community members report applying these skills from the trainings in their lives. For instance, among past participants in COMET, nearly all (96%) reported conversations with others “about how they’re really doing,” and a significant majority reported having conversations when they’ve noticed a change in mood or behavior in someone (79%). A past participant said, “I’m more likely to check in with folks and to really listen to what they have to say. To not just let them get away with ‘fine’ for an answer when asked how they are.” Eighty-eight percent of follow-up survey respondents have told others about the benefits of participating in the safeTALK training. Past participants in the Water We Swim In storytelling series report increased capacity to interrupt harmful aspects of culture and to build a more supportive culture. In open-ended responses in the survey, past participants also report greater capacity to have hard conversations with others, increased skills in listening, greater empathy, and more understanding of factors that influence mental health.

## The Wisconsin Office of Children's Mental Health

The [Wisconsin State Office of Children's Mental Health](#) (OCMH) supports Wisconsin's children in achieving their optimal mental health and well-being. OCMH convenes family-serving systems in Wisconsin, including state agencies, mental health programs, advocates, and people with lived experience, to collectively focus on improving youth mental health.

Recognizing the prevalence of suicide and suicide ideation among Wisconsin's young people, OCMH engages in many suicide awareness and prevention activities.

- **Convening peer-led school-based wellness groups:** OCMH brought together 300+ students and advisors representing schools across the state in a Mental Wellness Student Leadership Summit on April 12, 2024. The student participants were peer leaders in their school-based wellness programs rooted in suicide prevention, including Sources of Strength, NAMI Raise Your Voice Club, Hope Squad, and REDgen. The day included a training on Alternatives to Suicide, which was the highest rated portion of the day. Many partners attended and shared information, resources, and suicide awareness materials.
- **ArtWorks promotes suicide prevention:** OCMH partnered with [ArtWorks for Milwaukee](#) to develop youth inspired messaging that promotes suicide prevention. The ArtWorks youth interns created a [Pause](#) campaign, which focused on effective coping strategies, and both organizations shared the messaging and art on social media. OCMH also distributed *Pause* materials at events around the state.
- **Dissemination of data and research:** OCMH has a history of promoting suicide awareness and prevention information as well as disseminating prevalence data with a focus on marginalized youth populations. In this reporting period, OCMH created [Key Facts in Youth Mental Health](#), which includes data on suicidality, to provide a snapshot of data on Wisconsin teens. This document was viewed nearly 600 times in three months. The agency also highlighted the rate of girls who seriously considered suicide and self-harm in an [August 2023 Fact Sheet](#) that has been viewed 5,000 times. In the monthly newsletter Research News in Youth Mental Health, which reaches 1,300 readers, suicide, self-harm, and youth mental health research is summarized.
- **Collaboration with DHS:** OCMH collaborated with DHS on a new informational piece on [youth self-harm](#) in Wisconsin. The flyer explains self-harm, when and how youth are self-harming, which groups are self-harming and shares resources to help youth. This work builds on the DHS [self-harm dashboard](#), both of which OCMH distributed to partners and references in presentations and interviews with media.
- **2023 Annual Report:** In addition to the suicide data reported in its [2023 Annual Report](#), OCMH highlighted the impact of housing instability on suicide risk and the alarming increase in teens, particularly LGBT youth, who have seriously considered suicide.
- **Presentations to OCMH network:** OCMH regularly presents youth mental health data including suicidality and self-harm data to its network of organizations, lived experts, councils, and collaborative partners. As a practice, OCMH disaggregates the data to be clear where the greatest needs lay (for example, LGBTQ youth, girls, Tribal youth).
- **Conference presentations:** OCMH speaks at many conferences throughout the year on youth mental health and routinely talks about the prevalence of suicide, suicide ideation,

and self-harm among youth. Additionally, the agency highlights isolation and loneliness as potential risk factors for poor mental health. OCMH has also distributed information on the 988-suicide hotline at many of these conferences, and consistently shares information on the social connectedness of youth, protective factors for youth, and stigma reduction.

- **Public events:** OCMH shared *Pause* materials at the One Thing I Wish You Knew event in November 2023. Staff also had the opportunity to disseminate 988 and children’s mental health materials at the Milwaukee Bucks game in March 2024.

### **The University of Wisconsin-Madison Division of Extension**

The University of Wisconsin-Madison Division of Extension (“Extension”) helps farmers, families, businesses, and communities remain resilient by learning how to manage stress and use planning tools to make sound decisions and create a roadmap for the future.

Extension offered the online course “Navigating Your Ag Business: From Stress to Success.” The course integrates three important concepts into one training: strategic planning, financial planning, and behavioral health coping skills. Intentionally connecting strategic and financial planning to participants’ stressors spurs their motivation to do planning that is easily put off or ignored. The course was launched in January 2024 and 11 farms participated in the pilot course. Eight of the 11 farms have taken action to reach personal and business goals to address their stressors. Evaluations indicate that the participants found the course valuable to their success in reaching their goals.

In the past year, Extension trained 509 leaders in the farming community in one of three behavioral health trainings: 310 people in COMET™; 81 in Mental Health First Aid (MHFA); and 118 in Question, Persuade, Refer (QPR). In March 2024, Extension trained 12 additional COMET trainers, which will expand this work into more rural and agricultural areas of the state.

The [Counseling Voucher Program and Operations Overview](#) was published to share lessons learned from Wisconsin DATCP Farm Center’s 20+ years running the voucher program through which farm families can access free counseling.

Extension hosted two regional Farm Summits, which provided educational and networking opportunities for those working in health care, mental health care, and agriculture. The January 2024 Farm Summit had 40 attendees. The August 2024 Farm Summit had 22 in-person attendees and 33 virtual attendees.

Extension sponsored 30 health care professionals to complete the AgriSafe “FarmResponse” training that provides education to health care professionals on the unique stressors of farmers and their family members. Twenty-seven (90%) of the participants have completed the training. Extension also sponsored 50 mental health care professionals and social workers to complete the UW-Green Bay online program “Supporting Farmers’ Mental Health: Understanding Farm Culture and Farm Family Dynamics.”

Extension held five farm management and record keeping for HMoob farmers, reaching 154 farmers. Extension also connected with HMoob farmers through Facebook by providing educational videos on pest management.

Extension led 44 participants from 11 farms through the Cultivating Your Farm's Future series and one-on-one follow up meetings with farmers.

Extension held two Certified Farm Succession Coordinator trainings, reaching a total of 27 participants.

### **Wisconsin Department of Health Services: Adolescent Health Team**

The Adolescent Health Team at DHS supports suicide prevention through the Title V Maternal and Child Health program. The grant provides funds to local and Tribal health departments (LTHDs), and partners with statewide organizations who provide support and technical assistance. Statewide partners in 2023 and 2024 include UW-Extension Institute for Health and Wellbeing and the Department of Public Instruction. In 2023, many partnering LTHAs implemented suicide prevention and mental health promotion strategies. In 2023, 35 partnering LTHDs reported implementing suicide prevention strategies among a number of unique sites. Suicide prevention strategies included: implementing gate keeper and non-gatekeeper school-based trainings, implementing means restriction activities, and supporting and promoting support groups and warmlines. LTHDs implemented a variety of trainings with Question, Persuade, Refer (QPR), Mental Health First Aid, Sources of Strength, and Hope Squad.

### **Wisconsin Department of Health Services Injury and Violence Prevention Team**

In 2022, DHS received the CDC Comprehensive Suicide Prevention (CSP) grant. The CDC funds states and universities to implement and evaluate a comprehensive public health approach to suicide prevention, with a special focus on populations that are disproportionately affected by suicide. The goal of the DHS funded project is to reduce suicide and self-harm morbidity and mortality among two disproportionately affected populations in Wisconsin by 10% over the funded period.

In September 2023, DHS Injury and Violence Prevention Team began an ambitious plan to fund a variety of community-based organizations to implement grant-supported suicide prevention strategies. Awarded agencies and their selected strategies and are listed below:

- Ashland County Health and Human Services SPARK Program: funded to implement Strengthening Families 7–17 Program
- Aspirus Health: funded to implement Counseling on Access to Lethal Means (CALM) among rural males aged 25 and older
- CESA 6: funded to support implementation of Sources of Strength programming in Wisconsin schools
- Children's Wisconsin: funded to implement Counseling on Access to Lethal Means (CALM) among adolescents ages 10–19
- Focus on Community: funded to implement Strengthening Families 7–17 Program

- KW2: funded to implement a secure firearm storage multimedia campaign
- Medical College of Wisconsin: funded to lead evaluation efforts of Wisconsin’s Comprehensive Suicide Prevention (CSP) program and implement the Gun Shop Project
- Newcap: funded to implement digital literacy education and improve access to telemental health care in rural communities
- Northwest Connection Family Resources: funded to implement Strengthening Families 7–17 Program
- Oneida County Health Department: funded to implement Strengthening Families 7–17 Program
- Parenting Network: funded to implement Strengthening Families 7–17 Program
- Pointers Community Initiatives: funded to implement Strengthening Families 7–17 Program

In addition to funding these agencies, from September 2023 to June 2024, DHS:

- Implemented a public-private partnership of stakeholders.
- Gathered data for an inventory of existing suicide prevention programs and areas for growth in the state.
- Developed a news release for World Suicide Awareness Day.
- Redesigned the suicide prevention website.
- Debuted a new [Suicide in Wisconsin](#) dashboard.

#### **Wisconsin Department of Health Services: Department of Agriculture, Trade and Consumer Protection (DATCP)—Farmer Wellness Program**

Born out of Governor Evers’ 2019–2021 biennial budget, the farmer mental health assistance appropriation has provided consistent funding for [DATCP’s Farm Center](#) to operate its [Farmer Wellness Program](#). Since launch, it has focused on encouraging farmers to prioritize mental health and worked to reduce the threat of suicide among this population, while increasing affordability, accessibility, and availability of professional services.

The program provides Wisconsin farmers and their family members access to a range of free and confidential counseling and support group services designed to meet their unique cultural and mental health needs. Over the past four years, DATCP has seen significant growth in nearly all usage areas described below:

- **24/7 Farmer Wellness Helpline:** Trained staff provide immediate support for farmers. DATCP partners with Iowa State University’s Extension team who receive funding from the US Department of Agriculture’s Farm and Ranch Stress Assistance Network to offer this service. Usage continues to grow, with over 550 calls received in the fiscal year 2024. Many calls are referred to DATCP’s Farmer Wellness Program for ongoing assistance.
- **Tele-Counseling:** These sessions connect farmers to a dedicated licensed clinical social worker with experience working with farm families. Monthly, pre-scheduled appointments are available online or by phone, helping shorten wait times for care. Clients used over 50 sessions in each of the last three fiscal years.



- **Counseling Vouchers:** Through this offering, farmers and their family members have access to in-person or telehealth sessions with specialists in disciplines including suicidal ideation, substance use, anxiety, depression, family relationships and more. Participating providers are both interested in and proficient at working with farmers and rural communities. Fiscal year 2024 saw the highest number of voucher redemptions to date, with over 440 one-hour sessions conducted, more than double the previous fiscal year.
- **Online Support Groups:** These groups bring farmers together to share ideas, provide encouragement, and build camaraderie under the guidance of trained peer leaders and a licensed clinical social worker. DATCP continues to observe participation growth, with attendance up 20% this past fiscal year compared to the one previous, and over 450% the participation compared to their first year (2021).
- **Outreach and Education:** DATCP believes educating farm families on the importance of mental health can help reduce suicide among farmers and rural communities. Staff help educate by attending trade shows and industry events, speaking to farmers and health professionals, and producing and distributing their [Rural Realities](#) podcast, which has a growing catalog of 27 episodes that have been downloaded over 3,000 times to date.

Beginning in September 2024, DHS, DATCP, and the Medical College of Wisconsin will begin a one-year pilot project on dairy worker mental health. This pilot project will provide mental health information and resources to both dairy producers and workers, with an emphasis on reaching Spanish-speaking dairy workers. Two in-person trainings will be held in Spanish for dairy workers using a modified version of the Bienvenidos mental health and social connectedness curriculum. In addition, a dairy consulting firm will pilot the inclusion of mental health resources such as 988 as part of dairy workers' onboarding. Lastly, webinars and direct outreach to dairy organizations will help producers understand how they can support workers in crisis and promote mental wellbeing in their workforce, even in the face of economic pressures and language barriers.

### **Wisconsin Department of Health Services: Mental Health Services Team**

The Mental Health Services Team in the Division of Care and Treatment Services at DHS administers contracts related to suicide prevention that are funded by Wisconsin's portion of the federal Community Mental Health Services Block Grant (MHBG). This federal funding requires suicide prevention activities to focus on children with a serious emotional disturbance or adults with a serious mental illness. Programming that DHS supports with MHBG funding includes the state's Zero Suicide efforts, which are conducted through a contract with Mental Health America of Wisconsin. In addition, 2023 Wisconsin Act 85 was signed into law in December 2023 and requires DHS to set aside MHBG funds each year for awarding grants to community organizations for suicide prevention programming. In accordance with the law, 10 organizations will each be awarded \$25,000 per year for five years. A grant funding opportunity was released in March 2024. The process of reviewing applications and making award recommendations was taking place as of June 2024.

## **Wisconsin Farm Bureau**

The Farm Neighbors Care Campaign organized by the Wisconsin Farm Bureau offers vital support to farmers experiencing stress due to challenges like low market prices, adverse weather, and difficult crop conditions. It's crucial to regularly check in on friends, neighbors, and family members to see how they are doing and provide support and a listening ear. The campaign encourages rural residents to have face-to-face conversations with farmers and agri-business owners. Through Farm Neighbors Care efforts, over 1,500 farmers and farm families were reached with care packages and farmer wellness resources available to them. In addition, resources were shared in the Rural Route magazine reaching over 40,000 households in Wisconsin.

## **Conclusion**

This report details many but not all the suicide prevention activities that occurred across Wisconsin from July 1, 2023–June 30, 2024. As this report demonstrates, Wisconsin is home to many public-private partnerships that support suicide prevention work across the state. This network of interconnected state and community-based services and partnerships provide Wisconsinites with a spectrum of suicide prevention services, activities, care, and support. DHS, along with its partners, remain committed to advancing suicide prevention science, implementing, and evaluating best practice approaches to suicide prevention, and reducing suicide ideation and attempts in the state. Through this committed partnership, Wisconsin can transform the mental health of its citizens, increase awareness of suicide prevention, and prevent suicide in future generations.