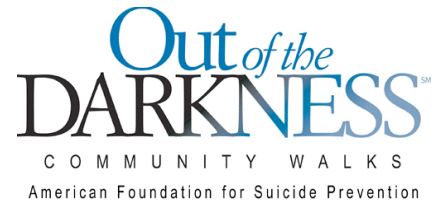


THE OCTOBER 17 WALK IS THE 1st STEP IN CREATING AN AFSP-BLACK HILLS CHAPTER



GOALS OF THE WALK (SHORT-TERM GOALS)

- **Raise awareness about preventing suicide and reduce the stigma that hinders people from getting help.**
 - Promotional material for the walk will address reducing stigma and preventing suicide.
 - The walk and the other events on October 17 will send a message that suicide prevention is a priority for the people of the Black Hills.
- **Give people an opportunity to take meaningful action through helping to advance the cause of suicide prevention.**
 - Many of the walkers will be people who have lost a loved one to suicide, survived a suicide attempt, or struggled with mental illness, alcohol and other drug use, or physical abuse.
 - People who have been involved in AFSP Out of the Darkness Walks say that taking part in a walk has been a profoundly healing experience for them.
- **Raise money for the national suicide prevention movement and for community-based suicide prevention and grief support programs in the Black Hills.**
 - Donations will help AFSP further its mission of “understanding and preventing suicide through research, education and advocacy, and ... reaching out to people with mental disorders and those impacted by suicide.”
 - Walk organizers are working toward establishing an AFSP-Black Hills Chapter (see below).

GOALS OF THE AFSP-BLACK HILLS CHAPTER (LONG-TERM GOALS)

In order to save lives lost to suicide and to decrease suicide attempts ...

- **Prevent suicide as a unified community with a common purpose:** The 160,000 residents of the Black Hills will work together to prevent suicide, which claims the lives of 29 people, on average, each year in the Hills’ six counties.
- **Work on suicide prevention for people of all ages:** Prevention programs will respond to the reality of suicide in S.D.*
- **Establish a Black Hills office for suicide prevention:** Prevention programs throughout the Hills will be coordinated by staff whose main focus is suicide prevention.
- **Take a strategic approach to preventing suicide:** An advisory board comprised of suicide prevention advocates, health practitioners, and community leaders will guide the Chapter’s work.
- **Focus on best practices and evidence-based programs:** Programs will be in keeping with the best scientific knowledge on suicide prevention.
- **Support public policy that contributes to suicide prevention:** The public and community leaders will be informed about policies and legislation that impact suicide and its prevention.
- **Improve data collection. Evaluate outcomes:** Programs will be designed for efficient implementation and to improve the effectiveness of suicide prevention initiatives.
- **Integrate suicide prevention with all areas of prevention:** Suicide prevention will complement violence prevention, alcohol and drug prevention, and other health promotion efforts in the Hills.
- **Sustain the suicide prevention effort in the Hills.** The Chapter will build relationships, work through public-private partnerships, and develop diverse, stable funding sources.
- **Raise funds to support AFSP’s research, education, and survivor programs.**

* In one decade in S.D. (1993-2002), 1,068 people died by suicide. Here is a summary of the fatalities (a) *by age*, 10-19, 12% of suicides; 20-39, 40%; 40-59, 27%; 60+, 21%; (b) *by race*, white, 84% of suicides; Native American, 15%; other, 1%; and (c) *by sex*, males, 86% of suicides; females, 14%.