



Date: February 22, 2002      LF031302-07  
To: Rapid City Council  
From: Franklin Cook, Community Services Coordinator  
Subject: Request for help with "QPR" suicide-prevention materials

Some of you have already seen a longer version of this memo as well as the accompanying background material because I first approached the mayor directly with the proposal, but I have since been oriented to the protocol for such a proposal, so I'm moving this request through the proper channels.

The Front Porch Coalition is the suicide-prevention task force serving the Rapid City area, which was formed last year after a series of community meetings. My part-time position is funded by the John T. Vucurevich and L.B. Lane Family foundations.

Recently, we have had success putting together a consortium of agencies to provide QPR training to the citizens of Rapid City. QPR, which stands for *Question, Persuade, and Refer*, is known as the "CPR of suicide prevention"; in other words, it provides--in a one-hour educational session--the guidance necessary for a person with no clinical background to intervene constructively in a potential suicide emergency.

Although several final approvals are still pending, it looks like we have as many as seven trainers lined up (the agencies involved, besides the Front Porch Coalition, are Rapid City Weed & Seed, Catholic Social Services, Behavior Management Systems, Sioux San Hospital, Rapid City Regional West, and Black Hills Special Services Cooperative). The agencies are paying the cost of training the trainers and obtaining three-year certifications and/or staffing the community training sessions.

The Front Porch Coalition would like to widely publicize the availability of the training (to every audience conceivable--from volunteer organizations to employee groups, from parent associations to community-service groups), offering it as a public service. The agencies involved will be carrying their part of the load by providing certified trainers and/or staff time to train the public, and the Front Porch Coalition will also manage the process.

But we need some additional funds for materials. It costs approximately \$1.25 per person for a booklet and card to give to each person trained. We'd like to have 1,000 packets on hand (beyond 350 that we already have funding for) when we get started, and we'd like to request that the city provide funds for those packets. There are two ways to go about obtaining the packets:

- (1) Buy them directly — **\$1,280** ( $\$1.25 \times 1,000 = \$1,250$ , plus approximately \$30 shipping)
- (2) Print them locally — **\$1,367.90** (\$1,067.90 printing, plus a \$.30 per copy licensing fee, which amounts to \$300). This is more expensive, but it would enable us to print local crisis phone numbers, etc., on the booklet.

This training is the best available in the country at the community level, and the model being put together to deliver it here (collaboration among agencies with the backing of a public-private funding partnership) bodes well for improving the delivery of services in an efficient, effective way—because everyone would be making a positive contribution toward the end result: in this case, educating the public about suicide warning signs and how to take action to prevent a suicide.

I've attached the full proposal as it was presented to the agencies in January (with updated information about the status of the consortium).

Thank you,  
Franklin Cook

P.S. Because the start-up grant for the Front Porch Coalition is being administered on the coalition's behalf by Lutheran Social Services, the funding would be handled by LSS.

**Date:** (January 2002 document updated Feb. 22, 2002)

**To:** Parties Interested in QPR Training Network

**From:** Franklin Cook, Community Services Coordinator

**Subject: QPR Training Network Proposal**

### **RATIONALE**

- The very first goal of the National Strategy for Suicide Prevention (NSSP)—upon which the Front Porch Coalition has based its goals for the Rapid City area—calls for community-based initiatives to “promote awareness that suicide is a public health problem that is preventable.”
- Three of the goals of the Front Porch Coalition are to (1) “advance educational endeavors addressing suicide, its causes, and its prevention”; (2) “increase collaboration among those . . . who are already working on suicide prevention”; and (3) “improve people’s access to services . . . that are effective in preventing suicide.”
- The NSSP recommendations for action are based on the premise that “suicide prevention is truly everyone’s business.” And fundamental to the success of broad-based prevention efforts is public education about the causes of suicide, the identifiable risk factors in a potentially suicidal person, and concrete actions people might take to prevent a suicide.

### **QPR**

- The QPR Institute has certified more than 1,000 trainers who have delivered instruction in the QPR Gatekeeper course to more than 150,000 people. Just as CPR (Cardiopulmonary Resuscitation) was designed to teach people how to help save the life of someone whose heart has stopped beating, QPR (Question, Persuade, Refer) is designed to teach people how to help save the life of someone who is at high risk of completing suicide.
- QPR is designed for a broad range of audiences, including everyday people without a clinical background or specialized mental-health-care training. A typical training session takes approximately an hour to deliver.
- See the appended outline of the basic principles upon which QPR Gatekeeper training is based. For more information about the QPR Institute, see <http://www.qprinstitute.com> (for information about the history of the institute and its founder, click on “About Us”; for information about the QPR Gatekeeper Instructor Certification in the self-study format, click on “Courses” and follow the links).

### **PROPOSED MODEL**

QPR would be instituted in the Rapid City area as follows:

- Several agencies would train and certify a staff person (or persons) in delivering the QPR Gatekeeper course, forming a community “pool” of trainers.
- The Front Porch Coalition, with the assistance of the agencies involved, would institute a public relations campaign in the community, offering QPR to any interested community group.
- The Front Porch Coalition would field the requests from the community and organize delivery of the training by the certified staffers, thus spreading the workload out among the agencies involved.
- The Front Porch Coalition would also have a certified trainer available to “pick up the slack” should the agency’s regular commitments or the volume of training requests occasionally become cumbersome.

**COSTS**

- A self-study course for each QPR Gatekeeper trainer, and a three-year certification, costs \$495.
- Recertification for a three-year period costs \$85.
- Besides the cost of the staff time that would be involved in delivering the training, there is a cost for each person trained, stemming from the distribution of a QPR booklet and card to each person. The booklets and cards come as a packet at \$1.50 each for orders less than 500 and \$1.25 each for more than 500. A license to print the booklets and cards — customized with a local logo and local emergency resource numbers — is available for a royalty of \$.30 per copy.
- There would be some costs associated with publicizing the course. The QPR Institute provides some promotional assistance.
- The Front Porch Coalition would manage the ongoing coordination and “customer service” associated with delivering the course.

**OTHER CONSIDERATIONS**

- The self-study course takes about 12 hours to complete, and initial certification is accomplished by a combination of a multiple-choice test, a written exam, and a telephone interview.
- Payment for the self-study course qualifies the trainer to attend an on-site Gatekeeper Trainer course when and if the trainer is able to attend one of the courses, which are offered at various places throughout the country.
- The QPR Institute prides itself on ongoing support and supervision of the Gatekeeper course, including providing telephone consultation, review of course evaluations, a quarterly newsletter, and continual refinement of course content based on research outcomes.
- The institute requires certified trainers to sign a licensing agreement to protect the institute’s copyrighted material and methods as well as to protect and advance the integrity of the course content.

**AGENCIES — STATUS OF PROPOSAL**

The individuals and agencies contacted, and their status as of Feb. 22, are as follows:

Alison Stoeckman .....	Rapid City Weed & Seed .....	OK'd 2 positions, 350 packets
Franklin Cook.....	Front Porch Coalition .....	Will staff 1 W&S trainer
Jim Kinyon.....	Catholic Social Services.....	Will staff 1 W&S trainer
Randy Allen .....	Behavior Management Systems .....	OK'd 1 position
Dr. Mark Garry .....	Sioux San Hospital .....	OK'd, but identifying funding
Jeff DeKraai .....	Rapid City Reg. Hosp. West Unit.....	Might fund 2 trainers (Chances are very good)
Laurie Bedford .....	B.H. Special Services Cooperative .....	Looking closely at OK'ing
Jerry Munson/City Council .....	City of Rapid City .....	Funding request sent 2/19 (to provide 1,000 packets)
Lynn McLane .....	Pennington Co. Sheriff's Office .....	Under consideration
Dr. Stephen Manlove .....	Manlove Psychiatric Group.....	Under consideration
Mary Sargeant (for Dr. Renka) .....	Black Hills Psychiatry Assoc. ....	Under consideration
Randy Christiansen.....	Rapid City Area Schools .....	Recently approached
Holli Vanderbeek.....	YFS Counseling Center .....	No--No funding available
Paula Wilkinson Smith.....	City/Co. Alcohol & Drug.....	No--Prevention specialists not yet in place at schools
Mark Enright .....	Rapid City Fire Department .....	No--Beyond training mission

## **QPR: CPR FOR SUICIDE PREVENTION\***

### **BASIC PRINCIPLES**

**The fundamental premise of QPR's effectiveness is based on the belief, and growing research, that those most at risk for suicide do not self-refer. To locate these individuals, identify their suicidal communications, and get them to needed services is at the heart of the QPR approach to suicide prevention.**

- QPR recognizes that suicidal behavior is interpersonal in nature, potentially deadly, understandable and usually preventable.
- QPR recognizes that even socially isolated individuals have some sort of contact with their community (e.g., family members, doctors, teachers, employers, bankers, counselors, attorneys, etc.). These individuals play pre-existing roles in the at-risk person's life and, with a little training, these same individuals can help save lives.
- QPR teaches diverse groups within each community how to recognize the "real crisis" of suicide and the symptoms and communications that may accompany it.
- QPR addresses high-risk people within their own environments, versus requiring individuals to initiate requests for support or treatment on their own.
- QPR offers the increased possibility of intervention early in the depressive and/or suicidal crisis.
- QPR encourages trained gatekeepers to take the individual directly to a treatment provider and/or community resource.
- QPR stresses active follow-up on each intervention.

**\*The outline of the basic principles is taken directly from material provided by the QPR Institute.**