

## Fact Sheet:

# The Captain Awesome Suicide Prevention Campaign



### Why Men?

The American Foundation for Suicide Prevention (AFSP) reports that men die from suicide 3-4 times more frequently than women<sup>1</sup>. In 2015, the highest rate of suicide among men occurred between the ages 45 and 64. Here in Shasta County, 224 people lost their lives to intentional self-injury from 2011 to 2015, and 175 (about 78%) of those lost were male<sup>2</sup>.

Why do men take their lives more often than women? A variety of factors come into play. Many depend on the individual, however, there are recurrent themes. Some men feel the societal pressure to suppress their emotions, never show weakness, and stand on their own two feet. These expectations create barriers for men, making it very unlikely that they will seek help from friends, family or professional mental health services when dealing with depression, anxiety, PTSD, or other mental disorders<sup>(3,4)</sup>. Furthermore, when confronted with suicidal thoughts, men are more likely to choose a method that is extremely likely to end in death, such as a firearm.

### What's on the website?

At [ShastaSuicidePrevention.com/Men](http://ShastaSuicidePrevention.com/Men), visitors have access to information that demystifies mental health and depression, as well as tips and resources for maintaining mental and emotional health. Confidential support lines are also listed, as well as health service provider directories.

## What can men do about depression, anxiety, and when life is just too much?

Everyone experiences mental health challenges. The question is where someone is on the continuum at any given period. Everyone will have times of great mental health, and times when stress becomes overwhelming. Just like any other physical illness, sometimes an expert needs to give us a hand when things aren't so great. When this happens, a check-in with a doctor is a smart move, and early attention can prevent a temporary problem from worsening and becoming chronic. Additionally, mastering some stress management skills can help someone surf the waves of life instead of being overwhelmed by them. And when they're surfing like a pro, they can share their know-how with someone else who's struggling.



**GET BACK TO BEING  
CAPTAIN AWESOME**

Get the tools you need for your best mental health. Take care of your equipment, especially your brain.

[www.ShastaSuicidePrevention.com/Men](http://www.ShastaSuicidePrevention.com/Men)

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SHASTA COUNTY HEALTH AND HUMAN SERVICES AGENCY

## References:

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