

# Increasing Mental Health Literacy among Alcohol Service Workers

Brian Schlidt

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## Purpose:

*The purpose of this program is to address the high suicide rate in Park County. To this end, the program aims to increase mental health awareness and increase referrals to treatment centers for suicidal persons in Park County, Wyoming, by increasing mental health literacy for alcohol service workers.*

## Background

- Park County, located in Northwestern Wyoming with a population of 30,000, has a suicide rate over three times the national rate.
- Park County has many youth suicide prevention programs but very few adult programs.
- Middle aged men have the highest rates of suicide.
- Alcohol use and abuse is associated with an increased suicide rate.
- Bartenders and other service workers are an effective method of reaching these adult populations.



## Methods:

- Although the QPR (Question, Persuade, Refer) training is not as effective as the Mental Health First Aid module, it is still a program effective at increasing mental health literacy.
- QPR training is free to the partner organizations and short enough to be integrated into the six hour format of the TIPS (Training for Interventional ProcedureS) program.
- The TIPS program was chosen as the method of delivery, for it is a program mandated as training for workers in alcohol serving establishments in Cody, Wyoming.



## Results:

- The QPR in TIPS was instituted by delivering a presentation and several quick reference materials on the program to both Public Health and the Suicide Prevention Coalition.
- The Cody Police Department was contacted regarding the program, but the module has not yet been implemented into the program.
- The Prevention Management Organization of Wyoming agreed to teach the QPR portion of the TIPS class.
- The Suicide Prevention Coalition and Prevention Management Organization of Wyoming both intend to utilize the literature review to provide service workers in other fields with mental health training.

## Conclusions:

- The full implementation of the program relies on the participation of the Cody Police Department. Once the program is finalized in Cody, the Powell Public Health Department plans to continue lobbying the Powell Police Department to enact the same program.
- To continue the program will require minimal effort, as the Cody PD is expected to take over the training from the current instructors.
- Expansion of the program will eventually involve Park County Public Health and the Park County Suicide Prevention Coalition offering separate mental health literacy training sessions for adults in service industries.