



PRESS RELEASE

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SUICIDE PREVENTION PROGRAM LAUNCHES NEW WEBSITE, YOU MATTER SHASTA

SHASTA COUNTY – The Suicide Prevention Program launches its new website,
YouMatterShasta.org.

The You Matter Shasta website connects community members with mental health and suicide crisis resources to support themselves or a loved one. The website also offers opportunities to learn more about suicide prevention and shares hope with the community that lives can be saved.

The You Matter Shasta website was created in response to the high suicide rate within the community. The 2017-2021 average age-adjusted suicide rate of Shasta County residents was 25.6 per 100,000 individuals, which was more than double the rate for California (10.3 per 100,000).

“The website offers support to anyone who could be reaching out for help,” said Sharon Howland, Manager of Shasta Family YMCA and member of the Shasta Suicide Prevention Collaborative (SPC). *“It’s beautiful to see all the available local resources. It shows that our community really does care.”*

The website reinforces the efforts of the Shasta Suicide Prevention Collaborative whose members work together to decrease suicide attempts and deaths in Shasta County through collaboration, advocacy, education, training and evaluation.

Marcia Ramstrom, an SPC member and founder of Lotus Educational Services shared, *“The You Matter Shasta website is very comprehensive, inclusive and sensitive. I love it!”*

To learn more about suicide prevention resources, training opportunities and the Shasta Suicide Prevention Collaborative, visit YouMatterShasta.org. For more information, contact YouMatterShasta@shastacounty.gov or (530) 229-8426.

You Matter Shasta reminds us that our lives do matter, and we can all play a role in suicide prevention.

If you or someone you know needs mental health support or is experiencing a suicide crisis, contact the 988 Suicide & Crisis Lifeline: call or text [988](tel:988), or chat www.988lifeline.org. 988 offers free, confidential support 24/7 for 365 days a year.

Funding for the You Matter Shasta website is provided by the Mental Health Services Act.