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Fall/Winter 2004

Voices of Save.

Suicide Awareness Voices of Education®

The mission of SAVE is to prevent suicide through public awareness and education, eliminate stigma, and serve as a resource for those touched by suicide.

New Executive Director Takes the Helm

By Dave Morton

Sometimes Murphy's Law is suspended for a while, and everything that can go right does go right. This was the case with finding the right person for the vacant position of executive director at the SAVE organization.

Dan Reidenberg was installed as SAVE's new executive director Oct. 4, bringing passion and more than 15 years of experience in direct services, administration, management and supervision in the social services field.

"I want to create a preeminent, suicide-prevention organization and provide resources, referrals, and advocacy for survivors," Reidenberg says. "We need to help those suffering from depression--and possibly contemplating suicide, and help the surviving family members when it does occur."

The new exec speaks from experience: He has had a long-standing, personal friendship with one of the founding members of SAVE, Adina Wroblewski, who herself was a suicide

survivor. In addition to collaborating with her, he has worked with SAVE's former executive director Jackie Casey and founder Al Kluesner on various SAVE workshops and events. "I have a deep fondness for SAVE, and a long history with the organization," Reidenberg says.

Reidenberg graduated from the University of Minnesota in 1988 with a degree in psychology and minor in child psychology. After completing training at the St. Peter Regional Treatment Center and the Minnesota Security Hospital, he received his doctor of clinical psychology degree in 1994 from the Minnesota School of Professional Psychology. The American Psychotherapy Association awarded him "Certified



Dan Reidenberg
Psy.D., FAPA

Continued on page 5

New Law Targets Suicide Prevention

President Bush recently signed into law a bill authorizing \$82 million in grants aimed at preventing suicide among young people.

The Garrett Lee Smith Memorial Act is named for the son of Oregon Republican Sen. Gordon Smith, who championed the legislation as a tribute to his 21-year-old son, who died by suicide last year. The senator, his wife

Sharon, daughter Brittany and son Morgan attended the signing ceremony at the White House.

The law authorizes \$82 million over three years to provide grants to states, Indian tribes, colleges and universities to develop youth suicide prevention and intervention programs. It emphasizes screening programs that identify mental illness in children as sixth-

graders, and provides referrals for community-based treatment and training for child care professionals.

"SAVE is extremely pleased that the federal government is behind the effort of preventing suicide," says Dan Reidenberg, SAVE's new executive director. "We are grateful to the various suicide prevention organizations that helped make this bill a reality."

Inside SAVE

SAVE's Annual Suicide Memorial event will take place April 23, 2005. Committee members are making big plans. Details will be forthcoming in the next issue of the SAVE newsletter.

Dick Maguire was elected president at the recent annual meeting of the SAVE Board of Directors.

Named vice presidents were **Mary Kluesner** and **Karen Lloyd**. **Matt Myers** is secretary and **Pat Finley** will continue to serve as treasurer.

SAVE co-sponsored and participated in the Behavioral Health Conference for EMTs, emergency medical technicians, on Sept. 24 at Mystic Lake Playworks Link Event Center in the Twin Cities area. The primary objective of this one-day conference was to provide emergency care providers with a basic knowledge of common behavioral health disorders and enhance their understanding of the physical, emotional and social impact of behavioral health disorders on patients and their families.

SAVE and Yellow Ribbon of Minnesota are working together as a Technical Assistance (TA) Team as part of the Minnesota Department of Health grant. SAVE and Yellow Ribbon of Minnesota presented a full day "Train the Trainer" session to 44 professionals in Staples, Minn. They now have the training they need to do presentations in their communities. This Technical Assistance Team also traveled to International Falls, Minn., to



Fire EMT Nelson collects educational materials from SAVE's booth at The Behavioral Health Conference for Emergency Medical Technicians.

do the same training for the Koochiching Family Collaborative, another MDH grantee. The team continues to support all 11 grantees that received state funding to implement their community suicide prevention plans.

From the President

By Dick Maguire

It is a true honor to follow outstanding volunteers like Miriam Olson and, earlier, Mary Kluesner as president of the SAVE Board. It is also quite daunting.

Suicide has "come out of the closet" in terms of media coverage – there is a major story about depression or suicide nearly every week in the news. Unfortunately, suicides continue and much of the information being conveyed is negative or worse, erroneous.

There is a real danger that physicians, in an effort to avoid suits for possibly increasing suicidal thoughts in young people, will cease prescribing the very medications to treat depression that, left untreated, may result in suicide. SAVE will provide additional information on this current hotly debated subject.

Other recent media coverage has neglected to include the critical need to seek medical treatment for depression or has not indicated that it can be genetic. They sometimes say it is a sin and that prayer alone is the answer. SAVE is committed to the position that, while prayer may help, medical treatment and medication are essential.

SAVE's Annual Golf Tournament this past summer was more successful than ever in terms of funds raised (and everyone had a great time!). The funds raised there are a drop in the bucket compared to what SAVE needs to meet our goal of generating awareness and education about suicide and suicide prevention. Tom Arsenault, long-time director and the "conscience" of SAVE, constantly reminds us that raising money is not what matters, executing our mission is the real goal. Fund raising is only the means to that critical end.

Randi Kaye's personal letter is included in this issue of *Voices*. I ask you to read that letter, reflect upon her loss and, possibly, yours, then realize that such feelings are triggered by nearly 30,000 such tragic events each year. Then I ask you to help SAVE generate the awareness and the education nationally that we need to reduce those tragedies. You may make a tax-free contribution via Internet (www.save.org), mail the enclosed envelope, or even telephone. Your contributions can, perhaps, forestall much personal anguish.

Please also continue to speak out and educate those with whom you are in contact about the dangers of untreated depression and the need to intervene, particularly if you see warning signs of suicide.

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 Executive Director: Dan Reidenberg, Psy.D., FAPA
 A sincere thank you to everyone who contributed to the Fall/Winter 2004 SAVE newsletter!

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Daniel J. Reidenberg
Psy.D., FAPA

November 1, 2004

Dear Friend,

This is a letter that two years ago, I never imagined I'd be writing. November 15, 2002 my father took his life. That night, I lost a friend, a mentor, and a loving dad.

My father was depressed. I didn't know it. My family didn't know it. We thought depression was a 'condition.' We've since learned it's a disease that people die from. We didn't know the signs to help recognize depression.

Do you know depression is the number one cause of suicide? Suicide is the third leading cause of death among young people 15-24 years of age. The illness affects all kinds of people; all different ages. Depression does not play favorites.

I was desperate for information about depression after losing my father. When I found SAVE, I felt as though I had been saved. SAVE helped me understand my father's illness. SAVE helped me get through the greatest loss I've ever known. In fact, I was so impressed with SAVE's outreach and education that I joined the Board of Directors.

Retirement did not agree with my father. He was searching for a purpose after losing the corporate job he'd held for 30 years. In his death, my father has found his purpose. Together, we are making a difference. Educating our community about depression and saving lives.

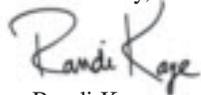
We need your help to continue our work. In order to spare other families the pain mine and too many others have endured, SAVE needs to:

- Provide the tools and resources to those touched by suicide so that families and the general public is educated, feels supported and stigma is reduced.
- Expand our new public service advertising campaign, "Prevent Suicide. Treat Depression."
- Bring SAVE's school-based program into an additional 25 schools in 2005.

It's too late for my dad; don't let it be too late for someone you love. We can't prevent every suicide, but with your contribution, we can teach others to be alert to the signs. If only my family knew then what we know now.

Please know your contribution will help save lives. You can give your annual campaign gift by using the envelope in this newsletter, making a secure donation at www.save.org or call 952.946.7998 ext 10. If you would like, annual campaign contributions can be directed to establish a SAVE "Named" Memorial or donated to a current "Named" Memorial. For more information visit www.save.org.

Yours truly,



Randi Kaye
WCCO-TV Anchor
SAVE Board Member



Gilbert Donald Kaye and his daughter Randi Kaye.

Profile of Rhona Brysky

By Debbie Mastella

The SAVE organization is blessed with an extraordinary roster of volunteers who, collectively, are dedicated to upholding its mission to provide a supportive and nurturing resource for those families and community members touched by depression and suicide and its painful aftermath. Although many of our volunteers are worthy of a profile, this month we would like our readers to get to know volunteer Rhona Brysky.

Brysky, 52, a lifelong Minneapolis resident, is married and has one grown daughter. She currently devotes all of her available volunteer hours to SAVE, approximately four to eight hours per month on average, while holding a full-time job and caring for her family.

Brysky joined SAVE's volunteer staff six years ago. She was drawn to volunteering at SAVE because she has personally experienced depression and has witnessed other close family members struggling with the illness as well. After becoming familiar with SAVE's mission and goals, she was willing and eager to devote some of her free time to help others more effectively deal with depressive illnesses.

Additionally, SAVE's resources provided invaluable comfort to Brysky and

her family and helped them cope with their grief after her cousin's suicide. She also has several acquaintances who have experienced a suicide within their families. She saw firsthand how the therapeutic, practical information SAVE provided to her friends and neighbors helped them to cope with the feelings of helplessness that frequently come with the difficult and often lengthy grieving process.

Early on in her volunteering experience at SAVE, Brysky participated in the set-up and clean-up for events. As time passed and she became more familiar and comfortable with the organization's mission, she began staffing the information booth and participating in the Speakers' Bureau. She enjoyed these assignments as she has a relatively outgoing personality and an upbeat attitude and is comfortable speaking to and interacting with such community groups as schools and churches. Recently, she worked with the Bike Ride Committee in 2003, and then served with the SAM Committee in 2003 and 2004.

Brysky says she feels that SAVE does an exceptional job in offering information and resources to people in need. She believes that its dedicated volunteer network, as well as its staff and board, helps the organization fulfill and achieve SAVE's mission statement, and that its leadership is open to suggestions and

input from volunteers like herself.

Not surprisingly, the staff at SAVE's executive office greatly admires and appreciates Brysky's volunteerism. Denise Dumas, manager of community education and volunteer programs, succinctly summarizes the office's impression of her dedication: "She quietly goes about her work and always does a great job. I have been so impressed with how many different areas that Rhona volunteers in. She is one of SAVE's most reliable volunteers."

Though the nature of SAVE's work and mission makes it possible to become overwhelmed by the emotional aspect of volunteering with the organization, Rhona believes it is uplifting, rather than draining, to work for SAVE. Rhona does not want anyone to suffer from an untreated depressive illness, so every time she is able to help someone in need, she feels motivated and compelled to continue her volunteer affiliation with SAVE.

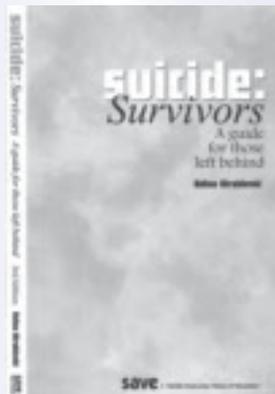
SAVE's entire organization thanks Rhona for her dedication to the purpose, and is grateful for the time and energy she has given over the years. Rhona Brysky is truly an inspiration to all of us here at SAVE.



Rhona Brysky

Those who have suffered understand suffering and therefore extend their hand. —Patti Smith

A must-read for
anyone who has lost a
loved one to suicide.



\$15.95

Order on-line at
www.save.org
or call 1.888.511.SAVE or
952.946.7998 ext 10

The Suicide Prevention Resource Center New Library

There is a new feature at the SPRC Web site—the library catalog contains government documents, research, and web-based resources. The library catalog is aimed at promoting effective suicide prevention efforts, fostering prevention networks, and providing information on the scope of the suicide problem.

Resources in the library catalog were selected by experts in the suicide prevention field and a professional librarian.

The SPRC Web site will continue to add features over the coming months. These will include a searchable directory of evidence-based practices in suicide, summaries of state activities in suicide prevention, and web-based training.

Through the SPRC Web site at www.sprc.org you can also reach the SPRC librarian and a staff of technical assistance specialists as well as other experts in the field of suicide prevention.

SYMPTOMS OF CLINICAL DEPRESSION

- Persistent sad or “empty” mood.
- Feelings of hopelessness, helplessness, guilt, pessimism or worthlessness.
- Substance use.
- Fatigue or loss of interest in ordinary activities, including sex.
- Disturbances in eating and sleeping patterns.
- Irritability, increased crying; anxiety and panic attacks.
- Difficulty concentrating, remembering or making decisions.
- Thoughts of suicide; suicide plans or attempts.
- Persistent physical symptoms or pains that do not respond to treatment.

WARNING SIGNS OF SUICIDE

- Talking about suicide.
- Statements about hopelessness, helplessness, or worthlessness.
- Preoccupation with death.
- Suddenly happier, calmer.
- Loss of interest in things one cares about.
- Unusual visiting or calling people one cares about.
- Making arrangements; setting one’s affairs in order.
- Giving things away.
- Acquiring guns or stockpiling pills.

A suicidal person urgently needs to see a doctor or psychiatrist.

New Executive Director from page 1

Diplomate in Psychotherapy,” vice chair of the APA Executive Advisory Board and Chair of the Certified Relationship Specialists Board.

Reidenberg’s background includes working extensively with adolescents and adults who are seriously and persistently mentally ill, chemically dependent, and with diverse personality disorders. He also consults with psychologists, attorneys, and businesses on health care and legal matters. He has testified in more than 150 forensic cases at the Minnesota Security Hospital and in Twin Cities courts. For the last five years, he was the director of Family and Children’s Service in Minneapolis, where he managed multiple programs and branches.

His local and national media and professional credentials are so lengthy, it would take another article to enumerate them.

One of the things Reidenberg has placed on his to-do list is to reduce or eliminate the stigma of the word “suicide.” “The situation is better than it was years ago, but the word ‘suicide’ still carries a stigma for the victim and the surviving family,” he says. “By contrast, schizophrenia is more socially acceptable than suicide because people know it has biological roots. They know it’s a disease. But depression and suicide are biological diseases, as well.”

He points out that the impact of ignorance and the stigma associated with depression are significant. “People often say that the depressed person should pull himself up by his own bootstraps,” he notes. “They’re apparently unaware that it’s almost impossible to do that.

“Depression is an illness, and one that usually requires external, professional help, but many still don’t view it that way. We know that greater than 90 percent of people with depression can be successfully treated with medications and therapy; however, we also know that telling someone who is depressed that they are weak, lazy and unimaginative only increases the risk of a deeper depression and possible suicide.”

Reidenberg also mentions the difficulty in acquiring donors for a condition with a stigma attached to it. “Many people are more reluctant to contribute to ‘suicide prevention’ than to other social or child-related causes,” he says. “The word ‘suicide’ seems tainted, so they don’t want to be associated with it. It’s a significant problem in the United States, and we need to turn that around.

“For the survivors of suicide victims, it’s an endless journey of wondering, doubt, fear, second-guessing, and despair. We must do all we can to save those lost in the hopelessness of depression, and aid and comfort the survivors left behind.”

Join Forces With SAVE to Prevent Suicide

SAVE's annual fund drive is off and running! This year's campaign began Nov. 1 and ends Jan. 31. Its goal is \$80,000.

Randi Kaye, a news anchor for WCCO TV, CBS, in the Twin Cities area, serves as the spokesperson for this year's campaign. For your convenience, there's an envelope for your check or pledge in this newsletter. You also may make your donation on SAVE's Web site, www.save.org.

Consider using your annual campaign contribution to honor your loved ones anytime of the year through a SAVE "Named" Memorial. In addition to supporting SAVE's suicide prevention programs and operations, creating a "Named" Memorial allows you and others to continue to remember your loved ones on holidays, birthdays and other special occasions for years to come.

A gift in establishing or adding to your SAVE "Named" Memorial enables SAVE to continue and expand vital life-changing suicide prevention programs, such as our media awareness campaign, school-based suicide prevention program, community and professional presentations, educational materials and Web site.

A minimum gift to establish a "Named" Memorial is \$100. That gift will be celebrated with a plaque when the Memorial reaches \$1,000 within a year's time.

If you are a contributor to an already-established "Named" Memorial, an acknowledgment will be sent to the person(s) or family you designate, informing them of your remembrance, with no mention of the gift level.

SAVE calendar

Nov. 20, 2004

National Survivors of Suicide Day
American Foundation for
Suicide Prevention
www.afsp.org

Feb. 11 – 12, 2005

National Organization for People
of Color Against Suicide
Annual Conference
Minneapolis, MN
www.nopcas.org

April 23, 2005

Suicide Awareness Memorial
University of Minnesota
Continuing Education and
Conference Center
St. Paul, MN
www.save.org

SAVE Contributors

(August 1, 2004 — October 15, 2004)

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Continued on page 7

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SAVE Contributors from page 6

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Gaffney Sandra	Huemer Laura H.	Lee Angie	Ophaug Patricia	Schmit Mary	Thayer Tyrone	hard not to miss
Gair Judy	Hughes John	Leonard James D	Orfield Mary	Schneiderhan	The Ashby Group	any donor's names.
Galvin Kathleen	Hulsey Sasha	Lindberg Terry	Orfield Angela	Sonnie	The Excel Group	If we have, please
Gantz Inez	Hunter Jean & Emily	Lindsay Jeffrey M.	Oyaas Joan	Schoen Elizabeth	Theodore Drs.	let us know.
Garske Steve &	Hupp Erin	Linell Eric	Panzironi Emi	Schuer Jill & Greg	Charles & Pauline	
Charlotte	Hutchinson Jenna	Lloyd Karen	Panzironi Dettie	Scott Nancy	Thomas Mary	
Gerlach Richard D.	Ignaut Lauren	Locke Sharon				

SAVE Publications and Educational Materials Order Form

Suicide: Survivors A Guide for Those Left Behind by Adina Wroblewski

Suicide: Survivors is a personal message to suicide survivors from Adina Wroblewski, a founding member of SAVE. Wroblewski recounts the suicide death of her daughter and the emotions in the days, weeks, and months that followed. The book explores the pains of grief, anger, blame and guilt, and touches upon the change in relationships both within and outside a family.

\$15.95 each

Suicide: Why? 85 Questions & Answers About Suicide by Adina Wroblewski

In *Suicide: Why?* Adina Wroblewski presents facts on the link between depression and suicide. The book uses a straight-forward question and answer approach to separate fact from fiction in regard to suicide and its causes.

\$12.95 each

EDUCATIONAL MATERIALS

- Community Action Kit
- Depression: Information Everyone Can Use Folders (Pk 10)
Booklet only
- What to Do-Guide for Young People (Pk 20)
Booklet only
- Suicide: Coping with the Loss of a Friend or Loved One (Pk 10)
Booklet only
- SAVE Corporate Brochure (Pk 25)
- General Poster
- Teen Poster
- Adult Wallet Card (Pk 100)
- Youth Wallet Card (Pk 100)

BOOKS

- Suicide: Survivors
- Suicide: Why?

PUBLIC SERVICE ANNOUNCEMENTS

- Radio
- Print
- Billboards - 30 Sheet Posters
- Billboards - 14"x48" Bulletins
- T.V. Commercial :15 :30 :60

Qty.	Price	Total
	\$125.00	
	\$20.00	
	\$1.50 each	
	\$20.00	
	\$5.60 each	
	\$20.00	
	\$1.50 each	
	\$5.00	
	\$1.00 each	
	\$1.00 each	
	\$10.00	
	\$10.00	
	\$15.95	
	\$12.95	
	\$3.00/cd	
	\$2.00	
	\$80.00 each	
	\$1,050.00 each	
	\$17.00	

Subtotal _____
 MN residents add 6.5% tax _____
 If exempt, include Tax Exempt ID# _____
 Shipping Costs: \$4.00 for 1-4 units; \$7.00 for 5+ units; \$4.95 per Kit
 Please include my tax deductible contribution to SAVE _____
TOTAL \$ _____

Method of payment:

Check or money order enclosed Please bill my credit card:

Card # _____ / _____ / _____ VISA MasterCard

Exp. date: _____ Signature: _____

Ship to:

Name _____

Address _____

City _____ State _____ Zip _____

Bill to: (if different from above)

Name _____

Address _____

City _____ State _____ Zip _____

Return this form to:

SAVE • Suicide Awareness Voices of Education™ 9001 E. Bloomington Freeway, Suite 150, Minneapolis, MN 55420
 Tel 952.946.7998 or 1.888.511.SAVE • Fax 952.829.0841 • Order on-line at www.save.org

SAVE Depends On Supporters Like YOU.

SAVE is receiving contributions from people just like you who understand the need for ongoing education around the important topics of depression and suicide prevention. Won't you help?

Please give SAVE a call at 952.946.7998 x11 or via e-mail @ www.save.org if your address has changed. Thank you.