



ANNUAL REPORT

Fiscal Year

2025

Suicide

Prevention Services

Oklahoma Department of Mental Health and Substance Abuse Services,
Prevention Services Division

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Prevention Services End of Year Report 2025
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SUICIDE PREVENTION

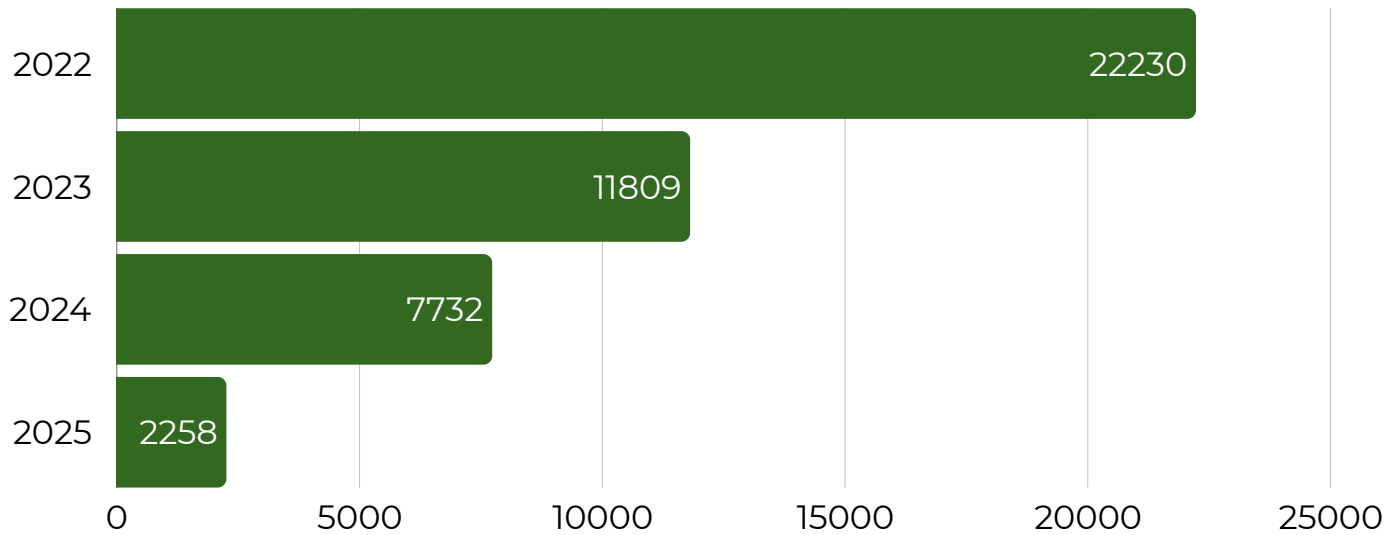
The Oklahoma State University Center for Health Sciences – Center for Rural Health (OSU-CRH) provided evaluation services for the Oklahoma Department of Mental Health and Substance Abuse Services (ODMHSAS) Prevention Division during Fiscal Year 2025, which began on July 1, 2024 and ended on June 30, 2025. OSU-CRH supported the Division by collecting data, producing evaluation reports, and delivering evaluation-focused training and technical assistance (TTA) to ODMHSAS staff and subrecipients. This report presents the outcomes of those activities and offers a comprehensive overview of the impact of suicide prevention efforts within the Prevention Division.

ODMHSAS continues to implement and expand evidence-based suicide prevention programs across Oklahoma, in collaboration with community mental health providers, K-12 schools, higher education institutions, tribal governments, and youth-serving organizations. Through programs such as Talk Saves Lives, Collaborative Assessment and Management of Suicidality (CAMS), and other specialized trainings, ODMHSAS is reaching more Oklahomans and strengthening local capacity to respond to suicide risk and promote mental wellness.

- There were **990,547 media impressions** related to suicide prevention across all prevention sectors in FY 24 which is a large increase from 581,845 media impressions in FY 24

It is important to note these measures are impressions and not unique views. This allows for the potential of more than one engagement with an individual. Different strategies call for different kinds of engagement. As such, one person might be counted for viewing a poster as well as a social media post.

Number of People Reached by Suicide Prevention Trainings by Fiscal Year



There were a few factors that contributed to the decreased suicide prevention training numbers since FY 22. Suicide prevention trainings were previously required statutorily to be completed by schools every other year, but the law has changed to a formula that amounts to schools being required to complete trainings every five years. Additionally, there are now other approved trainings in which ODMHSAS was unable to collect data. Lastly, ODMHSAS also has a staff shortage, resulting in fewer trainers.

CONCLUSION

Throughout Fiscal Year 2025, ODMHSAS and its subrecipients continued to work collaboratively to advance suicide prevention efforts across Oklahoma. These efforts are reflected in the extensive reach of suicide prevention messaging, including a significant number of media and educational impressions that helped raise awareness and promote access to resources statewide.

Measuring the impact of suicide prevention efforts is inherently complex, as the nature of the work often involves addressing deeply personal and sensitive issues. Stigma surrounding suicide and mental health can limit participation and openness, making it difficult to fully capture the scope of community engagement and individual outcomes. Despite these challenges, ODMHSAS remains committed to implementing evidence-based programs and ensuring that training, education, and support are directed toward populations at greatest risk.

While formal training numbers have decreased, suicide prevention remains a central focus across the Prevention Division's broader initiatives. Many programs continue to integrate suicide prevention into their daily work by promoting safe messaging, increasing awareness, and connecting Oklahomans to life-saving services and resources. As the state moves forward, ODMHSAS is focused on sustaining and expanding these efforts to ensure long-term impact in reducing suicide and supporting mental health across all communities.