



**For Immediate Release
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California Launches Mobile App to Provide a Safety Net and Lifeline for Suicidal Individuals

Mental health professionals encouraged to refer patients to app as a tool to help them stay safe

Sacramento, CA - As part of its comprehensive Suicide Prevention Initiative, the California Mental Health Services Authority (CalMHSA) has launched a new mobile app, "MY3", which will help individuals at risk for suicide to quickly connect to their support network, and their own plan to stay safe.

The MY3 app has three fully customizable features that can be used at the first signs of emotional distress: 1) A phonebook with three primary contacts to call for support, in addition to phone numbers to connect individuals to the National Suicide Prevention Lifeline and 911, 2) a step-by-step safety plan and 3) tailored resources.

MY3 was created in partnership with the *Know the Signs* statewide suicide prevention campaign, CalMHSA, the National Suicide Prevention Lifeline, and the Santa Clara County Behavioral Health Department. In the summer of 2014, MY3 will be fully owned and operated by the National Suicide Prevention Lifeline and will be promoted nationwide.

"The suicide prevention field has needed something like MY3 to increase access to support in times of crisis," said Dr. Gillian Murphy, Director of Standards, Training and Practices at the National Suicide Prevention Lifeline. "It places, resources, and immediate help directly in-the hands of those who need it most."

The MY3 app is not intended to be a substitute for professional medical advice, diagnosis or treatment. It is tool that is meant to act as a safety net and lifeline for individuals who may be at risk for suicide. Partners who helped build the app are currently promoting it among mental health care providers and other health care providers.

"It is our goal to inform mental health care and other health care providers who interact with suicidal individuals about MY3, with the hope that they will encourage their patients and clients to download the app as a tool to stay safe", said Theresa Ly, Senior Program Specialist with the Know the Signs Campaign. "Ideally, we would encourage providers to help the patient or client to set up MY3 on their phone, identify close networks and create a safety plan.

The MY3 suicide prevention app is free to download and is available in English and Spanish. Any personal information entered into the app is private and confidential. Visit www.my3app.org to learn more about the features of the app, how to download it, and how to spread the word about it.

The MY3 app is funded by counties through the voter approved Mental Health Services Act (MHSA) (Prop. 63) and administered by CalMHSA, an organization of county governments working to improve mental health outcomes for individuals, families and communities.

Download the MY3 app at the App Store for iPhones or Google Play for Android.

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About CalMHSA

The California Mental Health Services Authority is an organization of county governments working to improve mental health outcomes for individuals, families and communities. CalMHSA operates services and education programs on a statewide, regional and local basis. For more information on CalMHSA visit: www.calmhsa.org