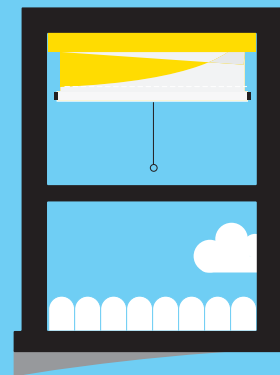


# VOICES OF SAVE.

SUICIDE AWARENESS VOICES OF EDUCATION



FALL 2006

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## THINK BROADLY WHEN SEEKING HELP FOR DEPRESSION

By Dave Morton

Need help finding someone to treat your depression or that of a friend or loved one? Check out these tips from several experts.

"Start by assuring safety," says Dr. J. Michael Bostwick, associate professor of psychiatry, Mayo Clinic College of Medicine. He adds that if you or the "someone else" in your life are suicidal, go to a hospital emergency room. Connecting with a suicide hotline is an alternative. Crisis lines dispense sage advice.

If suicide is not in question, you'll have the flexibility to find a resource.

Locating a resource is dependent on where you live, Bostwick points out. Help may be more available in metropolitan areas than in rural settings. In any case, consulting your primary-care doctor is a good initial step. He/she may be able to rule out such physical illnesses as anemia, thyroid problems or Lyme disease, which can contribute to depression. Since medical doctors can prescribe medication for depression, you may be able to end your search for help there.

In seeking therapeutic support in addition to antidepressant medication, Bostwick's advice is to "think broadly" about resources. In addition to psychiatrists, who can prescribe antidepressants, there are psychotherapists, social workers, lay counselors, support groups and community mental health centers. "Many churches have skilled counselors who can find a resource sensitive to faith traditions," Bostwick adds.

An approach recommended by Mary Skjold, LGSW, a social worker in St. Paul, Minn., is to hook up first with a psychologist or social worker. If the therapist thinks that antidepressant medications are needed, he/she can refer the patient to a psychiatrist to obtain them. Psychologists, social workers, and psychiatrists often work as a team to treat patients, making sure that both the psychological and the medical aspects of the problem are being treated.

Skjold says that locating the right therapist should not necessarily be based on a friend's recommendation. The style and fit may be right for the friend, but completely wrong for you.

continued on page 2

## POPP.COM HELPS RAISE MORE THAN \$100,000 FOR SAVE

Bill Popp and POPP.com employees surprised everyone at this year's golf tournament by announcing a special gift to SAVE that for the first time ever raised more than \$100,000!



» Bill Popp

"The generosity and financial support of our organization by POPP.com have been overwhelming and truly sustaining for many years, but we couldn't be more honored to have received such an incredible contribution," says Dan Reidenberg, SAVE's Executive Director.

"You rarely find an individual or a company that is as community minded as Bill and his team. Not only do they provide great phone and Internet service for SAVE, but they truly support our mission." On behalf of the SAVE board, staff and volunteers, we thank Bill Popp and POPP.com for making this year's golf event the most successful ever.



» Paul Douglas at SAVE Golf Event.



» SAVE Golf Event Group Photo.

## THINK BROADLY WHEN SEEKING HELP FOR DEPRESSION (CONTINUED)

A good avenue for leads is to use the Internet and such search engines as Google and Yahoo. For example, if you're looking for a psychologist in the Chicago area, you might key in "psychologist chicago" (without the quotes) and receive a lengthy list of psychologists in that area, with their specialties and approaches listed. To narrow down the list, add keywords, creating "psychologist chicago adult," for example, or "psychologist chicago adult self-esteem," etc.

Cities often have "therapist finder" services, which may show up on the first page of hits, and can be displayed at no charge. By checking the therapist's style, approach, training, background, and location, a competent and comfortable therapist can often be found.

If you're looking for a psychiatrist, you might try the American Psychiatric Association (APA), a national medical specialty society whose more than 37,000 physician members specialize in diagnosis, treatment, prevention and research of mental illnesses. To locate a psychiatrist in your area, contact the APA Answer Center, which will direct you to a local APA District Branch, medical society, or mental health association that may be able to provide you with contact information for psychiatrists in your area. Provide the organization with your postal address, including your city, state and zip code, as well as the postal address, e-mail and or fax to which it should reply.

APA Answer Center  
 American Psychiatric Association  
 1000 Wilson Boulevard, Suite 1825  
 Arlington, VA 22209  
 Call Toll-Free: 1-888-35-PSYCH  
 From outside the U.S. and Canada call: 1-703-907-7300

You can also locate a psychiatrist in your area, by visiting APA's consumer Web site, [www.HealthyMinds.org](http://www.HealthyMinds.org). You may also want to visit [www.nami.org](http://www.nami.org) and [www.aacap.org](http://www.aacap.org) - both groups also have search help.

Other Web sites to try include these: American Psychological Association, [www.psych.org](http://www.psych.org); American Association of Pastoral Counselors, [www.aapc.org](http://www.aapc.org); National Association of Social Workers, [www.socialworkers.org](http://www.socialworkers.org) and American Psychotherapy Association, [www.americanpsychotherapy.com](http://www.americanpsychotherapy.com).

To ensure that health insurance will pay for part of the visit costs, ask the provider that question. If he/she is registered with health insurance companies and the treatment is deemed important to your mental health, there should be no problems with insurance payments. Be sure to check with your health insurance carrier too. If you're unemployed or have no insurance, be aware that some therapists base charges on a sliding fee scale.

What do you do if your relationship with a therapist feels "wrong" or uncomfortable? Simply tell the him/her, "This doesn't feel like a good fit." Ask for a recommendation for a different therapist. This avoids criticizing the therapist, and the tension that goes with it; the therapist can refer you to a colleague who might be a better match.

Chances are, if you use these techniques to find help for depression, the probability of a positive outcome is good.

VISIT SAVE ONLINE  
**WWW.SAVE.ORG**

WATCH YOUR MAIL  
 for SAVES annual campaign and help  
 us reach our goals for 2006!

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# DEPRESSION CALLS FOR TREATMENT

By Dave Morton

Finding the right therapist for treating depression begins with the realization by a person or a friend of that individual that he/she might be depressed.

Many people suffering with depression don't realize that they're depressed and may or may not have the energy, desire and determination to seek help. They are often like fish in a large body of cold water: The fish don't know they're in the water. Similarly, it often takes someone who is not depressed to see that the person is apparently depressed and to offer help.

The primary indicator that depression has taken over is any negative change in a person's behavior: Sleeping excessively, failure to bathe or do chores, ignoring newspapers that are piling up, not eating, overeating, loss of interest in normal activities, obvious sadness, crying, isolation, ignoring homework, etc.

For someone who is suicidal, additional indicators are: Giving away one's prized possessions, suddenly calling friends to say goodbye, putting one's affairs in order, risky behavior, sleeplessness, withdrawal from activities, talk of suicide or similar topics, etc.

The person assisting the depressed one can be almost anyone: A friend, parent, spouse, neighbor, student counselor, boss, co-worker, and so forth.

The proper approach to the depressed person needs to be made, but the approach to use is simple: Tell the person your observations and ask related questions. Be respectful of the person's feelings and situation at all times. Adults, teens, and children can all be approached in basically the same way: Be respectful, don't dictate, make accurate and honest observations, ask questions, be sincere and caring, etc.

Examples of questions to ask someone who appears depressed:

- » How are you feeling?
- » You seem very sad (or tired, etc). Are you feeling depressed?
- » You seem to have lost interest in some activities. Is anything Wrong? Would you like me to help?

For people who appear to be strongly suicidal, the same questions apply, but it's also a good idea to ask them: "Are you thinking of killing yourself?" Be direct--ask the question.

That question will NOT provoke them into killing themselves but will help to open up a dialogue between the helper and the depressed person. If the person seems to be suicidal, quickly connecting him/her with a suicide hotline is probably the best next step to take. But try to get permission. You might say, "I think we should call a suicide hotline so you can talk to someone who might be able to help. Would it be all right if I call a hotline for you, so you can speak with someone?"

**Editor's Note:** See our cover story dealing with how to find a therapist.

## CALENDAR OF EVENTS

**Faith and Communities: Building a Safety Net for Suicide Prevention Yellow Ribbon Minnesota**  
October 21, 2006  
Loyola Catholic School, Good Counsel  
Mankato, Minn.  
[www.yellowribbonmn.org](http://www.yellowribbonmn.org)

**2006 DBSA Conferences The Depression and Bipolar Support Alliance**  
October 21, 2006  
Wyndham O'Hare  
Chicago  
[www.DBSAlliance.org](http://www.DBSAlliance.org)

**Soup it Up Event Suicide Awareness Voices of Education (SAVE)**  
October 26, 2006  
Midland Hills Country Club  
Roseville, Minn.  
952-946-7998  
[www.save.org/news/events.html](http://www.save.org/news/events.html)

**Complexity of Suicide: Prevention, Intervention and Aftermath**  
October 25 -27, 2006  
The Canadian Association of Suicide Prevention  
Continuing Education Faculty of Medicine  
Toronto, Ontario, Canada, INT  
[www.suicideconference2006.ca](http://www.suicideconference2006.ca)

**Mental Health on Campus Conference**  
October 27-28, 2006  
Washington, DC  
[www.activemindsoncampus.org/news/conference.php](http://www.activemindsoncampus.org/news/conference.php)

**National Survivors of Suicide Day American Foundation for Suicide Prevention (AFSP)**  
November 18, 2006  
[www.afsp.org](http://www.afsp.org)

**Just In Time for the Holidays Check Out the SAVE Online Auction**  
[www.save.cmarket.com](http://www.save.cmarket.com)

## NEW RESEARCH

# GENE INFLUENCES ANTIDEPRESSANT RESPONSE

Whether depressed patients will respond to an antidepressant depends, in part, on which version of a gene they inherit, a study led by scientists at the National Institutes of Health (NIH) has discovered. Having two copies of one version of a gene that codes for a component of the brain's mood-regulating system increased the odds of a favorable response to an antidepressant by up to 18 percent, compared to having two copies of the other, more common version.

**"TO OUR KNOWLEDGE, THIS IS THE FIRST DEMONSTRATION OF SIGNIFICANT, REPLICATED ASSOCIATION BETWEEN GENETIC VARIATION AND OUTCOME OF ANTIDEPRESSANT TREATMENT."**

— DR. HUSSEINI MANJI, DIRECTOR OF THE NIMH'S MOOD AND ANXIETY DISORDERS PROGRAM

Everyone inherits two copies of the serotonin 2A receptor gene, one from each parent. A tiny glitch in the gene's chemical sequence results in some people having an adenine (A) at the same point that other people have a guanine (G). So an individual can have gene types AA, AG or GG. Overall, the prevalence of the A version was 38 percent, compared to 62 percent for the G version in this sample. Fourteen percent had



AA gene type, 43 percent AG and 43 percent GG. Since the site of variation is located in a stretch of genetic material with no known function, the researchers suspect that it may be just a marker for a still-undiscovered functional variation nearby in the gene.

## THE CALM BEFORE THE STORM: RECOGNIZING WHEN THE DECISION TO SUICIDE IS MADE, BY CATHERINE S. TRAFF

Reviewed By Barb Barth

In only 167 pages Catherine Traff manages to speak in depth about all the warning signs of a potential suicide with words we can understand. She speaks honestly and straightforwardly, offering direction and background. She puts suicide into our

daily language, making us much more aware. She gives us the ability to take action.

I wish I had read this book years ago.

## NEW TREATMENT

# EXPERIMENTAL MEDICATION KICKS DEPRESSION IN HOURS



In a preliminary study, people with treatment-resistant depression experienced symptom relief in as little as two hours with a single intravenous dose of Ketamine, a medication usually used in higher doses as an anesthetic in humans and animals. Current antidepressants routinely take eight weeks or more to exert their effect in treatment-resistant patients and four to six weeks in more responsive patients – a major drawback of these medications.

Some study participants, who previously had tried an average of six medications without relief, continued to show benefits over the next seven days after just a single dose of the experimental treatment, according to researchers conducting the study at the National Institutes of Health's National Institute of Mental Health.

“The public health implications of being able to treat major depression this quickly would be enormous,” said NIH Director Dr. Elias A. Zerhouni. “These new findings demonstrate the importance of developing new classes of antidepressants that are not simply variations of existing medications.”

“To my knowledge, this is the first report of any medication or other treatment that results in such a pronounced, rapid, prolonged response with a single dose. These were very treatment-resistant patients,” said NIMH Director Thomas R. Insel.

Ketamine blocks a brain protein called the N-methyl-D-aspartic acid (NMDA) receptor. Previous studies have shown that agents that block the NMDA receptor reduce depression-like behaviors in animals.

## IMPORTANT TIME-SENSITIVE INFORMATION: CHARITABLE DONATION RULES TO CHANGE

According to an Associated Press story on Sept. 25, we are all going to have to keep better records for charitable donations if we want to claim them as tax deductions in coming years. This is a result of the huge Pension Protection Act of 2006 that Congress approved this summer. That's the not-so-good news.

But one of the most significant changes is good news and deals with the newly created rule to allow for **tax-free distributions from IRAs to such charities as SAVE**. IRA owners will be able

to make maximum annual contributions of up to \$100,000 as long as the donors are 70½ years old when making the donation.

Here's the catch: the IRA provision is only good for two years (2006 and 2007) and then it will disappear if not extended by Congress. So if you are eligible to make this type of IRA donation to SAVE, please call Dan Reidenberg at 952-946-7998 to discuss funding opportunities.

# RECENT EVENTS PUT SAVE IN THE SPOTLIGHT

By Jaime Eull

**2006 events supported survivors, raised awareness, and helped to financially support SAVE's programs.**

**4 Cast 4 Fun**, with its trio of August events hosted by Paul Douglas, raised more than \$100,000 to help continue our mission to reduce the stigma that surrounds depression and suicide.

- >> The events began with a wine tasting party presented by Finance & Commerce Media Group at the home of Jim and Sylvia Dolan. Appetizers, wine, entertainment and a silent auction made for a fun and relaxing evening.
- >> Just two days later a fashion show sponsored by Accredited Investors and an anonymous donor took place with the help of WCCO-TV anchor Amelia Santaniello as the emcee. With 13 models and an auction, guests had "a great night out with the girls."
- >> The Paul Douglas Golf Classic sponsored by POPP.com was held at Bearpath Golf and Country Club. Golf, dinner and entertainment, including a bagpiper and band and live and silent auctions, capped a weekend of great events.

The third annual **SAVE Walk for Mental Health** took place Aug. 19 at Lake Harriet in Minneapolis. The weather held out to make it a beautiful day of remembrance and hope, with nearly 200 walkers and pets participating this year. With the help of donations and t-shirt sales, the SAVE walk raised more than \$6,000.



**The May 6, 2006, 16th SAVE Annual Memorial committee.**

The committee has already begun planning for the 17th annual memorial to remember those who have died by suicide. It's scheduled for Saturday, April 28, 2007, at St. Joan of Arc Church in south Minneapolis.



>> Silent Auction at Fashion Show.



>> Jill Widseth, Chair of the Fashion Show Committee with WCCO TV's Amelia Santaniello and Paul Douglas at Fashion Show.



>> Fashion Show at Martini Blu.

## SAVE RAISES PUBLIC AWARENESS

By Jaime Eull

SAVE's message is spreading rapidly throughout the country. To date in 2006, our organization boasts media placement in 54 cities across the United States through print, radio, television, outdoor or indoor advertising.

Through use of those outlets, we have reached an estimated 80,270,130 people. This impact has led to 829 national and four international phone calls to our SAVE office requesting information and/or support. We have also received 404 requests nationally and 17 international requests for information from our Web site ([www.save.org](http://www.save.org)).

SAVE's advertising objective is to create widespread awareness that depression is a brain illness that left untreated can lead to suicide. Our **target market** is adults ages 25-54 years old, who may be depression sufferers or loved ones of someone who is in depression. Our advertising **strategy** is to encourage those suffering from depression or those who know of someone with this brain illness to seek help and to know that there is hope for healing. We try to spread the message that there are resources for help and that depression is treatable. Our **marketing strategy** is to utilize an integrated communications approach, combining advertising and public relations, to maximize awareness and reach of campaign messages.

In addition to our public awareness campaign, SAVE works with local and national media outlets to promote our organization through public relations programs. We sponsor or co-sponsor a number of events. Through these events, our staff and volunteers promote the SAVE name, resulting in our message placement in more than 30 outlets for an estimated exposure to 22,230,648 persons.

SAVE's goal is to continue to build our media exposure and resources to reach those suffering and in need of support throughout the world. We look to each of you for your help in spreading the word about our organization. Word of mouth is the best advertising of all!

## SAVE WELCOMES NEW STAFF

Katie Dinndorf, Mental Health Educator  
Diane Erickson, Volunteer Coordinator  
Sandy Pursley, Director of Marketing and Communications



>> Paul Douglas and Jim Dolan - host and sponsor of the Wine Tasting event.



>> Walk for Mental Health.



>> Walk for Mental Health - Tom Driscoll.

# VOICES OF SAVE.

SUICIDE AWARENESS VOICES OF EDUCATION

Tel 952.946.7998 or 1.888.511.SAVE  
Fax 952.829.0841 >> [www.save.org](http://www.save.org)

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.

9001 E. Bloomington Freeway, Suite 150  
Minneapolis, MN 55420

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## SAVE PUBLICATIONS AND EDUCATIONAL MATERIALS ORDER FORM

### SAVE'S SUICIDE PREVENTION COMMUNITY ACTION KIT

YOU DON'T NEED TO REINVENT THE WHEEL.

SAVE's Suicide Prevention Community Action Kit is filled with tools such as depression awareness and suicide prevention educational handouts, public awareness materials, pre-printed and pre-recorded ads, community education programs (how to build a speakers' bureau and start a school-based program, etc.), materials for the press and the public, reproducible products, suggested activities, as well as contact and resource information, and much, much more.

"The kit has been an invaluable resource for our student suicide prevention program. Each high school in our district ordered a kit."

– Anne Erickson, Licensed Counselor  
Mahtomedi High School

Thank you for making my job easier as the new suicide prevention coordinator for Chippewa County Family Services. The materials in the kit provided me with everything I needed.

– Jennifer Husby, Suicide Prevention Coordinator  
Chippewa County Family Services



#### 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
- Adult Wallet Card (Pk 100)
- Youth Wallet Card (Pk 100)

#### BOOKS

- Suicide: Survivors

#### PUBLIC SERVICE ANNOUNCEMENTS

- Radio
- Print
- Billboards - 30 Sheet Posters
- Billboards - 14'x48' Bulletins
- Television

Qty.	Price	Total
	\$145.00	
	\$40.00	
	\$2.00 each	
	\$40.00	
	\$.75 each	
	\$40.00	
	\$1.50 each	
	\$6.25	
	\$1.50 each	
	\$20.00	
	\$20.00	
	\$15.95	
	\$4.00 /cd	
	\$85.00	
	\$85.00 each	
	\$1,050.00 each	
	\$22.00	

Subtotal \_\_\_\_\_  
 MN residents add 6.5% tax \_\_\_\_\_  
 If exempt, include Tax Exempt ID# \_\_\_\_\_  
 Shipping Costs: \$4.00 for 1-4 units; \$8.00 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 \_\_\_\_\_ Phone \_\_\_\_\_

#### 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](http://www.save.org)



### SAVE DEPENDS ON SUPPORTERS LIKE YOU.

SAVE depends on 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 or via e-mail @ [www.save.org](http://www.save.org) if your address has changed. Thank you.