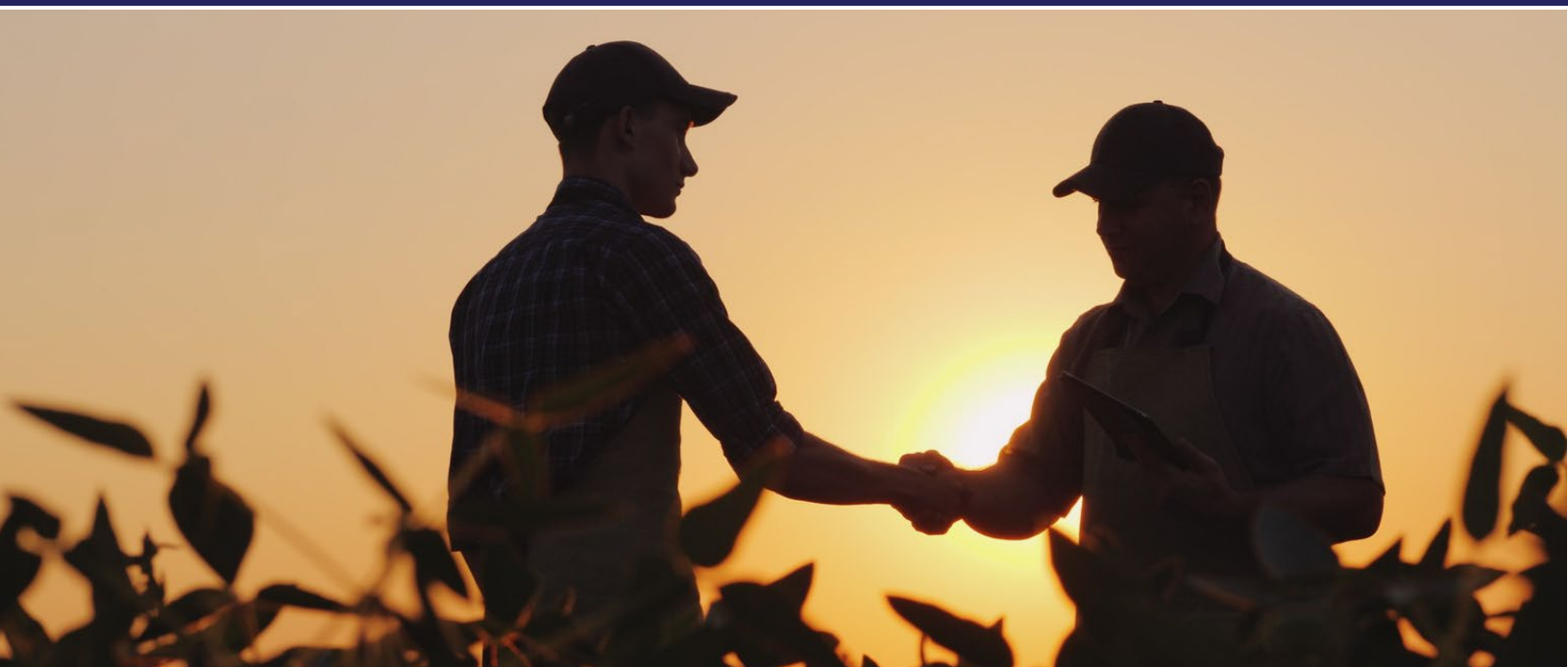


# Self-harm and Suicide Among Wisconsin Rural Men



Understanding the impact of self-harm and suicide on Wisconsin's rural communities. Suicide deaths have far-reaching impacts, affecting friends, family, and communities. Know what to look for and how to get help.



## Suicide

- Rural men age 25 and older have higher rates of suicide compared to other populations in Wisconsin.
- In 2022, there were 217 suicide deaths among rural Wisconsin men.<sup>1</sup>

## There's help

The 988 Suicide and Crisis Lifeline provides a 24/7 connection to confidential support.

Call or text 988, or chat via [988lifeline.org](https://988lifeline.org).



## Self-harm

- In 2022, there were over 450 non-fatal emergency department (ED) visits with suspected self-harm injury among rural men age 25 and older.<sup>2</sup> This number is likely an undercount, due to issues of stigma and health care affordability and access resulting in untreated injuries.
- Data reveal increases in self-harm injuries among rural men in May and continuing through the summer months.<sup>2</sup> These months can be stressful for rural residents and farmers dealing with working long hours, increased expenses, labor challenges, and unpredictable weather.



Learn more about suicide prevention at [dhs.wisconsin.gov/prevent-suicide](https://dhs.wisconsin.gov/prevent-suicide).



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Knowing the warning signs can help prevent suicide and self-harm. Warning signs may mean someone is at risk for suicide, especially if the behavior is new, has increased, or seems related to a painful event, loss, or change.

These signs may include:

- Sharing suicidal thoughts: "You would be better off without me," or "I wish I could go to sleep and never wake up."
- Increasing alcohol or other substance use.
- Sudden mood changes, including sudden happiness after a period of distress.
- Sleeping too little or too much.
- Talking about feeling like a burden, worthless, or trapped or experiencing unbearable pain.
- Reckless behavior, like reckless driving or spending.
- Giving away possessions.
- Isolating from friends and family.
- Withdrawing from activities that the person usually enjoys.



## What you can do to help

**Question, Persuade, Refer (QPR)** training teaches community members how to spot potential risk for suicide, engage at-risk individuals in caring conversations, and refer them to appropriate services. Schedule QPR training with [UW Extension](#) by scanning the QR code.



**There are resources** available in Wisconsin to help those in distress, including:

- The 988 Suicide and Crisis Lifeline. Call or text 988 or chat via [988lifeline.org](https://988lifeline.org).
- 24/7 Farmer Wellness Helpline hosted by the Department of Agriculture, Trade and Consumer Protection (DATCP). Call 1-888-901-2558.
- Resilient Farms & Families: Responding to Stress. Resources from UW Extension on learning how to manage stress are available at [farms.extension.wisc.edu/farmstress](https://farms.extension.wisc.edu/farmstress).

## Lean into strengths of the community

Feelings of belonging and community are protective factors that help prevent self-harm and suicide. The closeness and connection of rural communities can be a great strength for coping with suicide loss and stopping self-harm and suicide. People in crisis don't have to face their challenges alone, and all community members can take action to prevent self-harm and suicide.

Data sources: 1. Wisconsin death certificates, DHS. 2. National Syndromic Surveillance System, CDC.



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