



SPRC Cohort 5 Orientation Webinar Series

Planning Strategic Communications Campaigns

Resource List

Suicide Prevention Communication Campaign Resources

- **Safe and Effective Messaging for Suicide Prevention** (<http://www.sprc.org/library/SafeMessagingfinal.pdf>) Evidence-based recommendations for creating safe and effective messages in public awareness and communication campaigns for suicide prevention.
- **Consensus Warning Signs for Suicide Prevention** (http://www.sprc.org/featured_resources/bpr/PDF/AASWarningSigns_factsheet.pdf) The consensus opinion of an expert working group convened by the American Association of Suicidology. Based on the available evidence, this document provides warning signs, organized by degree of risk, that are recommended for use in all suicide prevention materials.
- **SPRC Online Library Section on Awareness and Safe Messaging** (<http://library.sprc.org/browse.php?catid=16>). Includes resources on strategic communication planning, safe messaging, media outreach, and event planning.
- **SPRC/AFSP Best Practices Registry (BPR) for Suicide Prevention** (http://www.sprc.org/featured_resources/bpr/index.asp). A listing of reviewed evidence-based programs, expert and consensus statements, and programs adhering to standards in the field of suicide prevention. The programs adhering to standards section (Section III) includes several communication campaigns and resources.
- **Is Myth-Busting Counterproductive?** (www.sprc.org/library/mythposter.pdf) A poster presented at the 2008 AAS Conference which highlights recent research on the possible negative impact of 'myth-busting' as a communication method and suggests recommendations for suicide prevention messaging.
- Chambers, D.A. et al. **The Science of Public Messages for Suicide Prevention: A Workshop Summary**. *Suicide and Life-Threatening Behavior*. April 2005. 35(2):134-145.
- Jenner, L.W., Evans Williams, T. **Media Campaign Evaluation Louisiana Partnership for Youth Suicide Prevention** (<http://www.sprc.org/grantees/statetribes/2009/PDF/7CJenner.pdf>). January 2009 State and Tribal Suicide Prevention Grantee Meeting.

Other Communication Planning Resources

- **The Pink Book: Making Health Communication Programs Work** (National Cancer Institute) (www.cancer.gov/pinkbook). This book describes a practical approach for planning and implementing health communication efforts. The planning steps in this book can help make any communication program work, regardless of size, topic, geographic span, intended audience, or budget. Includes worksheets and sample templates for each stage of the planning process.
- **Strategic Communication Planning Workbook** (Communication and Social Marketing Center) (http://www.sprc.org/grantees/statetribe/2009/PDF/2Aand9A_handout.pdf). This workbook, developed for SAMHSA grantees, walks through the steps of communication planning, offering worksheets and exercises to guide readers through each step.
- **National Center for Health Marketing** (CDC) (www.cdc.gov/healthmarketing/). This center offers numerous resources and tools related to theories, strategies and techniques that can be used to guide work in public health research, interventions, and communication campaigns.
- **Communications Toolkit** (W.K. Kellogg Foundation) (www.triethniccenter.colostate.edu/CRhandbook.shtml). This Communications and Marketing Kit has been compiled to help non-profit organizations use communications to achieve their social change goals. The toolkit includes references and the detailed steps needed to understand options, identify resources, plan, implement, and evaluate strategic communications.
- **The Just Enough Planning Guide: A Roadmap to Help Nonprofits Reach their Campaign Goals** (Spitfire Strategies) (www.justenoughplanning.org/). This guide creates the architecture for a winning campaign to achieve your objectives (not just the communications aspect), and is recommended for program directors responsible for waging campaigns for change. Free hard copy also available by writing to justenough@spitfirestrategies.com.
- **A Field Guide to Designing a Health Communication Strategy** (www.jhuccp.org/pubs/fg/02/) A Johns Hopkins University Center for Communication Programs guide.
- **Sound Partners Social Marketing Toolkit** (www.soundpartners.org/toolkits/social_marketing_) Offers links and resources that can be helpful in developing social marketing campaigns.
- **Why Bad Ads Happen to Good Causes** (www.agoodmanonline.com/bad_ads_good_causes/index.html) Based on an unprecedented 10-year study of public interest advertising, and incorporating interviews with leading practitioners in the field, this book will help you understand once and for all what readers are looking for and whether or not your ad is giving it to them.
- **Guidelines for Evaluating Mass Communication Health Initiatives** (CDC) (www.healthcommunication.net/Evaluating_Mass_Comm.pdf). This summary of a 2004 expert panel discussion discusses theory, methodology, and evaluation in resource-scarce settings.
- **CDC's Audience Insights** (<http://www.cdc.gov/healthmarketing>). Audience segmentation profiles that use data collected nationwide.
- **Focus Group Fundamentals** (<http://www.extension.iastate.edu/Publications/PM1969B.pdf>)
- **Focus Group Interviewing** (<http://www.tc.umn.edu/~rkrueger/focus.html>)
- Krueger, R.A. & Casey, M.A. (2000). **Focus Groups: A Practical Guide for Applied Research**. Thousand Oaks: Sage Publications.