



Welcome!

We will begin at 3:30pm ET. While you're waiting, please share in the Q & A box below:

- **One success you've had related to your communications efforts.**

OR

- **One challenge you've faced in developing suicide prevention communications.**

For example:

Success: We have an active teen advisory group who helps us develop and test messages for other teens.





The Action Alliance *Framework for Successful Messaging*: A primer for state suicide prevention coordinators

Virtual Event
September 22, 2014

Co-sponsored by the Suicide Prevention Resource Center and
The National Action Alliance for Suicide Prevention



@Action_Alliance



@SPRCtweets

#SPSM

@LindaLangford



Technical Orientation Slide

- If you are having any technical problems joining the webinar please call 617-618-2984 or Adobe Connect 1-800-422-3623.
- Type any questions or comments at any time into the Q&A box at the bottom of your screen and we will try to assist you.
- You can also make the presentation screen larger at any time by clicking on the “Full Screen”  button in the upper right hand side of the slide presentation. If you click on  again, it will return to normal view.



Who you'll hear from today



Linda Langford

Evaluation and Communications
Scientist
Suicide Prevention Resource Center



Jane Ann Miller

Public Health Program Consultant
North Carolina Department of
Health and Human Services



Kerri Smith

Senior Prevention Specialist
Suicide Prevention Resource Center



Objectives

- Understand how messaging can fit into an overall suicide prevention strategy.
- Learn about the four components of the Action Alliance *Framework for Successful Messaging*.
- Learn how other states, such as North Carolina, have applied concepts from the *Framework* in creating their strategic communications materials.

What's Important About Suicide Prevention Messaging?



Can

- Increase risk
- Undermine prevention

OR



Can

- Promote positive behaviors
- Support prevention goals



National Action Alliance for Suicide Prevention: One Initial Priority (of Four)

*Change the public conversation
around suicide & suicide prevention:*

“...change the national narratives....to ones that promote hope, connectedness, social support, resilience, treatment and recovery.”



Media/Entertainment
Outreach
(Journalists, Writers)

NSSP Goal 4



Public Messaging
(Suicide Prevention & Mental
Health Professionals & Other
Messengers)

NSSP Goal 2



What's Public Messaging?

Defined Broadly

- Any public-facing information
- Campaigns AND social media, newsletters, event publicity, websites, fundraising, materials, etc.
- Does **not** include
 - Private conversations
 - 1-on-1 with individuals in crisis
 - Doctor-patient interactions
 - Sharing in support groups



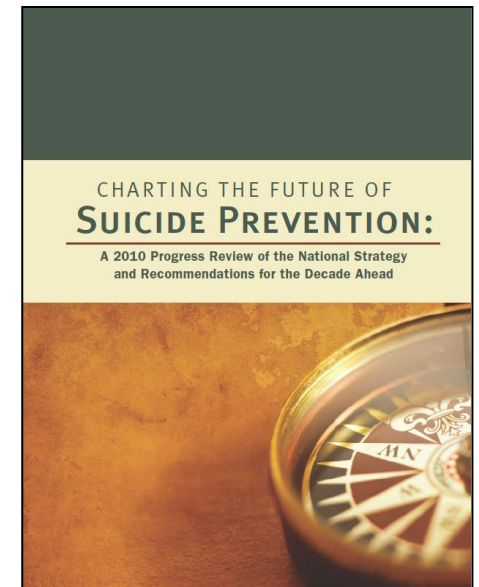
Type into the Q&A box:
What are all of the ways you're communicating to the public?



NEED FOR A CHANGE IN SUICIDE PREVENTION MESSAGING

Data Sources

- Research literature
- *Charting the Future* progress review of 2001 NSSP
- Public opinion surveys
- Expert Panel, January, 2013
- Dialogues with diverse stakeholders





Research/Best Practices

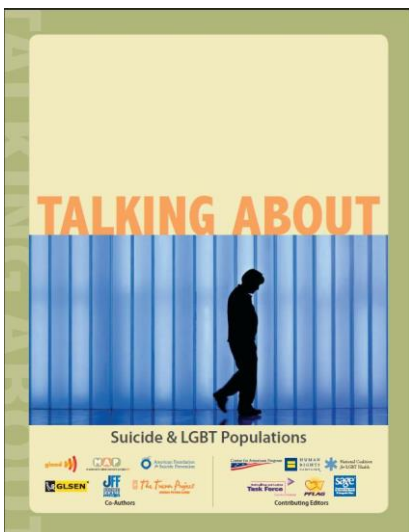


Safety



- “Don’ts” for media also apply to public messaging

- Principles of effective health communications



- Various guidelines exist (e.g., channels, populations, goals, etc.)



In the U.S.
4 people die by suicide
every hour.

Emphasis on
problem severity



Violates
safety
guidelines

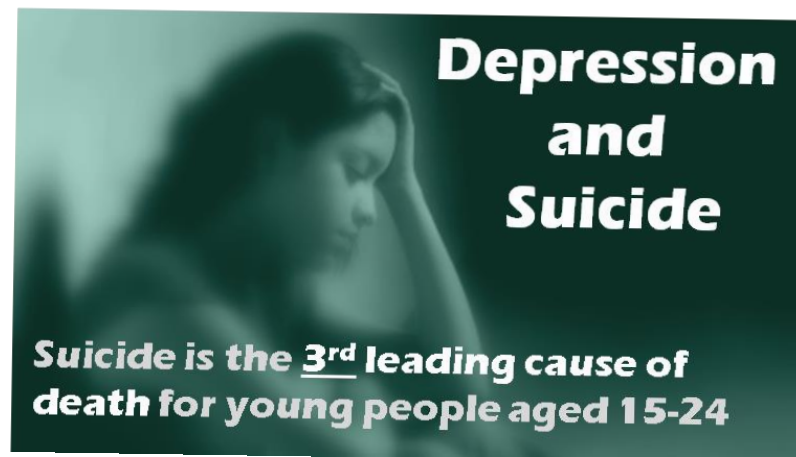
BULLYCIDE

University president calls student suicide an epidemic

BY URSULA REUTIN on May 30, 2012 @ 5:37 am (Updated: 9:09 am - 5/30/12)



What's the collective message? Do these make suicide seem preventable?



FOR IMMEDIATE RELEASE

LANDMARK MENTAL HEALTH REPORT DOCUMENTS DEVASTATING EFFECTS, SIGNIFICANT STIGMA AGAINST SUFFERERS



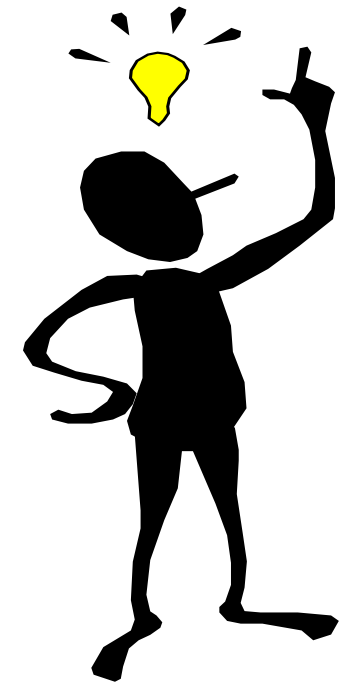
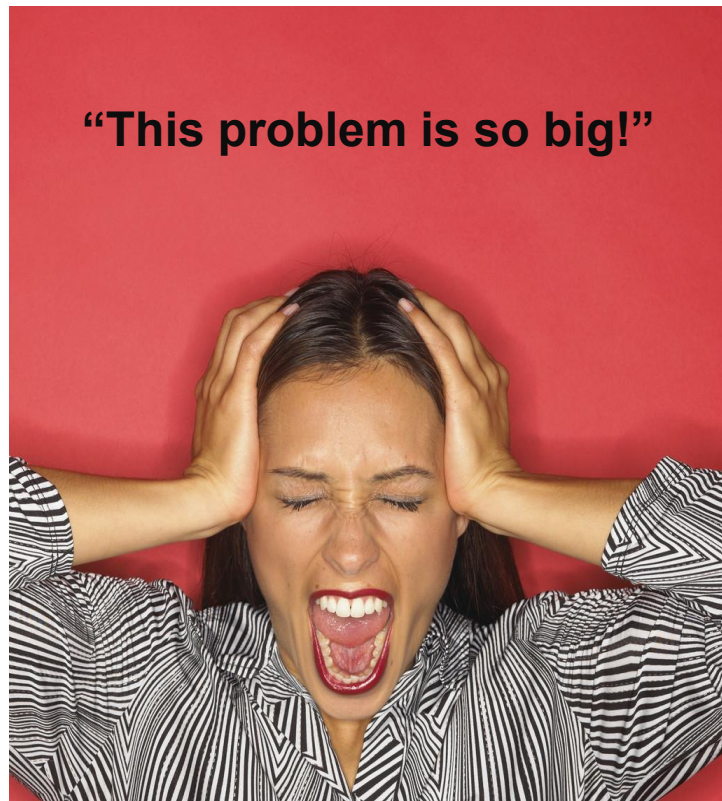


Where Are We on “Awareness?”





Changing behavior is more complicated than this:



I know just what to do!

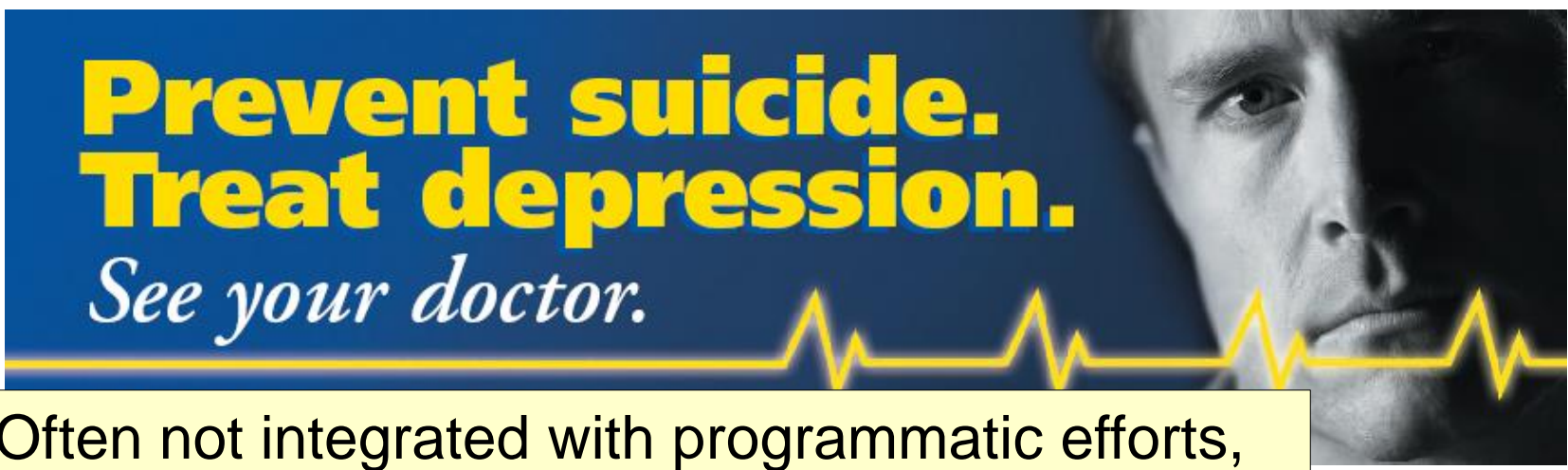
What makes messages more likely to lead to action?



Undefined audiences & goals

Calls to action absent or vague
-Charting the Future

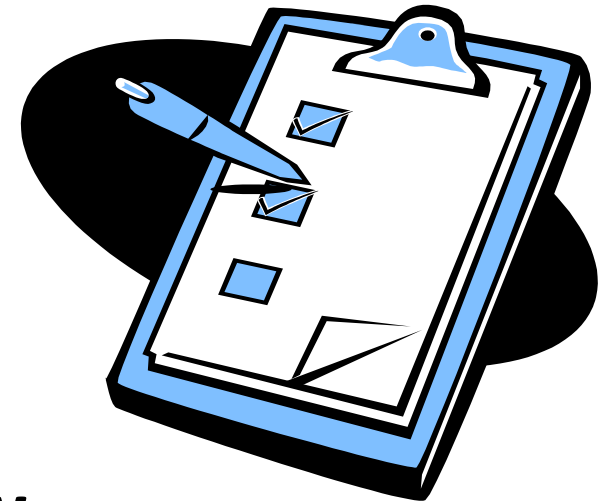
Quote from Expert Panel: “It’s time to shift from communicating for awareness to communicating for action.”



Often not integrated with programmatic efforts, e.g. clinical training



Your Turn: Recap So Far



Please type into the Q & A box below

- **Based on this review, what makes for more successful messages?**



National Action Alliance for Suicide Prevention

Framework For Successful Messaging



Four considerations when developing messages:

- **Strategy**
- **Safety**
- **Positive narrative**
- **Guidelines**

www.SuicidePreventionMessaging.org

Start with Strategy

(At the FW's center = shapes all other decisions)



Should we use communications?

Think it through, to ensure benefits > costs



~~We need posters!~~

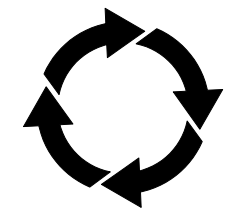
Decide “why” before “how”



= Planning + Principles

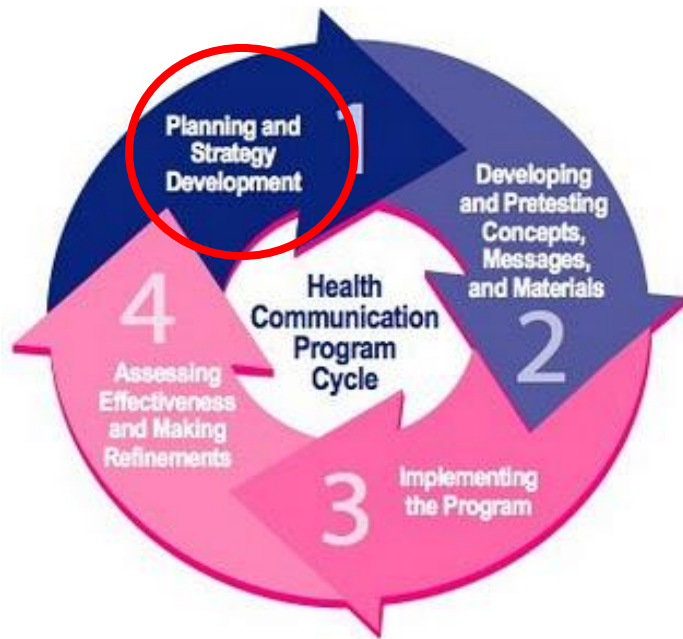


Systematic Planning Process



Strategy

Key Planning Steps: *Framework*



Great planning resource!
Cancer.gov/PinkBook

1.	Set the CONTEXT
2.	WHY message?
3.	WHO to influence?
4.	To DO what?
5.	WHAT to say?
6.	HOW to reach them?
7.	SO WHAT?

**“How”
decision
is here**



Research-Based Principles of Effective Communications



- Systematically **planned**
 - Research inputs at each phase
- Tied to **overall program for change**
- Informed by **audience research** & **pre-testing**
- Specific **objectives, audience** and **action**
 - Clear, focused message; specific call to action
- Content & framing uses audience research to **build motivation**
- **Appropriate channels** and sufficient **exposure**
- **Evaluated**

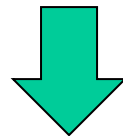
The other 3 Framework elements are woven throughout.

-- Making Health Communication Campaigns Work; Abroms & Maibach; Noar; Goodman; Chambers et al. 20



Messaging can be harmful by:

- increasing suicide risk among vulnerable individuals
- undermining prevention



“Don’ts” for Public Messaging



- **DON'T....**

- ✗ ...show/describe **methods or locations**

- ✗ ...focus on **personal details**

- ✗ ...**glorify or romanticize** suicide

- ✗ ...**"normalize"** by portraying suicide as common, acceptable

- ✗ ...use data/language implying suicide is **inevitable, unsolvable**

- ✗ ... **oversimplify** causes

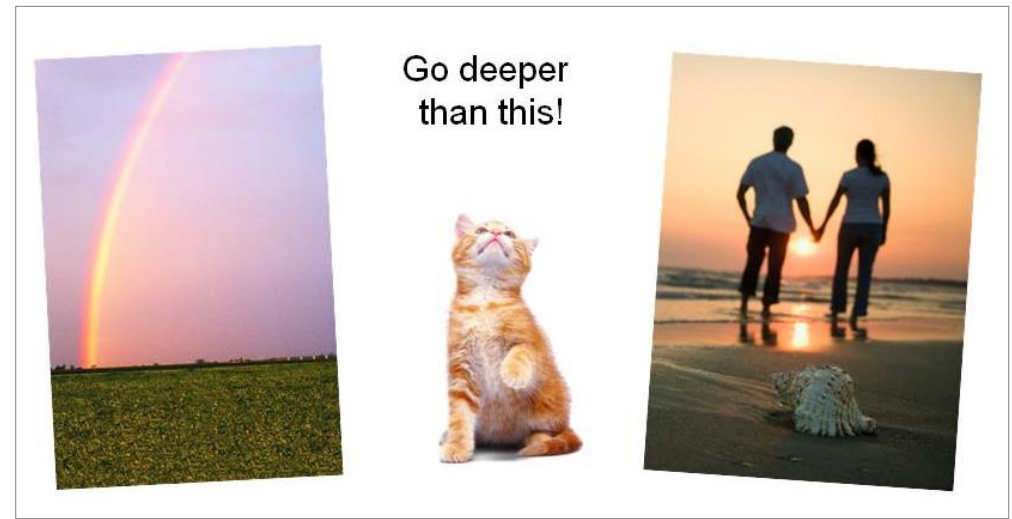
- ✗ ... reinforce **stereotypes, myths or stigma**



Convey a **Positive Narrative**



- Counter the “negative narrative”
- In every message: help the public to *envision* prevention.
- Many possible options!





Options for Conveying a Positive Narrative



**Positive
Narrative**

Ask: what fits with my strategy?

- ✓ Concrete actions your audience can take
 - ✓ Stories of coping, resilience, & recovery
 - ✓ Program successes
 - ✓ Available resources
 - ✓ What we know about successful prevention
- Etc.



Use Applicable **Guidelines**

Examples



Messengers

*Best Practices for
Survivor/Attempt Stories*

Channels

*AAS Video
Guidelines*

*Working with
the Media*

*Social Media Guidelines
for MH & Suicide Prevention*



Guidelines

Goals

Stigma Reduction

Populations

*Talking About Suicide &
LGBT Populations*

And more!

For More Successful Messages: Use all Four “Lenses”



- **Strategy:** Define goals, audiences & actions, integrate with other efforts, etc.
- **Safety:** Avoid “don’ts”
- **Positive narrative:** e.g. stories of coping & resiliency; programmatic successes; actions audience can take; available resources & services, etc.
- **Guidelines:** Use message-specific best practices



Overview of Principles w/ All Framework Components

- **Strategy** is systematically **planned**
- Tied to an **overall program for change**
- Informed by **audience research & pre-testing**
- Specific **objectives, audience** and **action**
 - Specific & focused aims and audience
 - Specific, realistic & **Positive** call to action
- **Content & framing...**
 - Uses audience research to **build motivation** to act
 - Is **Safe**
 - Conveys a **Positive Narrative** (action, resources, recovery, etc.)
- **Appropriate channels** and sufficient **exposure**
- **Evaluated**

At every step:

- Use **research & theory**
- Follow applicable **Guidelines**



Pause for questions.

Framework Concepts in Practice: North Carolina

it's **OK 2 Ask** ...about suicide

HOME | FIND HELP | CALENDAR | CONTACT US | SITEMAP | MOBILE

NATIONAL LIFELINE
800.273.TALK(8255)

WHAT TO LOOK FOR | WHAT TO DO | WHO CAN HELP | RESOURCES | HOW TO GET INVOLVED | ABOUT US

Calendar of Events

Today | Friday, September 12

Tuesday, September 16
7:00pm Talk N' Listen

Tuesday, October 21
7:00pm Talk N' Listen

Showing events until 11/15.
[Look for more](#)

VIEW CALENDAR

About Us

The North Carolina Division of Public Health, Injury and Violence Prevention Branch, Youth Suicide Prevention Program works in collaboration with The North Carolina Youth Suicide Prevention Task Force to address youth suicide prevention in North Carolina. Suicide is the third leading cause of death for ages 10-24 making it a serious public health issue.

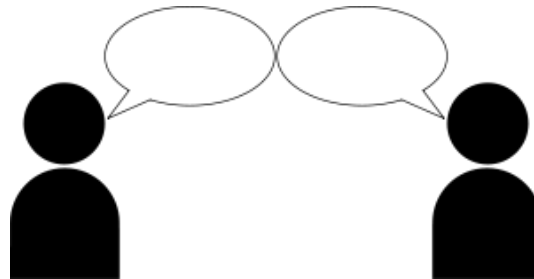
The North Carolina Youth Suicide Prevention Task Force, led by the Division of Public Health's Injury and Violence Prevention Branch, developed [Saving Tomorrows Today: North Carolina's Plan to Prevent Youth Suicide](#). The plan was published in October 2004 and offers comprehensive strategies for preventing suicides of youth between 10 and 24 years of age.

Core Task Force representatives include staff from the Injury and Violence Prevention Branch and the Children and Youth Branch in the Division of Public Health, Department of Juvenile Justice and Delinquency Prevention (DJJDP), Division of Mental Health, Department of Administration's Youth Advocacy and Involvement Office, the Mental Health Association in North Carolina, the Attorney General's Child Victim Services, the Department of Public Instruction's Health Schools



Jane Ann Miller
Public Health Program Consultant
North Carolina Department of
Health and Human Services

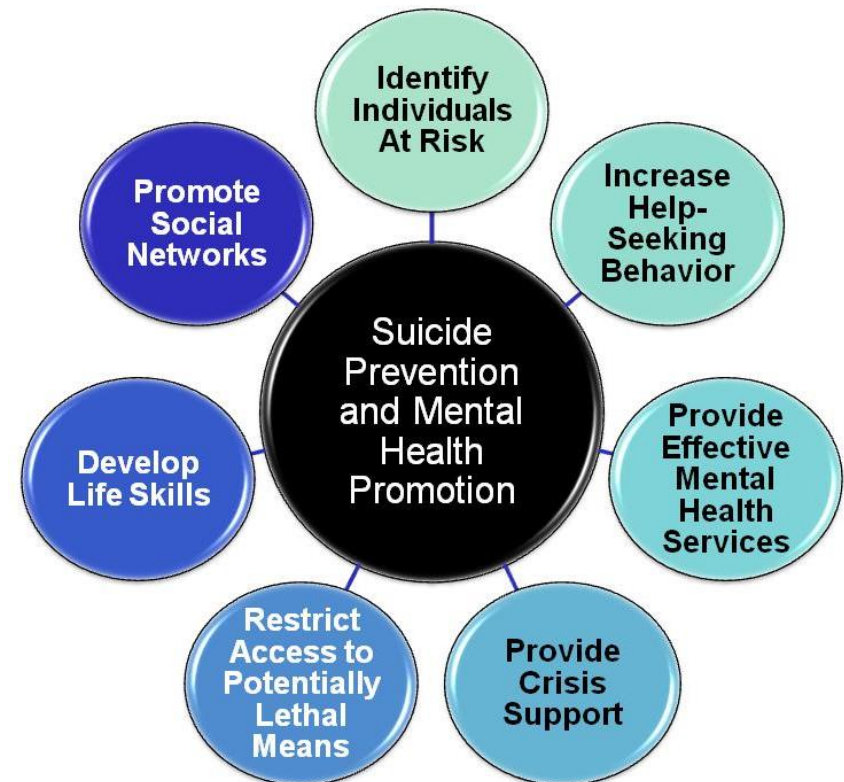
**Format for rest
of webinar**





Tied to overall program for change

- Communications integrated into overall strategic plan
- Defined communications objective
 - Advances a programmatic goal
 - Realistic about what messaging can & can't do
 - Consider messaging + other programmatic components



North Carolina's Garrett Lee Smith Grants

2008-2011

- First: Creation of suicide prevention program trainer cadre
- Second: Gatekeeper training (CFST and school health centers, community colleges and universities)
- Third: Communications Campaign

2011-2014

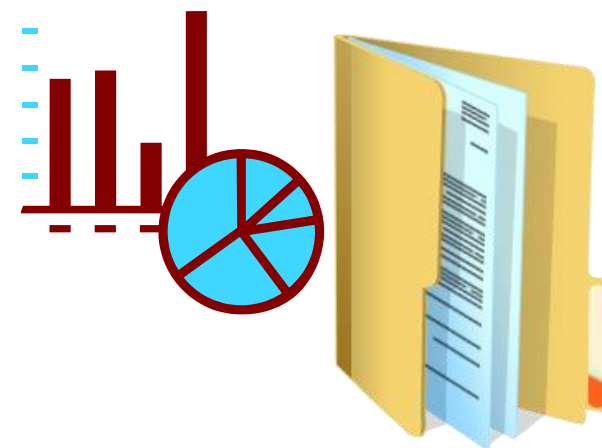
- Gatekeeper training (Military, Juvenile Justice, LGBTQ)
- Communications Campaign



Informed by audience research & pre-testing

■ Types

- Published literature
- Local quantitative & qualitative
- Guidelines, if any



■ Purpose

- Avoid assumptions
- Picture the issues *from the audience's perspective*
- Detailed understanding allows you to get specific

Concept

Grant goal of the communications campaign

- Reduce stigma of mental illness
- Increase help seeking behavior in youth

Obtain input and feedback from target audience: middle & high school students

- To elicit information about communication methods
- Identify preferences of teens
- Discover their beliefs about mental illness/suicidal behavior
- Identify where or to whom they would go for help

Focus Groups

How many?

65 youth within eight focus groups across the state

Who were they?

Urban, rural, racially/ethnically diverse

How were the groups conducted?

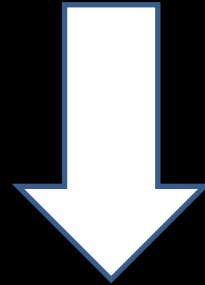
Experienced facilitator partnered with an ASIST trainer

Preferred sources of information or communication?

Texts, cell phones, websites, social media

Color Institute

Font styles used on youth websites





How does formative research inform decision-making?

Set communications objectives

- Advances existing goal
- Use “increase/decrease”
- Specific! “Raise awareness” is too general

Articulate a “call to action”

- What should people do?
- Match to objectives & audience

Specify the audience

- Hint: not “everybody”
- Direct appeal vs. reaching population through another audience

Shape message content

- What will help them to act?
- Highlight benefits & lower barriers that matter to your audience

Only then: which delivery channels



Pretest messages and materials

- Ask target audience for reaction
 - Understandability, clarity, language
 - Do they get it?

Types of questions (e.g.s)

- Who do you think this is for?
- What do you think is the purpose?
- Tell me about the people/setting.
- Is it personally relevant to you? How?
- Does it help you to [insert message objectives]?
- Anything that strikes you negatively?



Focus Groups

What were preferred sources of information or communication?

Texts, cell phones, websites, social media

What features did they want on websites

- Links built into websites directing to information
- Pop ups leading to other information
- Videos (real people with real stories – no actors)
- Links to local resources (counselors, churches, community groups)
- Statistics & facts
- Contests and prizes



2014 Youth Health Summit

The It's OK 2 ASK program and community partners will hold a Youth Health Summit on March 15, 2014.

This free, health and prevention summit, just for high school students, will help youth navigate common health issues facing them today: suicide prevention, healthy relationships, and healthy choices.

For more information click [here](#).

Welcome

North Carolina Youth Suicide Prevention Campaign

Welcome to the It's OK to Ask website. This website is designed specifically for youth to share information about suicide prevention. Our mission is to:

- reduce the stigma associated with mental health disorders
- to increase the desire to get help
- to provide opportunities to get involved

Win Stuff!

For a chance to win...



Other ways to convey a positive narrative



NH #Suicide Prevention Project Focuses on Gun Shops abcn.ws


PRA Parent Helps Their Child Thanks to Information Learned at Work
Posted on October 23, 2012 by Anonymous

A loved one has attempted suicide. Now what? Attempt survivors explain what family approaches put them more at ease. ow.ly/jpBMJ

Coping Skills

Coping skills help us get through difficult times - they can give us an important break from mental and emotional distress, and sometimes they are literally life-saving.

Keep this list of coping skills handy for when you need it... folded up in your wallet or bag or post it up on the wall somewhere handy at home.



Make this list work for you
Use a highlighter pen to mark the skills that work best for you & add your own ideas over the page.

Distraction Conversation, listen to talk Pros Cons

Pinterest

\$11 ANSWERS ONE CALL FOR HELP



CLICK HERE TO DONATE

Eleven dollars answers one call for help on our 24-hour crisis hotline (954-761-1133)

MAKE THE CONNECTION
Shared experiences and support for Veterans

Hear real stories from Veterans like you at:
www.MakeTheConnection.net



Pause for questions.



CHALLENGES





Safety

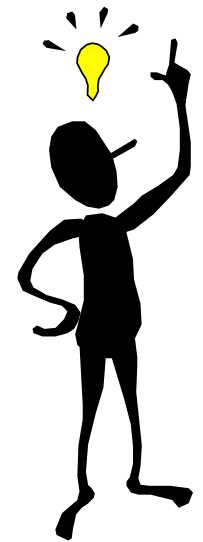
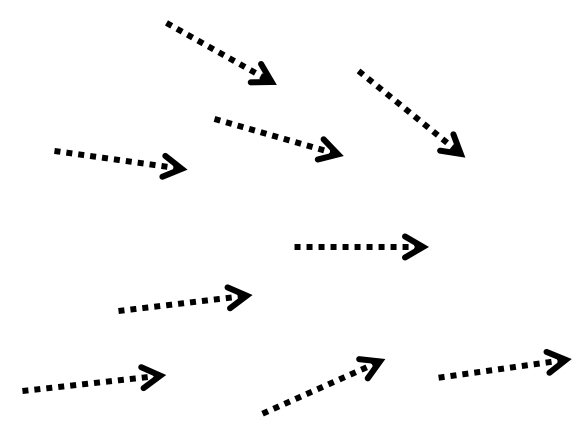
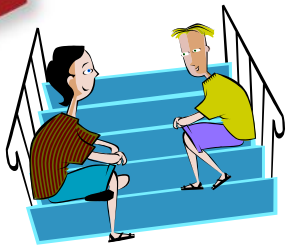
Challenge #1

WORKING WITH PARTNERS ON SAFETY



Challenge #2

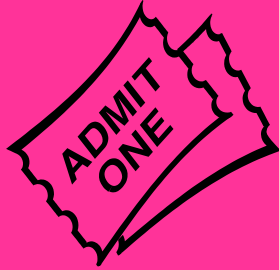
WORKING WITHIN STATE GOVERNMENT (or any other bureaucracy)



ENSURING SUFFICIENT EXPOSURE TO MESSAGES

Website Promotion: Summer 2011-present

Media



Traditional Methods

Suicide Awareness
Walks

Grant
Sponsored
Workshops

Conferences

Direct Mailing to School Superintendents

Promotional items at community events

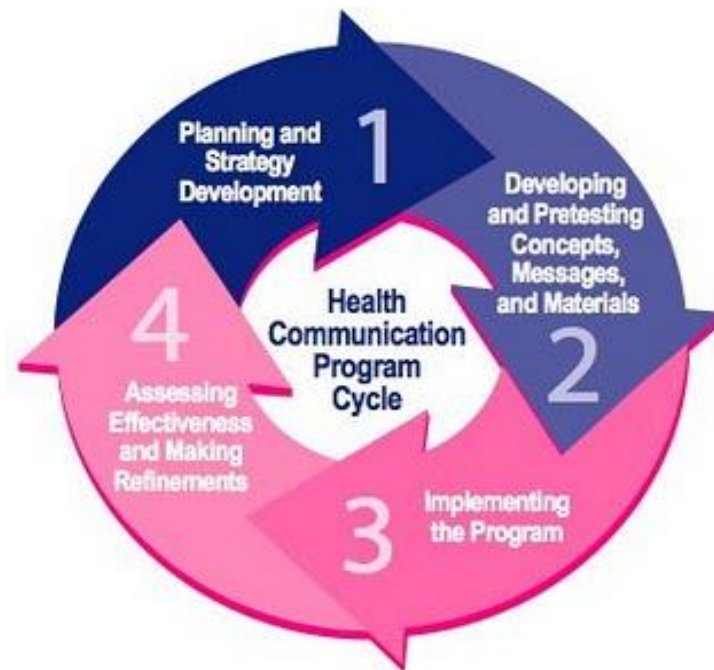


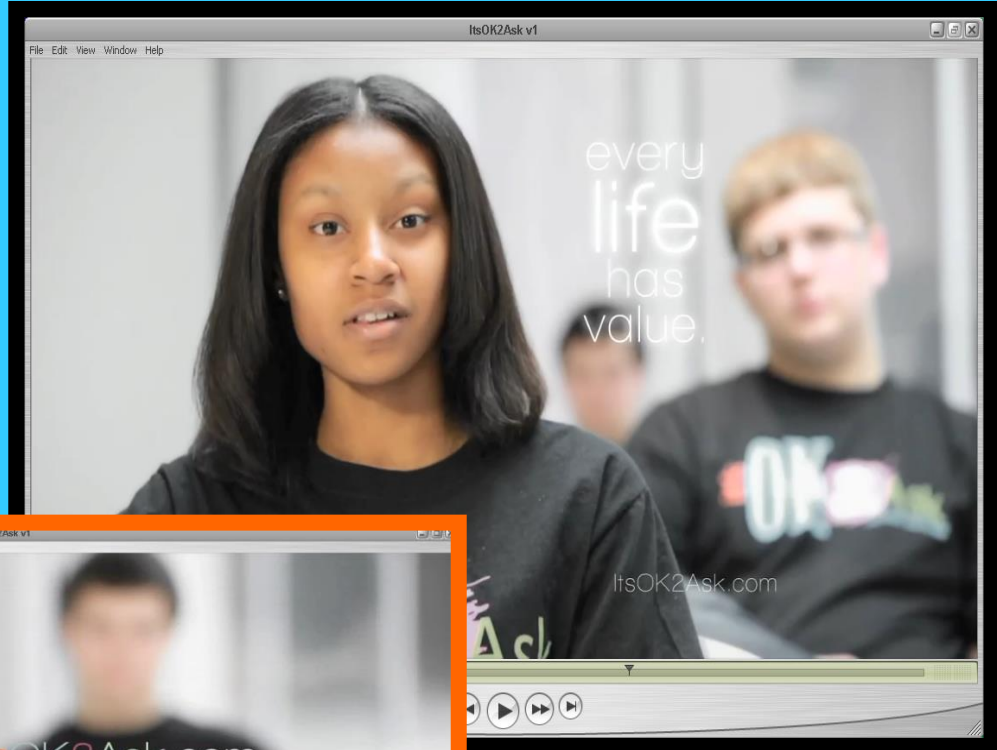
Video Contest

- Marketed to schools who had received gatekeeper training
- Reporting guidelines and technical specs
- Needed a staff member to oversee project
- Submitted concepts were reviewed by state team prior to students filming



PLANNING IS ITERATIVE





Filming in 3...2...1



2012-2013 Youth Advisory Council



Four accepted to the American Association of Suicidology Youth Advisory Board

Application to State of North Carolina Student Council

Youth Legislative Assembly Weekend

Advocating for a high school based program



2013-2014 Youth Advisory Council



North Carolina
Injury & Violence
PREVENTION Branch



**Please type questions
into the Q & A box.**


Meanwhile, quick site tour....

Global nav →

NATIONAL Action Alliance FOR SUICIDE PREVENTION YOUR Message Matters Sign on and Take Action

Action Alliance Framework for Successful Messaging

What Is the Framework? Strategy Safety Positive Narrative Guidelines Examples



Messaging to the public about suicide?

The *Framework* is for you.

The *Framework for Successful Messaging* is a research-based resource that outlines **four critical issues** to consider when messaging to the public about suicide.

National Action Alliance for Suicide Prevention Framework for Successful Messaging

Messaging to the public about suicide? Strategy Safety Positive narrative Guidelines

YOUR Message Matters!

It's not just a *framework*, it's a *movement!*

→ Sign on and take action.

We've Signed On

Suicide Prevention Resource Center

Jack Benson
Reingold

WHAT it's About

The *Framework for Successful Messaging* is a resource to help people messaging about suicide to develop messages that are strategic, safe, positive, and make use of relevant guidelines and best practices.

It was created by the National Action Alliance for Suicide Prevention as part of its focus on changing the public conversation about suicide.

WHY it's important

Because **messaging matters!** Certain types of public messaging about suicide can increase risk among vulnerable individuals.

Conversely, communications can be a powerful tool to promote resiliency, encourage help-seeking, publicize prevention successes, and encourage actions that help prevent suicide.

HOW it's Unique


It's for *suicide prevention messengers*, rather than the media.

It addresses "public messaging": any communications released into the public domain. From posters, PSAs, and social media to websites, newsletters, fundraising appeals, event publicity, press interactions, public talks, and advocacy efforts, each contributes to the public's perceptions about suicide and suicide prevention.


GET STARTED

Learn about the Framework elements:


- Strategy
- Safety
- Positive narrative
- Guidelines



Visit the Examples Gallery.



Sign on and take action.



Read why and how the Framework was developed.

Not looking for guidance on *public messaging*?
See resources for other types of suicide prevention communications.

Note short URL:
SuicidePreventionMessaging.org

Action Alliance Framework for Successful Messaging

What is the Framework?

Strategy

Safety

Positive Narrative

Guidelines

Examples

Background
Research is here



Four Framework Elements

Strategy sub-menu

What is the Framework?

Strategy

Safety

Positive Narrative

Guidelines

Examples

Overview: Strategy



2 strategy-specific sections

Principles of Effective Communications



Principles

Key Planning Steps



Key Planning Steps

Tips for Messaging Strategically



How Strategy Fits Into the Framework



Resources: Strategy



1.	Set the CONTEXT
2.	WHY message?
3.	WHO to influence?
4.	To DO what?
5.	WHAT to say?
6.	HOW to reach them?
7.	SO WHAT?

Action Alliance Framework for Successful Messaging

What is the Framework?

Strategy

Safety

Positive Narrative

Guidelines

Examples

Examples Gallery

These examples are designed to bring the *Framework for Successful Messaging* to life and inspire you to think about the four elements of Strategy, Safety, Positive Narrative, and Guidelines when developing or choosing your own messages and materials.

Please note:

- The examples are designed to help you think through the Framework, but they don't always start with the Framework.
- While the *Framework* is based on research, the research tells us that...

- Not “right messaging” (context matters)
- Without evaluation data, can't say if they're “effective”
- Purpose: *illustrate* the Framework components

Tags

American Indian/Alaskan Native, blog, bullying, campaign, Facebook, fundraising,

increase life skills,

ing, stories,

program,

WeRNative website for Native teens and young adults takes a positive messaging approach to addressing comprehensive health and wellness needs.

What it is:

This website is part of a multimedia health resource with content for Native youth, by Native youth. Geared to teens and young adults, the site provides content and stories about the topics that matter most to this audience. Issues addressed range from physical and sexual health to mental health and life skills. The project is managed by the Northwest Portland Area Indian Health Board.

Tags: American Indian/Alaskan Native, youth, website, social media, increase life skills, increase resiliency and coping, promote connectedness, increase help-seeking, provide crisis supports

[Read more](#)

Sign On!

I am signing on as an: *

- Individual
 Organization

Name *

Title

Permission to display name *

- Yes, please feel free to display my *name only* on the Framework website.
- Yes, please feel free to display my *name and organization* on the Framework website.
- No, *do not display* my name or organization on the Framework website.

Company/Organization

***Email address *

YOUR Message Matters!

Sign on today! We're asking individuals and groups to join this important initiative that will help to change the way suicide and suicide prevention is viewed.

Make a Commitment

- Sign on to the *Framework* initiative to indicate your commitment to developing messages that are strategic, safe, convey a positive message, and follow available guidelines. Individuals and organizations are welcome.

Support Your Commitment with Action. Examples:

- Use the *Framework* and the resources on this site as a guide when developing all of your public messaging.
- At every opportunity, use your voice to contribute to a Positive Narrative about suicide, one that emphasizes solutions and action as opposed to describing the problem in unsolvable terms.
- Create a set of standards or policies to guide messaging across all of your efforts. For example, decide that as a matter of policy, you will not forward or repost news articles that include potentially unsafe content.



Q & A

Thank You!

- **Framework:** SuicidePreventionMessaging.org



- **Action Alliance:** ActionAllianceforSucidePrevention.org



- **Suicide Prevention Resource Center:** sprc.org



- **Contact us**

- LLangford@edc.org
- Jane.Miller@dhhs.nc.gov
- KSmith@edc.org

