**Recording Link:** <http://edc.adobeconnect.com/p9e7nrw77wo/>

**Have you seen this 8-step model before?**

Debra Hodges: I've seen a similar model, but not the exact one.,

**What are some behaviors that you are trying to change?**

Elizabeth McCall: become a self-advocate

Wendy Bentivegna: reduce inderage drinking via social norms campaign

Kalyn Coppedge: help seeking

Sara Martin: increasing the use of protective factors among the target population

Natasha Benoit: understanding signs of depression or suicide

Kalyn Coppedge: call the national hotline

Corrine King: bystander training- asking the question, start the conversation

Willa Casstevens: sign up for gatekeeper training

Debra Hodges: reduce strigma by telling them it's OK to talk about suicide

Christy Bieber: Become a Gatekeeper, promote community healing

Michelle Vargas: assist friends in finding help

Karen Miller: take QPR

Andrea Wojcik: call hotline report abuse

Stanley Lewy: Saving lives lost to suicide can be a good investment

April Knighton: peer support

Jeffrey Hill: means restriction

Rita Tybor: add hotline number to your cell phone

Willa Casstevens: access campus suicide prevention website

Sierra Beckman: Encourage youth to ask seek help in a way they feel comfortable - Texting.

**Suggestions to Change Campaign: What other program components are needed here?**

Andrea Wojcik: phone number

Kalyn Coppedge: provide a hotline number

Mary Ellen Nudd: hotline phone

Antoinette Medina: lifeline number

Debra Hodges: physician training

Kalyn Coppedge: message of hope

Willa Casstevens: screemd tool

Willa Casstevens: screening tool access (sorry about the typos)

vicki ebin: capability to treat increase in care

Alma Rosa Silva-Banuelos: referral list of local doctors- free, sliding scale

Joan McCool: the 1-800 number

**How can communication contribute (to program goals)?**

April Knighton: Open comunication can help reduce the stigma

Christy Bieber: break down stigma

Michelle Vargas: decrease stigma

Andrea Wojcik: make them feel safe in seeking

Alma Rosa Silva-Banuelos: LGBTQ visibility at the Counseling Center

Debra Hodges: Tell them it's a safe haven

Sara Martin: reduce stigma

Natasha Benoit: gatekeeper training

Wendy Bentivegna: let them know they are not the only one

Amy Lukes: normalization of depression

Sara Martin: create awareness of resources

Rita Tybor: Provide info to LGBT groups

Christy Bieber: address specific needs of that community

Jeffrey Hill: Many students in general don't know where or what is available at counseling centers

Anisa Diab: counseling center contact information

Willa Casstevens: hire LGBT counselors

Alma Rosa Silva-Banuelos: Counseling Services at the LGBTQ Centers

Elisabeth Cavallaro: making sure people know counseling services are confidential

Jeffrey Hill: Identifying centers as a "safe space"

**Segmenting: What are some other subgroups on campus?**

Willa Casstevens: students considering suicide

Debra Hodges: those at risk

Alma Rosa Silva-Banuelos: LGBTQ & the intersetion of being LGBTQ & Native American

Natasha Benoit: student athletes

Anisa Diab: Veterans/Military

Sierra Beckman: students in grades 7-12, in NE MN

Willa Casstevens: undergraduates

Vidalina Feliciano: college students

Jennifer Martin: commuter students

Antoinette Medina: AIAN Youth ages 10-24

Charlene Mason-Reese: female miltary

April Knighton: students/ artists

vicki ebin: students in danger of failing university classes

Stanley Lewy: Disenfranchised youth

marcia epstein: our nspl service & gls activities have broad target, so we're thinking of multiple pr strategies aimed at different audiences

**With this data telling us that male students are less likely to attend campus events, where else could you reach the male students on your campus?**

Elisabeth Cavallaro: bars

Dominique Lieu:

Corrine King: dining hall

Alma Rosa Silva-Banuelos: bathrooms

Corrine King: sports center

Antoinette Medina: sporting events

Willa Casstevens: men's restroom postings

April Knighton: recreational area

Stanley Lewy: athletic events

Amy Lukes: Fitness center/weight room

Natasha Benoit: fitness center

Mary Ellen Nudd: bars

Elisabeth Cavallaro: their dorms

Corrine King: male residence halls

Elizabeth McCall: locker rooms

Alma Rosa Silva-Banuelos: men's peer support groups

Rita Tybor: news paper

Jeffrey Hill: Fraternity Houses

Charlene Mason-Reese: bars

vicki ebin: parking lots

Corrine King: male sports teams

Alma Rosa Silva-Banuelos: University communications

Willa Casstevens: and who feels most targeted

**Segmenting: Student Veterans: What are the perceived barriers and benefits of being in this subgroup?**

Corrine King: time

April Knighton: time management

Natasha Benoit: time

Jeffrey Hill: Identification

Becky Hill: not wanting to self-identify

vicki ebin: when and where they could physically meet

Debra Hodges: different priorities

Anisa Diab: family commitments

Charlene Mason-Reese: child care issues

Natasha Benoit: varying ages

Sierra Beckman: if it comes from someone who isn't a veteran, they might not think it will be relatable

Mary Ellen Nudd: benefit - connectedness

Stanley Lewy: veterans likely to be married

Jeffrey Hill: May not want to feel targeted

Alma Rosa Silva-Banuelos: benefit- sharing similar experiences

Becky Hill: concerns about others understanding the military issues

**What are some of the differences among this subgroup?**

Andrea Wojcik: life experiences

Elizabeth McCall: priorities

Mary Ellen Nudd: may have ptsd

Stanley Lewy: Older and less social driven

Willa Casstevens: possibly trauma history

April Knighton: seeking help/ connection might be considered of weakness for the men

Jeffrey Hill: expect more direct language and interaction versus a more academic approach

April Knighton: "a weakness"

vicki ebin: perhaps just focused on getting finished with school

Andrea Wojcik: will military ranks be an issue

**If you don’t know what they are, how can you find out?**

Rita Tybor: focus groups

vicki ebin: focus group

April Knighton: online survey

Willa Casstevens: ask - surveys, etc

Alma Rosa Silva-Banuelos: get training from Veteran Resource Center & understand military experience

Elisabeth Cavallaro: research - lit review

Sara Martin: partner with stakeholders that already work with student vets

**What are some ways that you might enhance an initiative?**

Rita Tybor: its address and name

Alma Rosa Silva-Banuelos: include images of target audience, build visibility

Jeffrey Hill: Creat and distribute an "app" or QR for students to use to gain access

Andrea Wojcik: If msg is targeted to students/youth work with youth around msging, kids don't like gov't sites

Alma Rosa Silva-Banuelos: create student advisory committee

vicki ebin: do you have examples of web-based campaigns that were successful?

Becky Hill: We are participating in a Health Fair and would love some ideas on activities that entice people to come to the table

Willa Casstevens: we're planning on having a "mural' people can "add" to using markers, etc

Willa Casstevens: increasing awareness and willingness to reach out among students

Sierra Beckman: "Are you Smarter Than a.... (5th grader)" and have snack to hand out.

Willa Casstevens: peppermints taped to the brochures

Becky Hill: students and connectedness. Great ideas everyone

Corrine King: fortune cookies

Corrine King: you make the message

Corrine King: based upon data

vicki ebin: thinking about a poster competition where students are creating their own posters as a competition. How do we get many students to participate?

Willa Casstevens: student newspaper maybe?

Jeffrey Hill: Offer them book stipends gift cards to the bookstore

**Open Discussion**

Becky Hill: Excellent webinar. Thanks

Rita Tybor: Thank you

Alma Rosa Silva-Banuelos: Thank you Sheila & Elly! SPRC webinars are always super informative!

Natasha Benoit: thanks!!!