



# Suicide Prevention Resource Center

Promoting a public health approach to suicide prevention



The nation's only federally supported resource center devoted to advancing the *National Strategy for Suicide Prevention*.

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# Make Your Campaign Count: How to Communicate Effectively

March 19, 2013

3:30-4:30pm Eastern Daylight Time



# Welcome!

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Specialist

# Technical Tips

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- ✓ Technical problems? Call:
  - SPRC at 617-618-2380
  - Adobe Connect at 1-800-422-3623
- ✓ Please type any questions or comments into the chat text box.
- ✓ Click the the “Full Screen” button on the upper right to make the presentation larger. Click “Full Screen” again to return to normal view.

# Overview

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- ✓ What communications can do
- ✓ Creating strategic communications objectives
- ✓ Understanding your audience
- ✓ Locating resources

# Why Communication Planning?

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I want to develop a mobile app with resources.

What information should I have on our website?

I want to start a Facebook page.

We want to bring a speaker to talk about stigma.

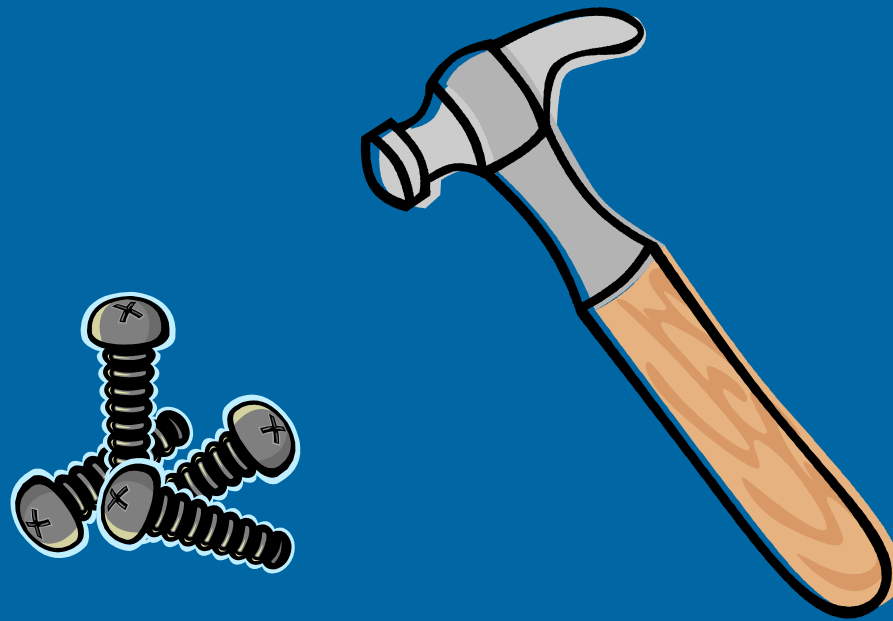
We need to promote our gatekeeper training.

Can I see examples of posters that have been created?

# The 8-Step Model

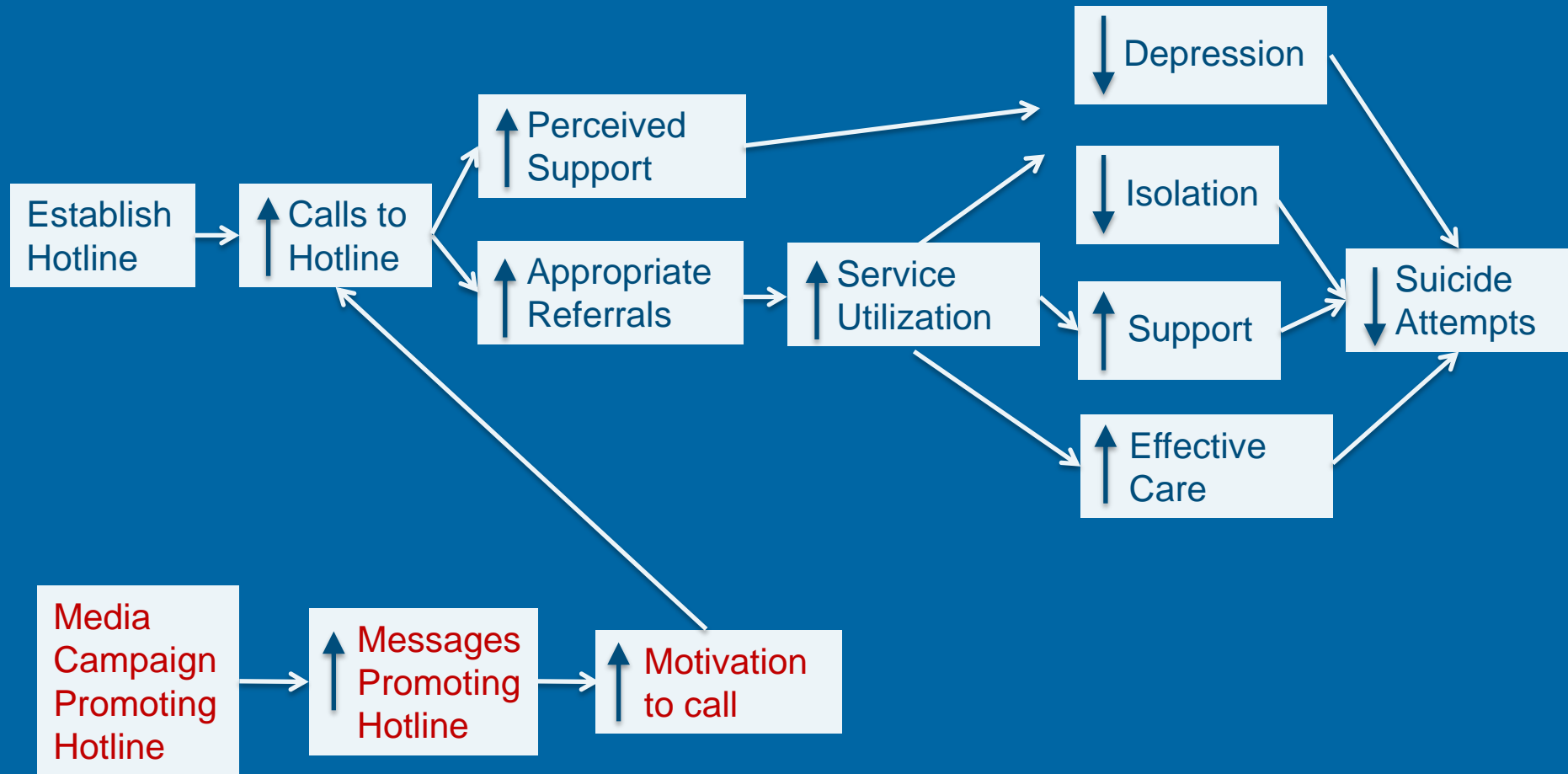


Communications campaigns are just one tool in the suicide prevention toolbox





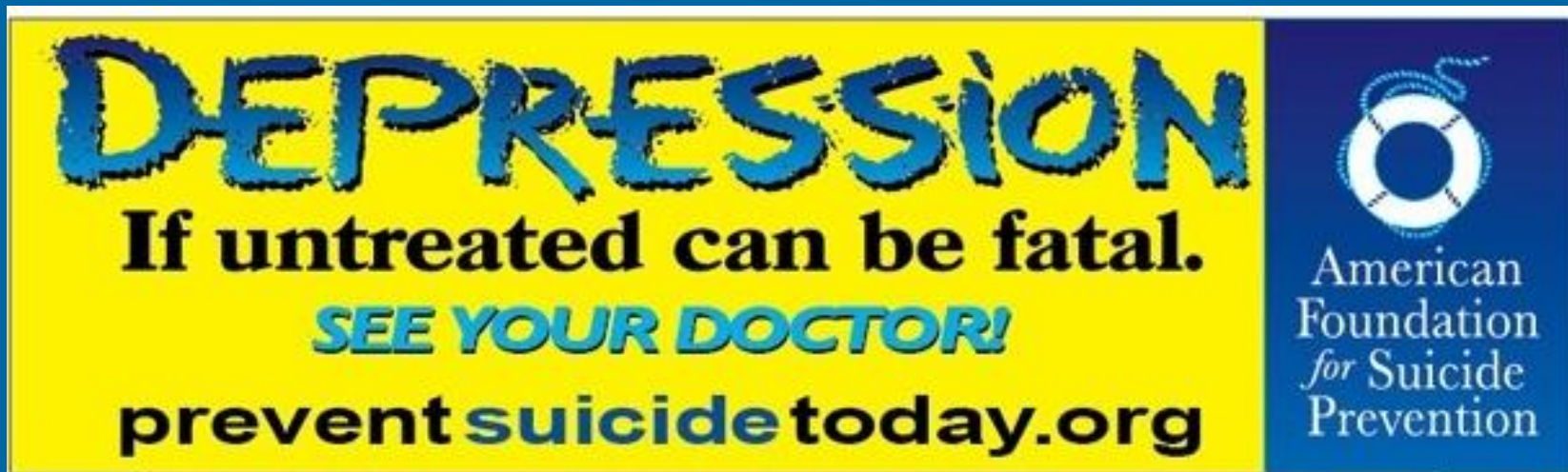
# Sample Logic Model: Hotline & Related Media Campaign




# Think Comprehensively

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What other program components are needed?



**DEPRESSION**  
**If untreated can be fatal.**  
**SEE YOUR DOCTOR!**  
**prevent suicide today.org**



American  
Foundation  
*for* Suicide  
Prevention

# Developing Effective Communications Objectives

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What do we want the audience to do ? (sometimes also know, think, feel)

- What exactly do we want them to change?
- Awareness is not specific enough
- Be clear: how will the change contribute to your overall goals?

# What is the problem?

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- ✓ LGBT students who are depressed or in crisis aren't seeking help at the counseling center.



# Tying communication to program goals

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- ✓ Increase in the number of LGBT students who seek help themselves or are referred to the counseling center by others.



**How can communication contribute?**

# How can communication contribute?

- ✓ Increase knowledge of the counseling center
- ✓ Clarify misconceptions about the counseling center
- ✓ Convey cultural competence of counseling center staff

**Call to action**  
→ **Call to make an appointment**



**YOU ARE NOT ALONE.**



**THERE IS HOPE. THERE IS HELP.  
REACH OUT! UWF CARES.**

UWF Counseling and Wellness Services offers free, confidential services to students. Call **850.474.2420** to make an appointment. Counseling and Wellness Services • Bldg 960

# Activity

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What are some behaviors that you are trying to change with your communication efforts?



# Strategic Communication Planning workbook

**Directions:**

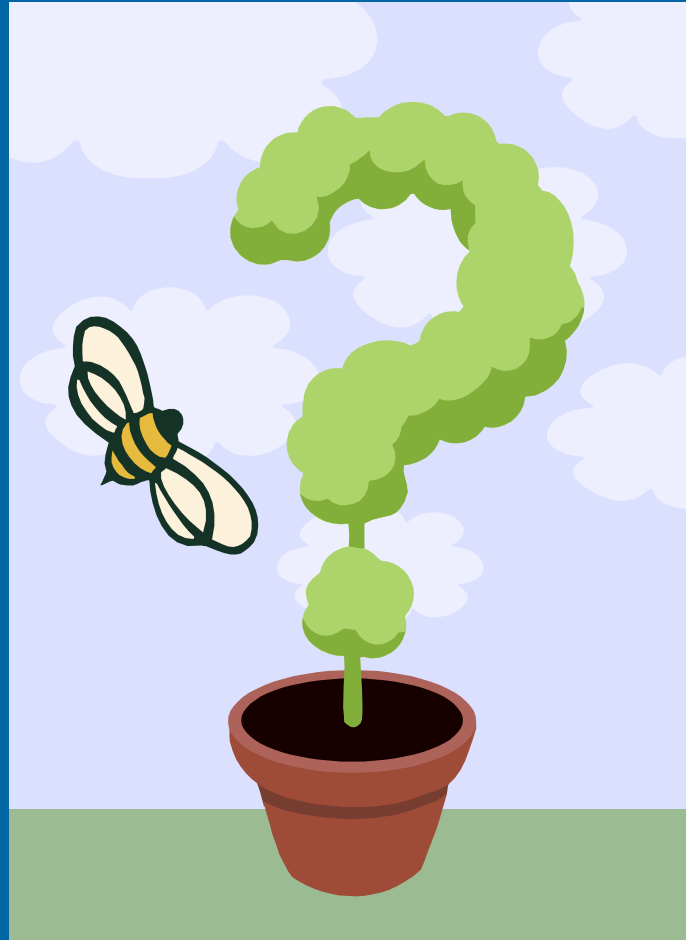
With your core communication planning team, list up to five desired communication goals. Do not forget to take into account your findings from Step 1. Prioritize those goals by ranking them from 1 to 5 in the right column. Your number 1 goal should be your highest priority. Additional blank worksheets are on page 25.

Communication Goals and Objectives		Prioritize 1–5
<b>Goal 1</b> <i>Example: Generate buy-in from key partners to co-host a suicide prevention awareness event.</i>		
<b>Goal 2</b>		
<b>Goal 3</b>		



# QUESTIONS?

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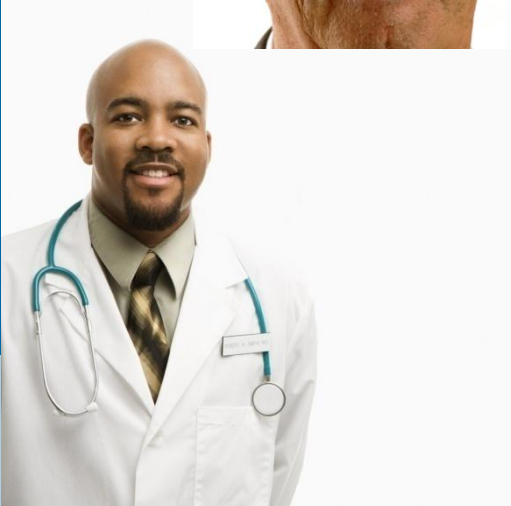
# Knowing Your Audience

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- ✓ Identifying your target audience
- ✓ Dividing your general audience into subgroups
- ✓ Pitfalls of focusing on a general audience



# What do we know?



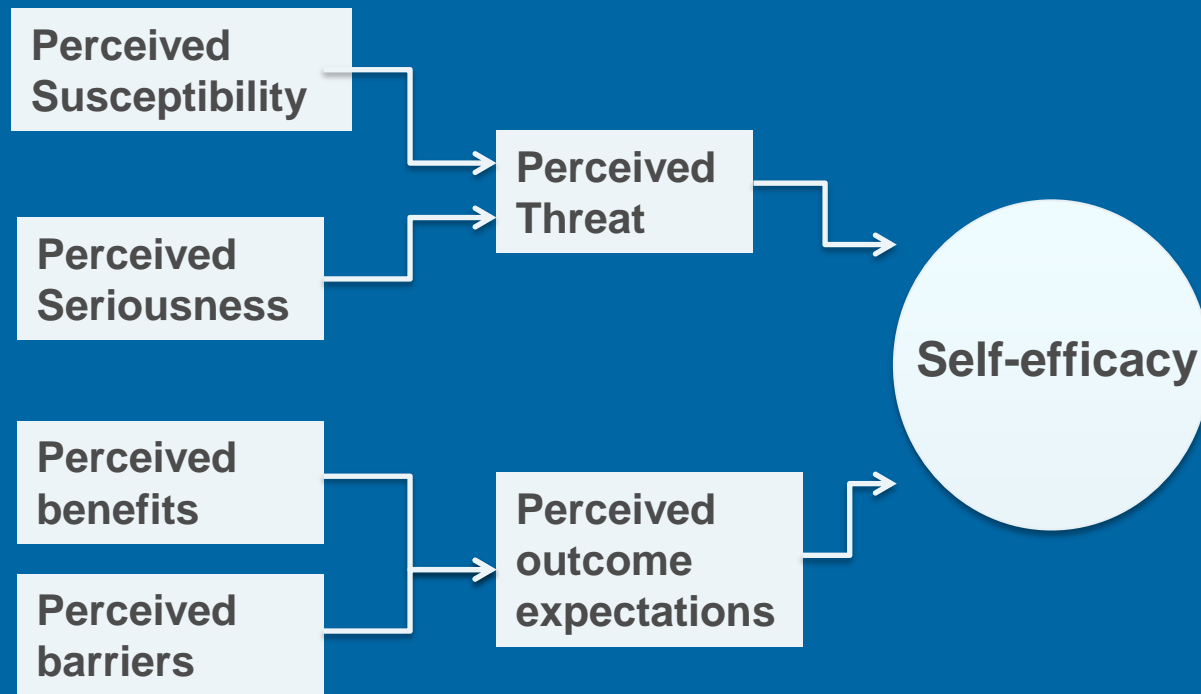
# Connecting to Core Values

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- ✓ Health Belief Model
- ✓ Transtheoretical Model (Stages of Change)
- ✓ Social Cognitive Theory



# Health Belief Model



# UW-Oshkosh Survey Findings

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- ✓ 32% of students said they rarely or never attend campus events.
  - ✓ Females attended 5-16 events per year
  - ✓ Males attended 0-4 events per year.



- ✓ African-American, Asian-American, Hispanic/Latino ranked “Racist Language” as the most important issue on campus.
- ✓ American Indian and Caucasian students ranked “Excessive Drinking” as the most important issue on campus.

# UW-Oshkosh Umatter Campaign

UNIVERSITY OF WISCONSIN OSHKOSH

Together we make a safer and caring community.

ACTION matters BAC matters CONSENT matters LISTENING matters LANGUAGE matters SAFETY matters

home > meet the umatter team

### Meet the UMatter Team

"The time is always right to do what is right." - Dr. Martin Luther King, Jr.

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**Joshua Gullickson**  
Safety Matters Student Coordinator, CSO Rep.

**Julie Callaghan**

**CONNECT WITH US**

FACEBOOK

**UW-Oshkosh UMatter**

Safety Matters: Safety Tip #1 - Be cautious of meeting someone for the first time at a private location. Plan to meet them somewhere in public with friends.

**UW-Oshkosh UMatter**

What are some objects/places/people/etc. that encourage safety around campus? (If you stopped by the Safety Matters table, you should know some!)

**UW-Oshkosh UMatter**

Tom's Talk Time: Safety Matters

Who's Tom? It's time to meet him! U Matter presents: Tom's Talk Time -

# Target Audience: Students

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# Subgroup: Student Veterans

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# Activity

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## Segmenting our target audience: Student veterans

- ✓ What are the perceived barriers and benefits?
- ✓ How are they different?
- ✓ How can you find out?



# Strategic Communication Planning toolkit

## Directions for Worksheet B:

Write a priority goal in the top section of this worksheet. Use the left column to identify your list of the prioritized audience segments to reach for this goal. Fill in the right column by listing as much as you know about each segment. Use the questions listed as a point of departure for your thinking. Additional blank worksheets are on page 27.

<b>Goal:</b> <i>Example: Generate buy-in from key stakeholders (campus leaders, tribal elders or policymakers) to co-host a suicide prevention awareness event.</i>	
<b>Intended Audiences</b> <i>(listed in order of priority for this goal)</i>	<b>Consider:</b> What does each audience want? What do they value? What information sources do they trust? Where can you reach them? What are the barriers to reaching them? What current barriers do they face? What else do you know about them?
<i>Example: Campus leadership</i>	<i>Examples: Campus leadership values the wellbeing of all students.</i>
	<i>They trust academic and research findings.</i>
	<i>They can be reached through student leadership groups.</i>
	<i>Their lack of time may be a barrier to reaching them.</i>
	<i>Campus leadership wants to encourage and ensure student retention.</i>
<i>Example: Tribal elders</i>	<i>Examples: Tribal elders value the wellbeing of all tribal members.</i>
	<i>They trust and teach tribal rituals, customs, and beliefs.</i>

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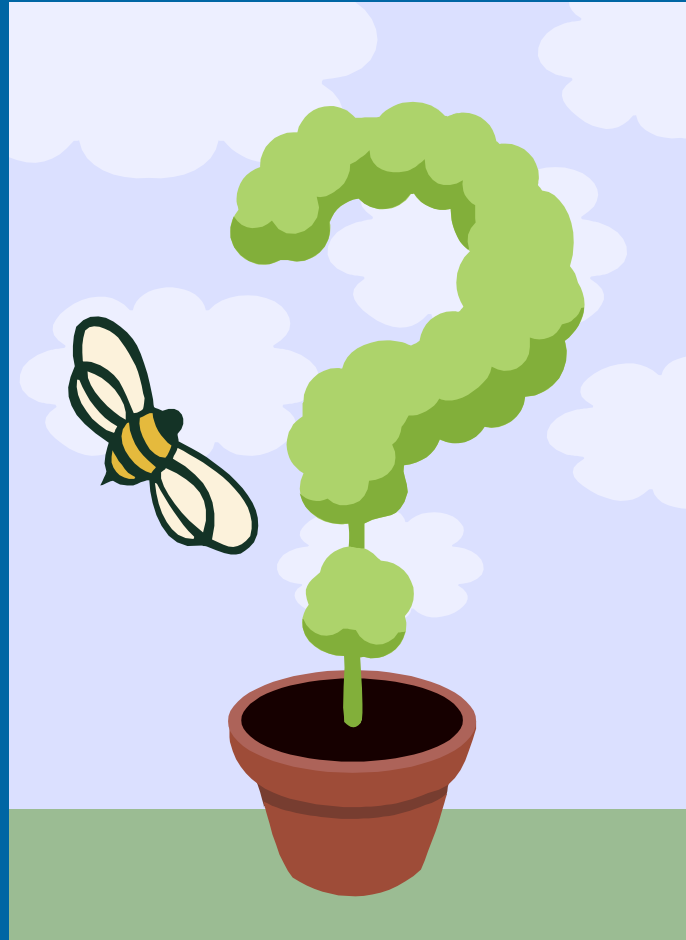
# Take-aways

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- ✓ Taking time to plan will help ensure that your communications efforts are more effective
- ✓ Focus on the action or behavior change that you want to see
- ✓ Try to go beyond surface demographic information in understanding your target audience

# QUESTIONS?

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# Locating Resources

- ✓ Strategic Communications Planning section on SPRC website (<http://www.sprc.org/grantees/strategic-communication-planning>)
  - Social media resources
  - Safe messaging guidelines
- ✓ Your SPRC Prevention Specialist



# Next Steps

- ✓ Webinar Evaluation
- ✓ Post your examples to the SPRC Private Pages!

The screenshot displays the SPRC website interface. At the top, there is a navigation bar with links for 'About SPRC', 'Contact Us', and 'FAQ', along with a search box and 'My Account' and 'Logout' buttons. The main header features the SPRC logo and the text 'SPRC • Suicide Prevention Resource Center' with the tagline 'Promoting a public health approach to suicide prevention'. A sidebar on the right contains the 'NATIONAL SUICIDE PREVENTION LIFELINE' logo and the phone number '1-800-273-TALK (8255)' with the website 'suicidepreventionlifeline.org'. Below the header is a horizontal menu with categories: 'Suicide Prevention Basics', 'News & Events', 'Training Institute', 'Best Practices Registry', 'Library & Resources', and 'Who We Serve'. The main content area has a large heading: 'Welcome, Garrett Lee Smith Memorial Act suicide prevention grantees!'. To the right of this heading are social media sharing icons for Facebook, Twitter, LinkedIn, Email, Print, and a 'Share' button. Below the heading is a breadcrumb trail: 'Home » Grantees » Private Pages'. The main text explains that these pages are for state, tribal, or campus grantees to share information and materials. A 'Grantee Type' dropdown menu is set to '<Any>'. On the left side, there is a vertical list of links: 'Welcome/Materials List', 'Grantee Events Calendar', 'How to Use the Private Pages', 'Search Private Pages', 'Submit Materials', and 'Communities of Practice'. On the right side, there is a section titled 'Your Recently Viewed Items' with a list of items: 'Lawrence University: Recognizing Suicide Risk in College Students Booklet', 'University of Louisiana - Monroe: MOU - ULM Helps', 'Michigan Department of Community Health: Michigan', and 'Macomb County Sub-grantee Logic'.



# Contact Us

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