



# **Welcome to SPRC's Research to Practice Webinar on**

***Suicide Prevention among Lesbian, Gay, Bisexual,  
Transgender Youth: Expanding the Frame and  
Broadening Our Approaches***

**You are muted and will not hear  
anything until the moderator  
begins the session.**

**If you are experiencing technical difficulties, please call  
307-GET-WEB1 (307-438-9321)**

Expand control panel

Raise hand



# Welcome to SPRC's Research to Practice Webinar

You are muted and will not hear anything until the moderator begins the session.

If you are experiencing technical difficulties, please call 307-GET-WEB1 (307-438-9321) or email [webinar@sprc.org](mailto:webinar@sprc.org)



Enter question during Q&A

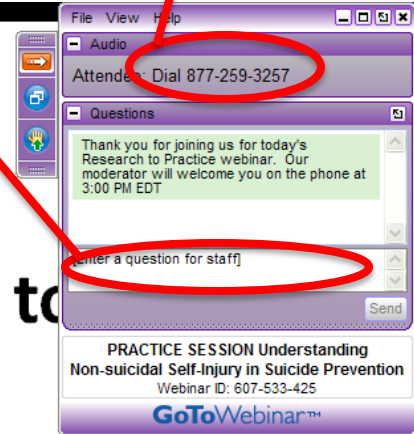
Call-in for audio



# Welcome to SPRC's Research to Practice Webinar

You are muted and will not hear anything until the moderator begins the session.

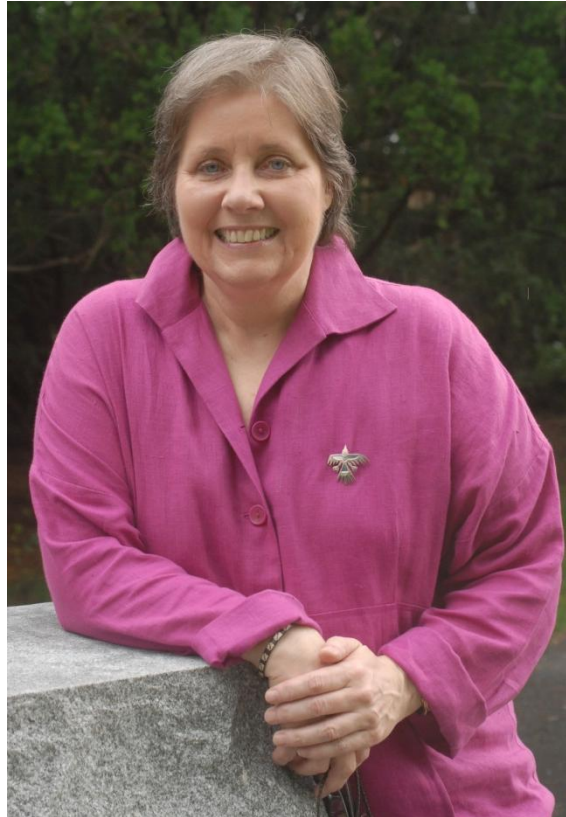
If you are experiencing technical difficulties, please call 307-GET-WEB1 (307-438-9321) or email [webinar@sprc.org](mailto:webinar@sprc.org)



# Today's Speakers



**Effie Malley, MPA**



**Caitlin Ryan, PhD, ACSW**



**Dave Reynolds, MPH, CPH**



**AMERICAN ASSOCIATION OF SUICIDOLOGY**

*AAS is a membership organization for all those involved in suicide prevention and intervention, or touched by suicide. AAS is a leader in the advancement of scientific and programmatic efforts in suicide prevention through research, education and training, the development of standards and resources, and survivor support services.*

**Preventing Suicide &  
Promoting the Well-Being of  
Lesbian, Gay, Bisexual, and Transgender Youth  
SPRC R2P Webinar - 18 January 2011**

Effie Malley

National Center for the Prevention of Youth Suicide

at

American Association of Suicidology

[www.suicidology.org](http://www.suicidology.org)



# Today's webinar

You will be able to:

- Describe how to use the resources in the workshop *Suicide Prevention among Lesbian, Gay, Bisexual, and Transgender (LGBT) Youth: A Workshop for Professionals Who Serve Youth* kit
- Discuss practice implications of modifiable risk and protective factors



# SPRC Workshop Kit

## Workshop Objectives

At the end of this training, you will be able to:

1. Use terminology for suicidal behavior and LGBT issues correctly
2. Describe research related to suicidal behavior among LGBT youth
3. Discuss risk and protective factors for LGBT youth and the implications
4. Assess your school's or agency's cultural competence with LGBT youth and plan next steps
5. Describe strategies to reduce suicidal behavior among LGBT youth



# Workshop Kit - Overview

- 70-slides PowerPoint presentation with scripted notes and instructions for the leaders for each slide
- Leaders' Guide
- Handouts including agenda, resource and info sheets, references, activities, and evaluations.
- “Youth voices” – 27 quotes from LGBT youth





# SPRC Workshop Kit

## Research Challenges

- Most hospital and vital records – no information on sexual orientation or gender identity
- Sexual orientation or gender identity hard to know for psychological autopsies
- Respondents do not identify with these terms
- Convenience sampling and small samples
- Few studies include racial/ethnic data
- Lack of longitudinal studies



## Workshop Kit –

# Suicide ideation & attempts in LGB youth

LGB youth are 1½ to 3 times more likely to report suicide ideation than non-LGB youth.

LGB youth are 1½ to 7 times more likely to have attempted suicide than non-LGB youth.

Suicide Prevention Resource Center, 2008



# SPRC Workshop Kit

## Suicide among LGB Individuals

LGB youth and young adults:

- Two psychological autopsy studies did not find a higher rate of suicide for LGB individuals.<sup>1,2</sup>
- Although these two studies are important, both have methodological issues that make their conclusions questionable.<sup>3</sup>

2003 analysis of Danish data:<sup>4</sup>

- Found “elevated suicide risk for homosexuals”
- Does not apply specifically to youth

1. Rich et al., 1986

2. Shaffer et al., 1995

3. McDaniel et al., 2001

4. Qin et al., 2003



# Risk and Protective Factors

Risk factors –

Make a disorder or behavior more likely

Protective factors –

Make a disorder or behavior less likely



# Using Risk and Protective Factors

## With individuals at risk

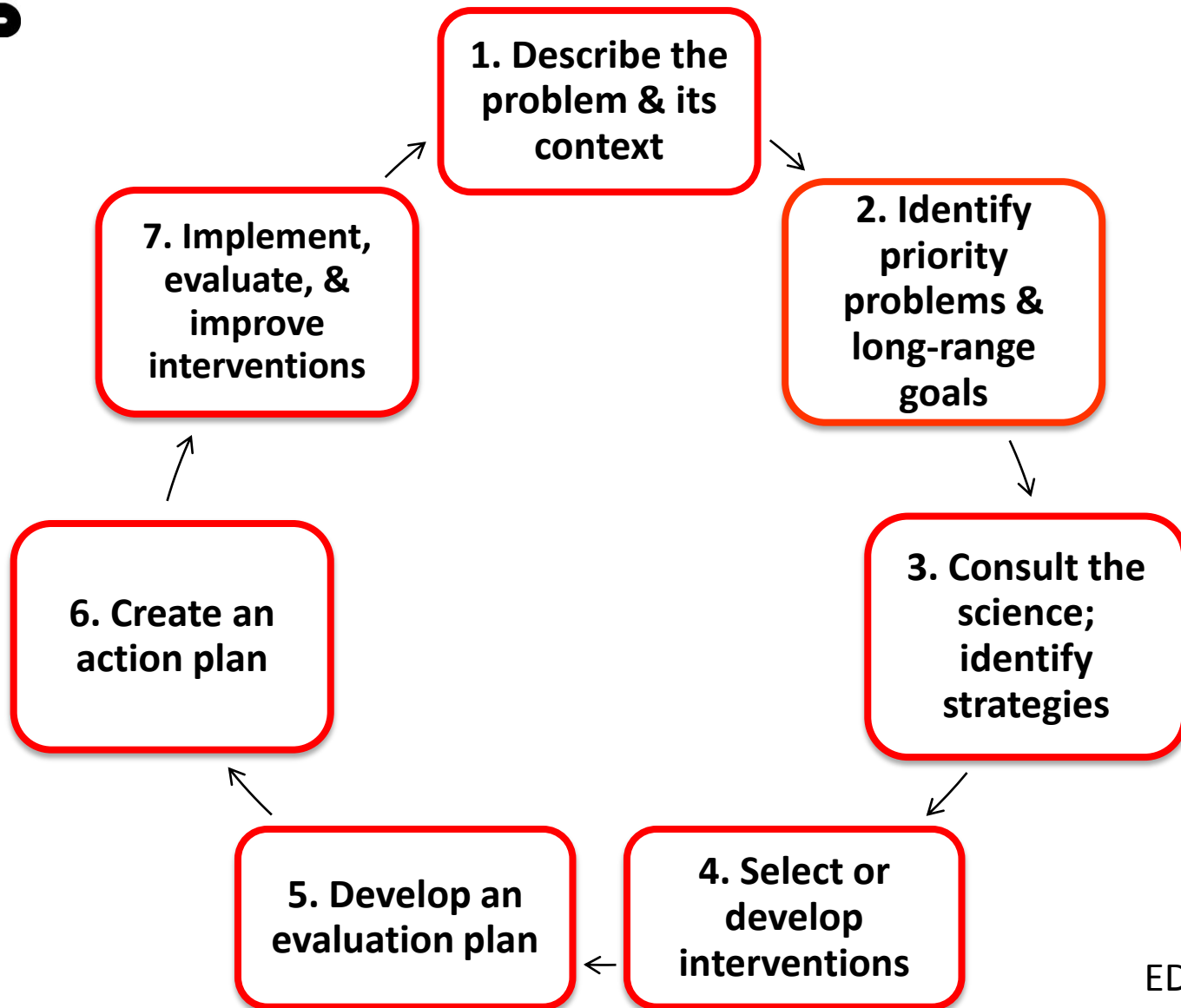
- Assess an individual LGBT youth's safety and issues
- Educate others in youth's support network about LGBT youth suicide risk and protection
- Need to know local and online resources

## Targeting groups at risk

- Identify higher risk group
- Use strategic planning
- Evaluate
- Consider a comprehensive approach such as cultural competence

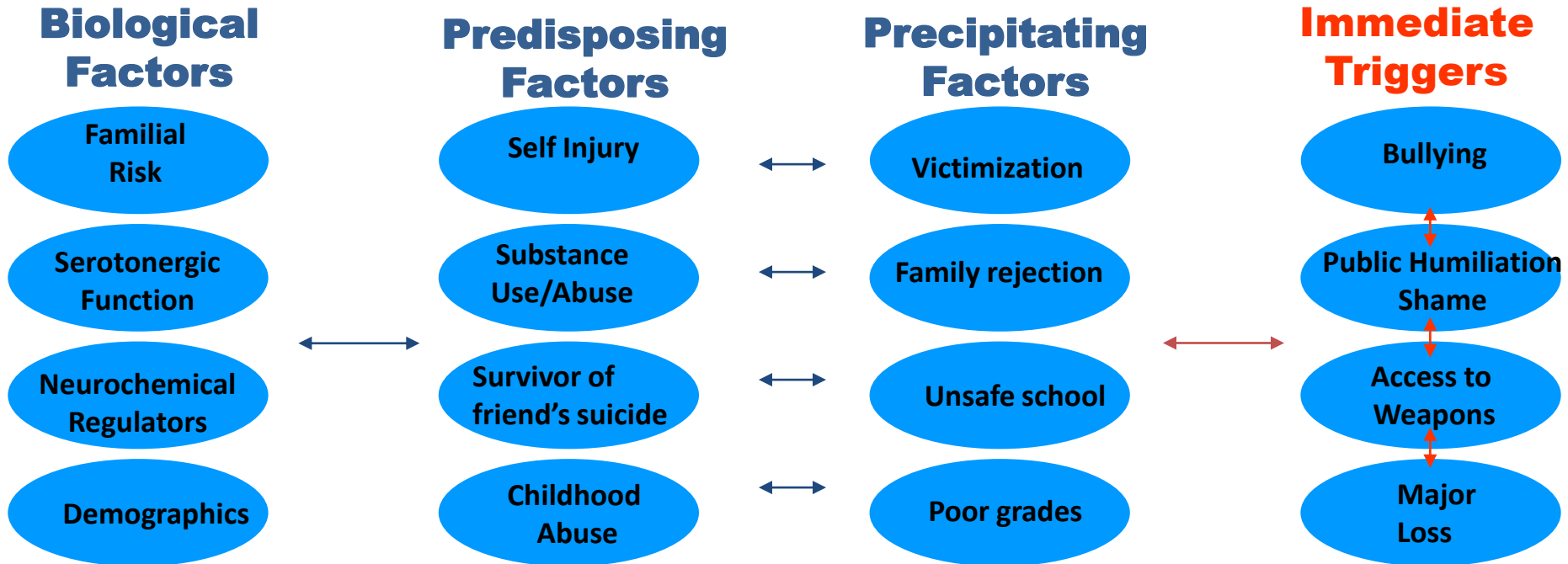


# Steps of strategic planning





# Many contributing factors to suicide



Adapted from Suicide risk assessment workshop, David J. Knesper M.D., U Michigan

[http://www.med.umich.edu/depression/suicide\\_assessment/](http://www.med.umich.edu/depression/suicide_assessment/)



# SPRC Workshop Kit

## Risk and Protective Factors

Being LGBT is not itself a risk factor for suicidal behavior

BUT

social stigma and discrimination

unsafe schools

ineffective providers



are associated with mood, anxiety, and substance use disorders, and suicidal behavior.





# SPRC Workshop Kit

## Risk Factors – Youth

- Previous attempt(s)
- Mental illness
- Substance use disorder
- Significant negative personality traits
- Mentally ill parents
- Stress (rejection, feared punishment)
- Isolation
- Hopelessness
- Method availability

Berman et al., Adolescent Suicide, 2006



# SPRC Workshop Kit

## Risk Factors – LGB Youth

- Gender nonconformity<sup>1</sup>
- Internal conflict about sexual orientation<sup>2</sup>
- Time of coming out<sup>3</sup>
- Early coming out<sup>4</sup>
- Low family connectedness<sup>5</sup>
- Lack of adult caring<sup>5</sup>
- Unsafe school<sup>5</sup>
- Family rejection<sup>6</sup>
- Victimization<sup>7</sup>
- Stigma and discrimination<sup>8</sup>

1. Fitzpatrick et al. 2005; Remafedi et al. 1991

2. Savin-Williams 1990

3. D'Augelli et al. 2001

4. Remafedi 1991

5. Eisenberg & Resnick, 2006

6. Ryan et al., 2009

7. Bontempo & D'Augelli 2002; Russell & Joyner 2001

8. Meyer 1995



# SPRC Workshop Kit

## Protective Factors

- Family connectedness<sup>1</sup>
- Family acceptance<sup>2</sup>
- Safe schools<sup>1</sup>
- Caring adult<sup>1</sup>
- High self-esteem<sup>3</sup>
- Positive role models<sup>3</sup>

1. Eisenberg & Resnick, 2006

2. Ryan et al., 2009

3. Fenaughty & Harre, 2003



# SPRC Workshop Kit

## Cultural Competence – LGBT

### **LGBT cultural competence standards for agencies:**

- Make accurate information easily available
- Train staff, volunteers, and board
- Have staff and board reflect diversity
- Have job descriptions, supervision, and performance review all reinforce cultural competence
- Include diverse clients in program decisions
- Make sure agency environment and policies are inclusive
- Conduct ongoing agency self-assessments



# LGBTQ youth and bullying

- A study using YRBS data found that LGBTQ students were disproportionately victimized, with over 4 times as many gay students experiencing frequent victimization. LGBTQ students with frequent victimization attempted suicide more often than highly victimized non-gay youth.

Bontempo & D'Augelli, 2002, *Journal of Adolescent Health*

- More than half of a sample of LGBT adults in Great Britain said that they had contemplated self-harm and 40% said they had attempted suicide or self harm as a result of being bullied in school.

Rivers, 2001, *Educational and Child Psychology*

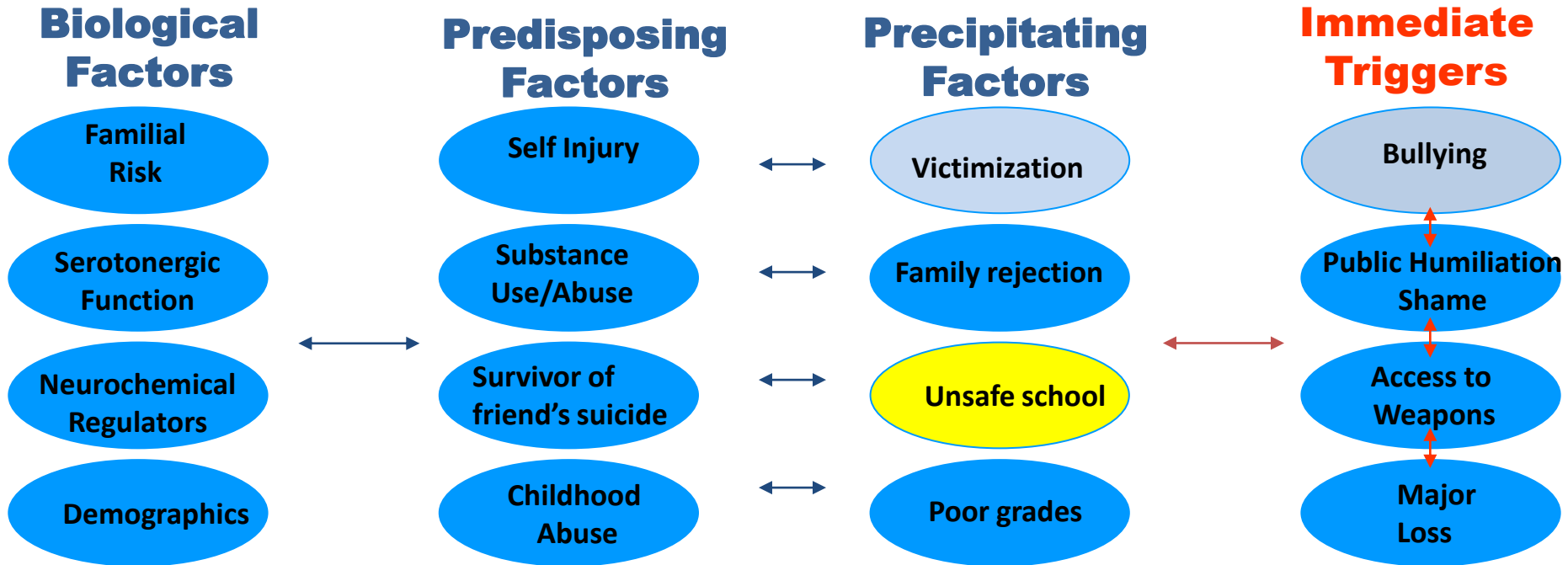


# LGB students and school safety

<b>Self-reported Behaviors</b>	<b><u>LGB Students</u></b>	<b><u>Other students</u></b>
Skipped school in the past month because of feeling unsafe on route to or at school	13.9	3.4
Was threatened/injured with a weapon at school in the past year	17.3	6.4
Was in a physical fight resulting in treatment by doctor or nurse	9.0	3.0



# Many contributing factors to suicide



Adapted from Suicide risk assessment workshop, David J. Knesper M.D., U Michigan

[http://www.med.umich.edu/depression/suicide\\_assessment/](http://www.med.umich.edu/depression/suicide_assessment/)



# LGBT youth suicide prevention - Conclusions

- Higher suicide ideation and attempt rates among LGB youth
- Need further research about suicide rates
- Use of risk and protective factors for LGBT youth suicidal behavior
  - Modifiable – to decrease risk and increase protective factors and identify groups to target
  - Nonmodifiable - to identify groups to target
- Cultural competence – a way to address broad social issues





# AMERICAN ASSOCIATION OF SUICIDOLOGY

*AAS is a membership organization for all those involved in suicide prevention and intervention, or touched by suicide. AAS is a leader in the advancement of scientific and programmatic efforts in suicide prevention through research, education and training, the development of standards and resources, and survivor support services.*

**Effie Malley**

Director, National Center for the Prevention of Youth Suicide at  
American Association of Suicidology, [www.suicidology.org](http://www.suicidology.org)

[EMalley@suicidology.org](mailto:EMalley@suicidology.org)

603-205-5395

**Join us for our 44th Annual Conference  
April 13 to 16, 2011  
in Portland, OR!**

# **FAMILIES: *Critical Role in Suicide Prevention, Wellness, and Care for LGBT Children & Youth***

---



**Caitlin Ryan, PhD, ACSW**  
*Family Acceptance Project*  
San Francisco State University

# Take Away Messages

---

- FAP is generating a paradigm shift to serve LGBT young people in the ***context of their families***
- Families have a **compelling impact** on their LGBT children's health & mental health
  - FAP's new **family systems approach** aims to strengthen families, promote well-being, reduce risk & prevent homelessness & custodial care for LGBT youth (e.g., prevent suicide, HIV, substance abuse, promote self-esteem, etc.)
- Low cost, low tech systems-level family intervention can **impact multiple outcomes**
- **Developing first evidence-based family model** of wellness, prevention & care for LGBT children and adolescents (Robert Wood Johnson Foundation matching grant)

# Protective Factors for Adolescent Risk

(Resnick, et al. 1997)

---

Connections to **family** and **school** are protective against major health risk behaviors—alcohol, and other drug use; emotional distress; suicidality, unsafe sex, and violence towards others.

# ***Family Acceptance Project™***

---

- **Research**
- **Education & Professional Training**
- **Family Interventions**
  - **New evidence-based family model of wellness, prevention & care**
- **Public Policy**

# LGBT Youth:

## Many Knowledge Gaps & Misconceptions

---

- Average age of awareness of first “crush” (sexual attraction) is age 10 for gay and heterosexual young people
- Misinformation about homosexuality – and gender identity – are widespread.
  - For example, many people incorrectly believe that an *event* needs to occur to “make” young people lesbian, gay or bisexual, and that adolescents need to be adults before they can know they are gay.
- Most information about LGBT youth was collected to advocate for services so it focuses on risk behaviors not strengths (very limited info on transgender youth)

# **Family Acceptance Project™**

---

- **Includes first comprehensive study of LGBT adolescents and families**
- **Prevailing approach and perceptions about dealing with families of LGBT youth are based on attitudes, anecdotes, personal family experiences & habit**

# Lack of Family Services

---

- **Periodic ongoing interviews with all LGBT youth programs, LGBT community centers and PFLAG chapters in CA**
- **Dearth of activities and services for families with LGBT children and adolescents**
- **Lack of awareness that families are not included / are actively excluded**



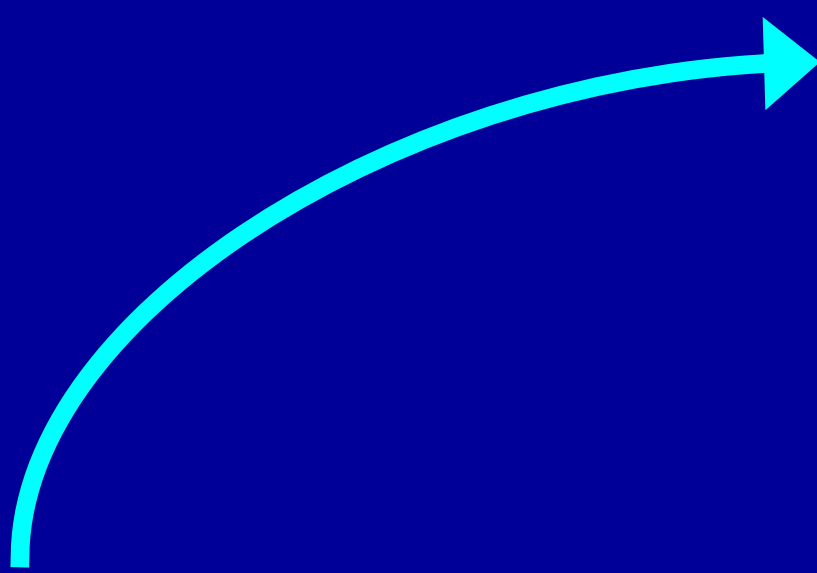
# Level of Family Awareness

---

- LGBT youth are served as individuals *alone* or through *peer* support across disciplines, mainstream & LGBT services and systems of care
- Providers are reluctant & uncertain about engaging families in an LGBT adolescent's care
  - don't ask LGBT youth about family relationships
  - don't have a rationale for involving families – had no reason to ask prior to FAP behavioral findings
  - see families of LGBT youth as rejecting, unpredictable, unsupportive, volatile

# Impact of Family Acceptance & Rejection on Health/Mental Health

---



Depression  
Suicidal Behavior & Attempts  
Substance Abuse  
HIV Risk & STDs  
Self-Esteem  
Social Support  
Life Satisfaction  
Sense of the Future

Family Responses:

*Acceptance*

*Rejection*

# Process

---

- ***In-depth Interviews*** – LGBT Youth & Families  
(Qualitative Study) identified more than 100 family reactions
- ***Young Adult Survey*** – (Quantitative Study)
- ***Family Briefing Sessions*** – Ethnically Diverse Families
- ***Family Interventions*** – Ethnically Diverse Families, Children & Youth

# Examples of Family Reactions

---

## *Supportive Behaviors*

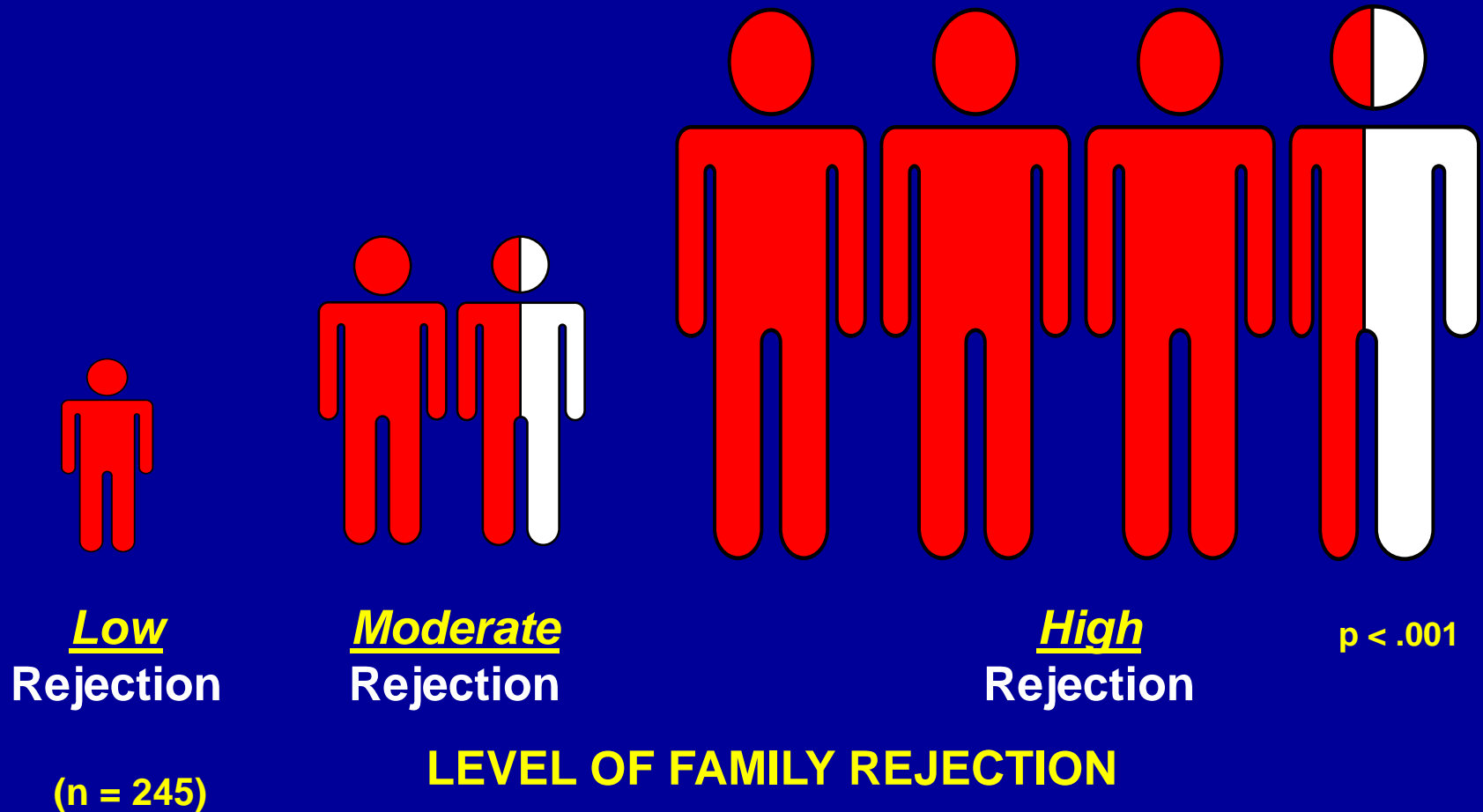
- Express affection & caring for LGBT youth
- Talk with your child about their LGBT identity
- Advocate for child when they are discriminated against or mistreated by others
- Welcome LGBT friends & partners to family activities
- Support child's gender expression

## *Rejecting Behaviors*

- Call youth derogatory names related to their sexual orientation, gender expression or identity
- Restrict access to LGBT positive information, including peers & community resources
- Tell LGBT youth that the way they look, act or behave is shameful to the family
- Try to change child's LGBT identity

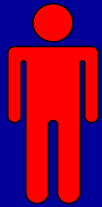
# Illegal Drug Use

---



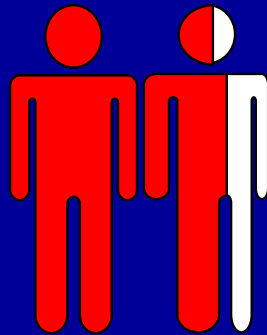
# Risk for HIV Infection

---

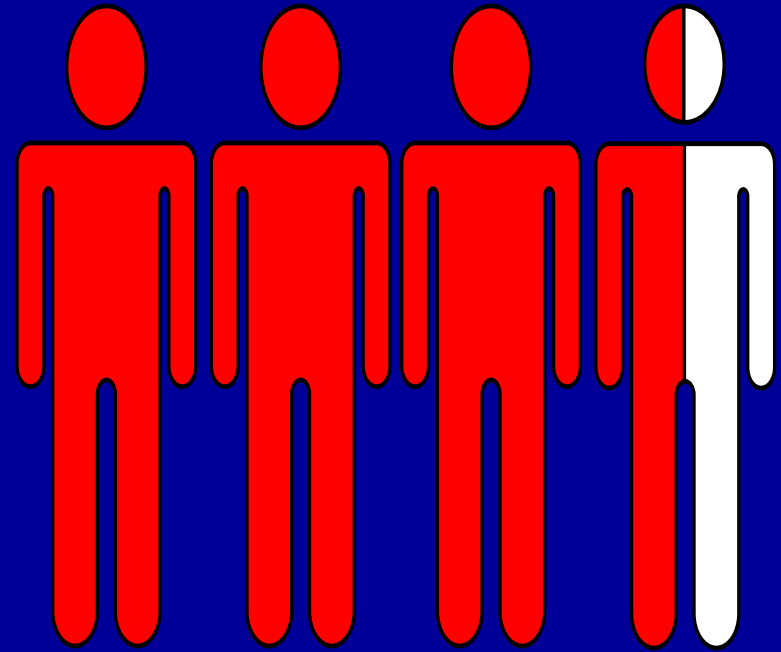


Low  
Rejection

(n = 245)



Moderate  
Rejection



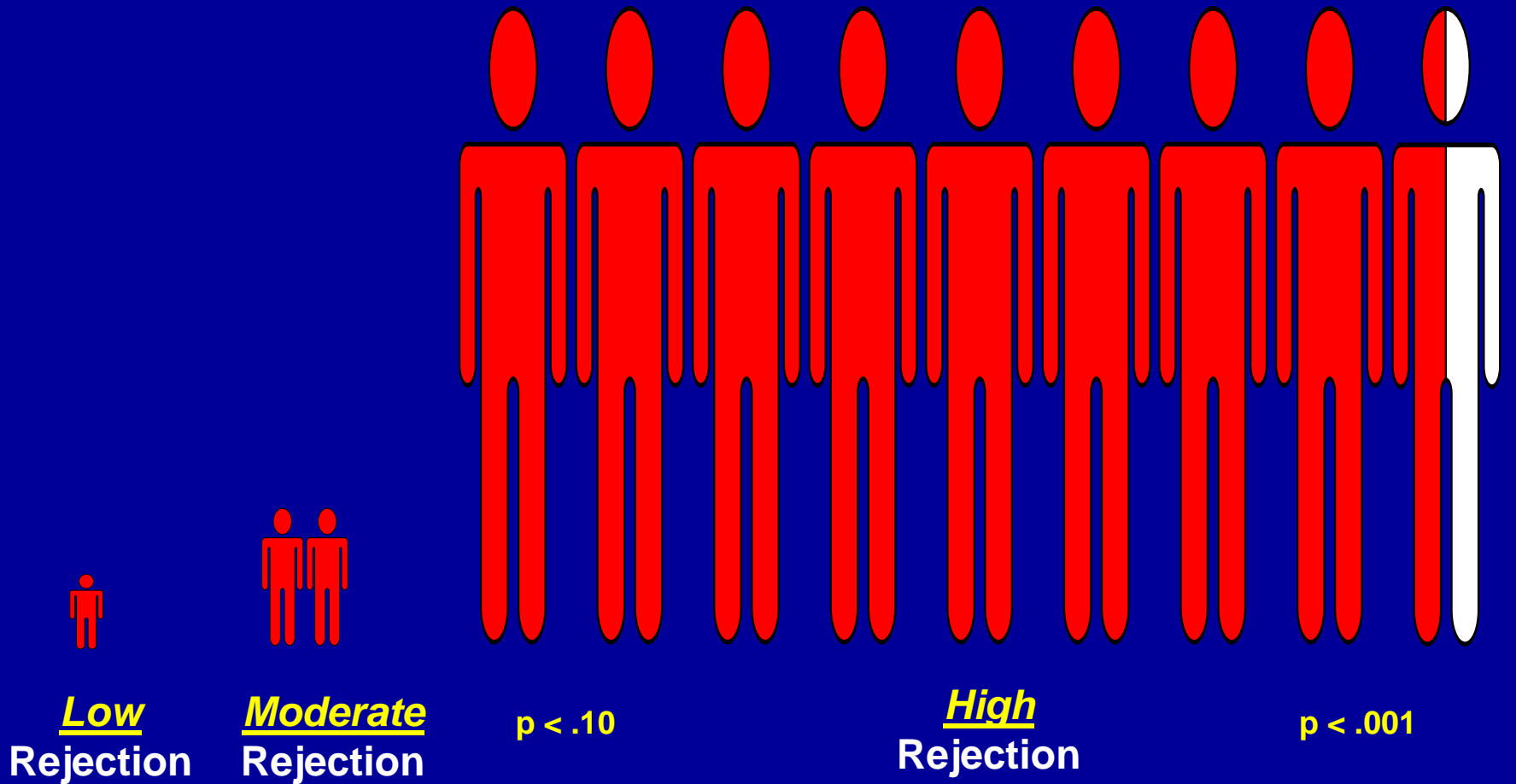
High  
Rejection

$p < .001$

**LEVEL OF FAMILY REJECTION**

# Lifetime Suicide Attempts

(1 or more times)



(n = 245)

**LEVEL OF FAMILY REJECTION**

# Family Acceptance

---

- **Family accepting behaviors during adolescence protect against suicidal behavior, depression and substance abuse in LGBT young adults**
- **LGBT young adults with high levels of family acceptance during adolescence had significantly higher levels of self-esteem, social support and general health — compared to peers with low levels of family acceptance**
- **LGBT young adults with low levels of family acceptance during adolescence were over three times more likely to report suicidal thoughts and suicide attempts — compared to peers with high levels of family acceptance.**



# Key Findings

---

- *Family rejection* is linked with serious health & mental health problems — including suicidal behavior — for LGBT young people
- *Family acceptance* is a protective factor for LGBT young people
- *Family acceptance* helps promote well-being for LGBT young people

# FAP Resources & Applications

---

- *Family education materials* – basic guidance in English, Spanish & Chinese
  - *Family video stories* of ethnically & religiously diverse families with LGBT and gender variant children
- *Policy & practice related materials* – assessment materials; policy & practice guidelines; training
- *Academic publications* – research published in peer-reviewed journals ➡ empirical foundation
- *Community engagement strategies* – to help communities move from resistance to engagement
- *Evidence-based family interventions* – to help families decrease risk, increase support & promote well-being for their LGBT children

# Parent and Provider Education/Support Materials

## Family Responses to Learning How Their Behavior Affects Their Child's Risk

We found that families from all ethnic groups were shocked to learn that reactions they thought would help or would protect their children from being gay or transgender – instead put their children at very high risk for health and mental health problems.

These behaviors – such as trying to change their children's identity or trying to keep them away from gay friends to protect them – instead, isolated their children and made them feel alone and unwanted. Many youth who are rejected actually feel like their parents and family members hate them.

### Some Family Behaviors that Increase Your LGBT Child's Risk for Health & Mental Health Problems

#### Behaviors to Avoid

- Hitting, slapping or physically hurting your child because of their LGBT identity
- Verbal harassment or name-calling because of your child's LGBT identity
- Excluding LGBT youth from family and family activities
- Blocking access to LGBT friends, events & resources
- Blaming your child when they are discriminated against because of their LGBT identity
- Pressuring your child to be more (or less) masculine or feminine
- Telling your child that God will punish them because they are gay
- Telling your child that you are ashamed of them or that how they look or act will shame the family
- Making your child keep their LGBT identity a secret in the family and not letting them talk about it

© Galin Ryan, Family Acceptance Project, 2009

Parents may react with anger, fear, sadness or disgust when they learn that their child is gay or transgender. Some parents or family members may call their children names or get into physical fights with them. Others may prevent their children from attending support groups for gay and transgender youth, or from learning about their gay or transgender identity. Or parents and foster parents may prevent them from attending family events because how the gay or transgender youth looks or behaves is shameful and embarrassing to them.

Our research identified many behaviors that parents and caregivers use to reject their child's gay or transgender identity. We found that some of these rejecting behaviors – such as blocking access to gay friends and resources or preventing a gay youth from attending family events – were just as harmful as physically beating a gay or transgender child. Instead, these behaviors that parents and caregivers may use to try to protect their children from harm put them at very high risk for suicide, depression and other health problems.

“You have to start with the family.”

Now we know how harmful it is for gay kids not to be accepted, not to be loved, and to be victimized. The more we talk about it, and the more people embrace their gay children and form families where they are accepted and loved—and not discriminated—they will thrive, the kids will thrive.”

LEONORA, MOTHER OF A LESBIAN DAUGHTER, WITH 2 GRANDCHILDREN



## Niños saludables con el apoyo familiar

Ayuda para familias con hijos e hijas lesbianas, gays, bisexuales y transgénero



SAN FRANCISCO STATE UNIVERSITY

**Family Education Booklet Series** - lower literacy levels and versions for specific faith traditions in development. Can be downloaded or purchased in bulk from the printer

<http://familyproject.sfsu.edu/publications>

# FAP Family Video Series



One of a series of short documentaries to help diverse families support their LGBT children

**MY SON** A family's journey to support their gay son

*Premiere Screening at Frameline's  
San Francisco International LGBT Film Festival:  
Friday, June 18, 2010 – 7pm, Victoria Theater  
2961-16th Street, San Francisco*

“Always My Son” – viewable on our webpage, will be disseminated by Frameline later in 2011. We’re raising funds for a series of short documentaries, based on our research, that show the journey of ethnically and religiously diverse families to support of their LGBT children.

<http://familyproject.sfsu.edu/family-videos>



# Family Acceptance Project™

---



fap@sfsu.edu

<http://familyproject.sfsu.edu/>

# LGBT Youth Suicide Prevention: Safe & Effective Messaging

Dave Reynolds, MPH, CPH  
Sr. Public Policy and Research Manager  
The Trevor Project

# Outline

- Mission and services from The Trevor Project
- Recommendations for the media
- Recommendations for professionals and advocates engaged in LGBTQ suicide prevention
- Recommendations for social media
- *Overall focus: Best practices for communication about LGBTQ youth suicide*

# What is The Trevor Project?

- The leading national organization focused on suicide and crisis prevention efforts among lesbian, gay, bisexual, transgender and questioning (LGBTQ) youth





# Services from The Trevor Project

- The Trevor Lifeline** is the nation's only 24/7 suicide and crisis prevention lifeline for LGBTQ youth:  
[1.866.4.U.TREVOR / 1.866.488.7386](tel:18664887386)



- TrevorChat** is a free, confidential, secure online messaging service that provides live help with non-suicide related crises over The Trevor Project website



# Services from The Trevor Project

- **TrevorSpace** is a social networking site for LGBTQ youth and their allies designed to break down walls and decrease isolation:  
**TrevorSpace.org**
- **Dear Trevor** is a non-time sensitive question and answer forum for questions related to sexual orientation, gender identity, and non-immediate needs



# Services from The Trevor Project

- Lifeguard Workshops** use structured, age-appropriate curricula to open up a dialogue among youth about suicide and the intersections with sexual orientation and gender identity
- Trevor Survival Kits** are educational tools distributed to schools and youth service providers to help facilitate discussions around suicide, sexual orientation, and gender identity



# Safe, Effective and Encouraged Messaging



# The Dangers of Sensational Stories

- Suicide attempt rates increase when:
  - > The number of stories about suicide increases
  - > A particular death is reported at length in many outlets—especially as the “opening piece”
  - > Headlines about specific deaths are framed *dramatically* and/or provide great detail
  - > Story portrays a “martyr”

# Recommendations for the Media

- The media can help prevent suicide by:
  - > Telling the warning signs of suicide
  - > **Encouraging help seeking behavior**
  - > Communicating effective treatments
  - > Offering resources
  - > Acknowledging *complex causes* of suicide
- > *AAS Warning Signs of Suicide from SPRC Best Practices Registry:*  
<http://bit.ly/gALHrg>



# What is a “complex cause?”

- Always more than just a recent event
- **Sexual orientation and gender identity alone are not risk factors**
- *No empirically-proven causal link between bullying and attempting suicide*

# Problematic Coverage



abc NEWS / Health  
ABC News Mind, Mood Coverage

HOT TOPICS: Capt. Owen Honors · Brett Favre · White House

Home Video News Politics Blotter **Health** Entertainment Money Tech Travel World News

MORE HEALTH: Dr. Richard Besser | Global Health | Health Conditions | Check Your Symptoms | Drugs & Treatments

Watch Video →

WATCH: The Longest Serving Female Senator.

WATCH: Charles Grodin Rips John Boehner's Tears

Home > Health > ABC News Mind, Mood Coverage

## Teen Commits Suicide Due to Bullying: Parents Sue School for Son's Death

Family Wants No Money but Insists School Address Bullying and Three Other Suicides

Print RSS FOIIT SIZE: A A A SHARE: Email Twitter Facebook YouTube SoundCloud (+) More

### Suicide-Bullying Connection

The National Youth Violence Prevention Resource Center estimates that nearly 30 percent of American youth are either a bully or a target of bullying.

According to the U.S. Centers for Disease Control and Prevention, which established

<http://abcn.ws/hW1vfa>



# Better Media Coverage

EDITION: U.S. INTERNATIONAL MEXICO  
 set editios preference

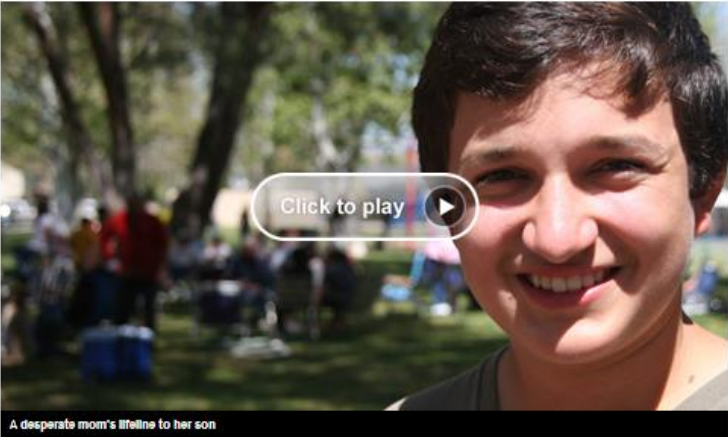
**CNN Living**

Home Video NewsPulse BETA U.S. World Politics Justice Entertainment Tech Health

Sports

## Hot line serves as 24/7 lifeline for struggling gay youths

By Jessica Ravitz, CNN  
 October 7, 2010 1:51 p.m. EDT



Click to play

A desperate mom's lifeline to her son

**STORY HIGHLIGHTS**

- A friend's rejection made Garrett Wedel crumble and left him saying he didn't want to live
- His mother remembered she had a number for The Trevor Project in

(CNN) -- The business of saving lives can happen in the most unassuming of places: In the corner of a nondescript, dingy building in an unnamed West Coast city, in a small office that can barely fit four desks.

<http://bit.ly/ggCTKx>

USA TODAY

Home News Travel Money Sports Life Tech Weather

News » Health & Behavior Fitness & Nutrition Your Health: Kim Painter Swine Flu Medic



A city councilman in Fort Worth, Texas, rocketed into cyberspace prominence earlier this month in a video pleading with gay teens not to commit suicide and tearfully recounting his own ordeals as a bullied schoolboy.

00:00 02:20  
 PLAY email get link get code

## Gay teens told 'It Gets Better'

Updated 10/19/2010 12:23 PM | Comments 670 | Recommend 21 | Email | Save | Print | Reprints & Permissions | RSS

By Elizabeth Weise, USA TODAY

They sit down in front of the camera, and they start to talk. In English, in Spanish, in American Sign Language. Proudly wearing their U.S. Marine uniforms or wedding rings or holding squiggly, giggling children. Most of them gay, each has a message for gay teenagers who may be contemplating suicide. "It gets better!" these adults tell them, in heartfelt videos posted to a new YouTube channel.

A string of suicides by gay youth nationwide this fall impelled many of them to tell their stories online, speaking of the harassment and bullying they endured in middle and high school.

Share  
 Yahoo! Buzz  
 Add to Mix  
 Facebook  
 Twitter  
 More  
 Park  
 Digg  
 Reddit  
 MySpace  
 StumbleUpon

<http://usat.ly/eqBiod>

# Better Media Coverage

The screenshot shows the ABC News Health website. The article is titled "Support, Counseling, Education for Gay Youth" and is dated October 4, 2010. The byline is "By LEANNE ITALIE Associated Press Writer". The article text discusses resources for gay youth and mentions the recent suicide of Rutgers University freshman Tyler Clementi. A photo shows a candlelight vigil for Tyler Clementi.

- For more information visit: *Reporting on Suicide: Recommendations for the Media*, available at [AFSP.org](http://AFSP.org)

<http://abcn.ws/f4EpML>

# Messaging to Avoid

- Detailed descriptions a specific suicide or means
- Personal details of those who died by suicide
- Memorializing a suicide victim in a press release
- Using the term “epidemic”
- Oversimplifying bullying
- **Presenting suicide as a common event or logical consequence of bullying**

# Messaging to Avoid (cont'd)

- Assuming or guessing the sexual orientation/ gender identity of a victim
- Conflating a precipitating event (like bullying) with the “cause” of suicide
- Ignoring mental illness as likely cause
- Glorifying suicide, making celebrities of victims or portraying victims as martyrs
- Linking political issues and suicide

# Recommended Messaging

- Encourage help-seeking behavior
- Make available resources known
- Emphasize individual and collective responsibility for supporting the well-being of LGBTQ people
- Focus on positive terms like “psychological well-being” and that it can be compromised by various factors and stressors



# Recommended Messaging (Cont'd)

- Talk about the importance of family acceptance
- Talk about systematically addressing bullying
- Connect bullying – and the need for bullying prevention – back to health, safety and general well-being of LGBTQ people

# An Exemplary Campaign

- SAMHSA's *What a Difference a Friend Makes*: <http://www.whatadifference.samhsa.gov/>
- Encourages help-seeking
- Does not normalize suicide
- Views mental health as part of overall health
- Offers resources easily and for a variety of audiences
- Does not dramatize
- Engaging to youth



# Dangers on Social Media

- Using Twitter or Facebook to announce a suicide death
- Giving detailed descriptions of a suicide death or victim
- Posting photos of a suicide victim
- Creating virtual memorials or tributes for a suicide victim
- Reposting problematic mainstream media headlines (e.g., “Student, 15, Commits Suicide Over Bullying”)
  - > If you can, edit the headline
- Referring to suicide “epidemics”
- Be careful: your friends can “like” a poorly worded post
  
- National Suicide Prevention Lifeline's *Responding to Online Users in Crisis*:  
<http://bit.ly/gzRtjL>



# Acknowledgements

- Many of the recommendations and evidence put forth are owed to our partners too:

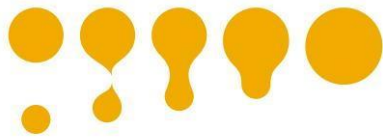


American Foundation *for* Suicide Prevention



**GLSEN**®

**glaad**



*gay & lesbian alliance  
against defamation*

**JFF**

**JOHNSON  
FAMILY  
FOUNDATION**

**MAP**

movement advancement project ▶

# Questions and Answers after the Webinar?

- Dave Reynolds, MPH, CPH
- Sr. Public Policy and Research Manager
- Dave.Reynolds@TheTrevorProject.org
- 310.271.8845 x258 (o)

