

**FOCUS ON**  
**LIFE**  
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**GUAM'S YOUTH SUICIDE PREVENTION MEDIA CAMPAIGN**

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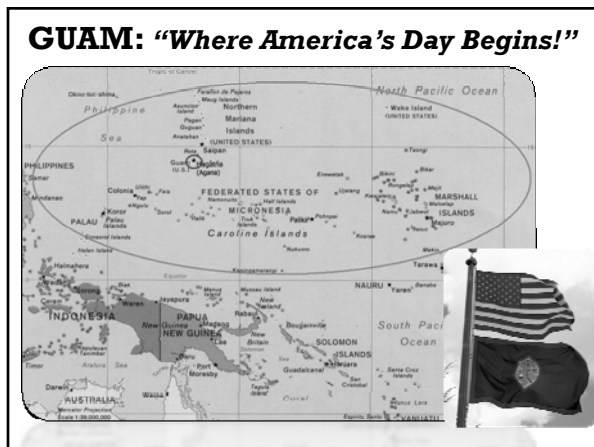
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**Suicide on Guam**

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Deaths	29	22	22	20	16	28	18	26	30	30
Suicide death rate per 100,000	18.7	13.9	13.7	12.2	9.6	16.6	10.5	15.0	16.8	16.8

©Guam's Suicide Rate—54% higher than U.S.  
 ©3 times higher rate than Pacific Islanders living in the U.S. Mainland

**By Age Group**

**By Gender**

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## Overall Program Goals

- ◎ **Program Goals:**
  - ✓ Strengthen data collection, analysis and reporting;
  - ✓ Build workforce capacity;
  - ✓ Implement programs that work.
- ◎ **Media Campaign Goals:**
  - ✓ Create culturally relevant, data & community driven campaign.
  - ✓ Inspire hope through positive look & feel of campaign
  - ✓ Increase motivation to seek help.
  - ✓ Increase awareness of services and data




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*Health Communication Process Step 1:*

## Planning & Strategy Development

- ◎ Build community ownership
- ◎ Use safe messaging.
- ◎ Leverage resources
- ◎ Engage target audience
- ◎ Develop clear/consistent messages.
- ◎ Incorporate traditional practices and cultural values.

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*Health Communication Process Step 2:*

## Pretesting Concepts and Materials

Top down Vs. Community Driven



V1



V2



TESTED V3

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**Health Communication Process Step 3:**

### Implementing the Program

- Campaign Cost: \$38,032.00
- In-kind donations
- Mass Media Advertising Campaign (August 2009)
- Use of Social Networking sites
- Youth Involvement
- Partnerships with GTA & PayTel
- Community Outreach and Advocacy
- Feedback from the Community.
- 4<sup>th</sup> Annual PEACE Conference: "Uniting Hands to Empower Life."

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**Health Communication Process Step 4:**

### Assessing Effectiveness & Refining the Campaign

**English**                      **Chamorro**                      **Chuukese**

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### Sustaining Guam's Focus on Life



- ⊙ Community partnerships
- ⊙ School and Community Outreach
- ⊙ Community advocacy
- ⊙ Monitoring and Evaluation

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### Lessons Learned



- ⊙ Reinforced need to be data and community driven
- ⊙ Call to Action
- ⊙ Inspirational messages
- ⊙ Maximize exposure—use traditional and non-traditional media sources
- ⊙ Survivor testimonials—greatest impact
- ⊙ Safety measures— directory of resources and trained gatekeepers

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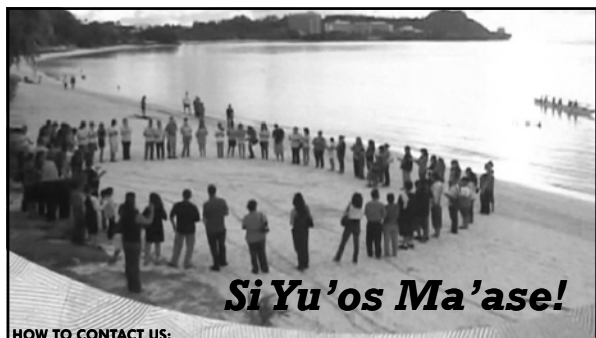
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***Si Yu'os Ma'ase!***

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