



ST. JOHN'S
UNIVERSITY

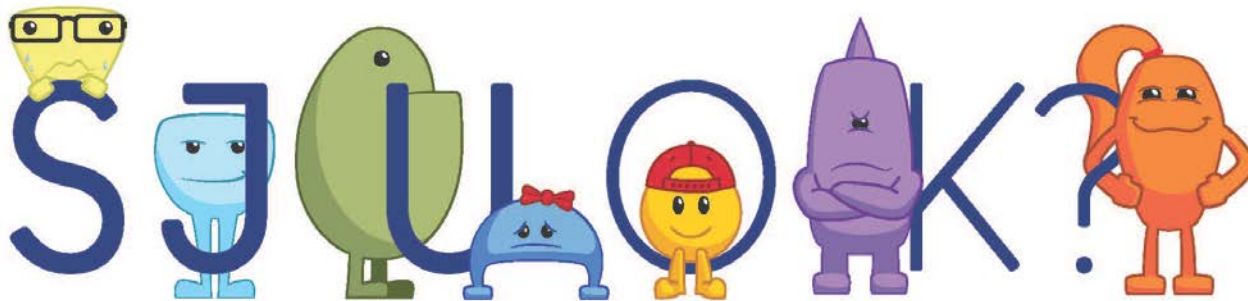
Implementing a Campus-wide Student-centered Suicide Prevention Media Campaign

SAMHSA GLS Grantee Meeting March 2018

The views, opinions, and content expressed in this publication do not necessarily reflect the views, opinions, or policies of the Center for Mental Health Services (CMHS), the Substance Abuse and Mental Health Services Administration (SAMHSA), or the U.S. Department of Health and Human Services (HHS)

Luis G. Manzo, Ph.D.
Executive Director of Student Wellness and Assessment


Tools, Strategies and resources to develop, disseminate, and evaluation your own Suicide Prevention Media Campaign




- **Identify goals and learning outcomes**
 - ✓ Reduce stigma by normalizing emotions
 - ✓ Educate about the warning signs of suicide
 - ✓ Encourage helping and help seeking behaviors

- Form a team
 - ✓ Academic Departments: Art, Graphic Design, Marketing, etc
 - ✓ Faculty/Administrator: Coordination & editing
 - ✓ Students: Content development


DESIGN TEAM




AARIS SHERIN
Creative Director




REBECCA BROOKER
Graphic Designer



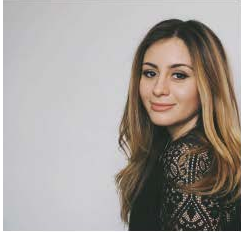
MICHAEL LAGATTUTA
Graphic Designer/Illustrator




ELIZABETH KOEHLER
Graphic Designer



KAYANA TERNIZE
Graphic Designer



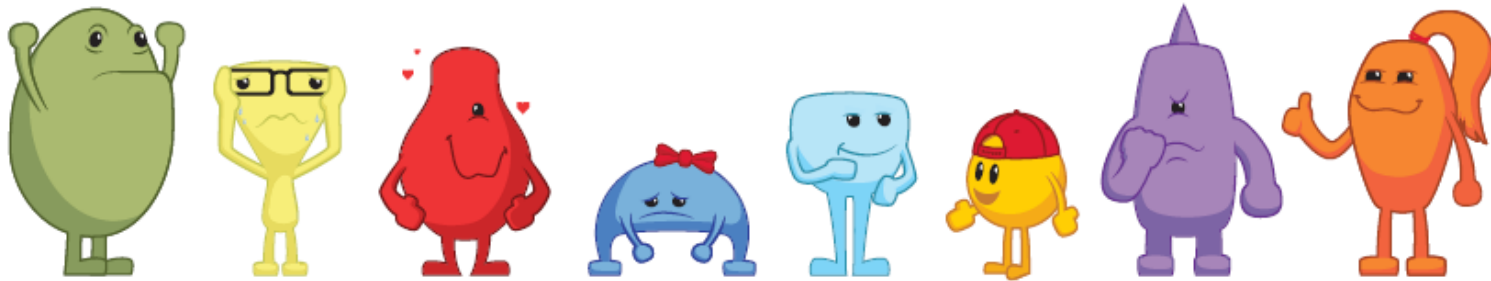
IDALEA CINQUEMANI
Graphic Designer (2015-2016)



BENJAMIN HUNT
Graphic Designer (2014-2015)

- Form a team
 - ✓ Academic Departments: Art, Graphic Design, Marketing, etc
 - ✓ Faculty/Administrator: Coordination & editing
 - ✓ Students: Content development

- Educate your team about the issue
 - ✓ Provide examples-webpages, posters, campaigns, etc
 - ✓ Share local, national, and university data

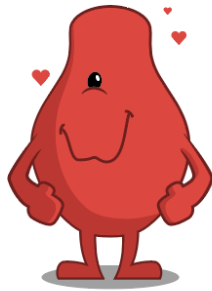


SJUOK?

SJUOK?



Name: Rob
Emotion: Happy



Name: Bella
Emotion: In Lovw



Name: Jacob
Emotion: Relaxed



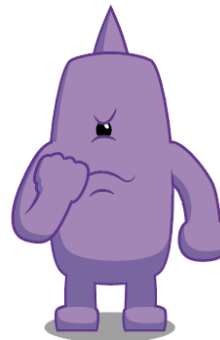
Name: Andrea
Emotion: Proud



Name: Kevin
Emotion: Stressed



Name: Katie
Emotion: Sad



Name: Max
Emotion: Anger



Name: Ned
Emotion: Anxious

Campaign Development: Focus Group Content & Materials

Focus Groups: Round 1- Content

Focus Group Agenda – Facilitator Guide

I. Background and Introductions (5 min)

- Have everyone introduce themselves – give out sign-in sheet
- *SAMHSA Grant goals/objectives*
 - “The Department of Student Wellness has received a grant from the Substance Abuse and Mental Health Services Administration of the US

SJUOK? Campaign

- What do you think of the Name and Tagline for the Project?
- Show the three taglines, SJU HOPE, SJU SM:)LE, SJUOK
- What thoughts do you have of the emotions in the various characters

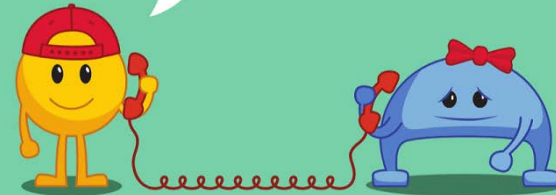
III. Logo and Tagline & Outreach (15 min)

- *SJUOK? Campaign*
 - △ What do you think of the Name and Tagline for the Project? Show the three taglines, SJU HOPE, SJU SM:)LE, SJUOK
 - △ Which of these speaks to you more
 - △ What thoughts do you have of the emotions in various “characters”

CHECK IN

Verb. Taking note of a person's situation, environment or condition and reaching out to offer help and support.

Hi Katie how's your day going?



Checking in can be done over the the phone or in person. It relieves stress and makes you feel better.

SJUOK?
stjohns.edu/sjuok

Campaign Development: Focus Group Content & Materials

Focus Groups: Round 2- Materials

Focus Group Agenda – Facilitator Guide

1. Background and Introductions (5 min)

- Have everyone introduce themselves – give out sign-in sheet
- SAMHSA Grant
 - “The Department of Student Wellness has received a grant from the Substance Abuse and Mental Health Services Administration of the US population. Our goals in this grant is to increase help seeking behavior when either they, or their friends exhibit signs of suicide ideas or plans.”
 - Part of this grant is to create a visual suicide prevention message using logos, photos and icons to relate our message.
- Focus on marketing visuals
 - Today we are asking you not to be focused on personal stories but more on what you feel about the visuals being presented. What feelings you have about the pictures and the icons, the graphics. In short, does what you see here in this presentation speak to you as a college student.
 - Would you, as a college student be more willing to reach out after viewing these images.

2. Hats (15 min)

- a. Which of the following do you prefer? (Vote)
 - i. Type of hat
 1. I have a picture of a flat brim hat and a sample of a rounded brim hat....
 - ii. Type of logo
 1. I have pictures of three types of logo...
- b. Open discussion: What did you like and dislike about Option 1? Option 2? Option 3?

3. T-Shirts (15 min)

I'm going to show you 8 different types of t-shirts; each shirt representing a character. Shirts will be printed with the “faces” on the front and SJUOK? and the character on the back.

- a. Open discussion: What do you like/dislike about the t-shirts?

Hats, Keychains, T-Shirts

- I have a picture of a flat brim hat and a sample of a rounded brim hat....
- I have pictures of three types of logo...

Which of the following do you prefer? (Vote)

- Individual characters? All characters?
- Which design of all the characters?
- Open discussion why did you like and dislike about option one? Option 2?



Various Student Groups

- Resident Assistants
- Orientation Leaders
- RISE Network
- SPECTRUM
- Student Veterans
- Student Leaders

(record and have focus groups transcribed)



Posters High traffic Areas



Movable Signs



Step & Repeat at events

Yard Signs



Stephanie @steph_mcdonough · 6 Oct 2016

I am so proud of my org everyday ❤️ #AlphaSigmaAlpha #SJUOK #DOTDays



Campaign Dissemination: Campus News Paper and Social Media

St. John's Torch-Student Newspaper



Campaign Dissemination: Integration into Events

Annual Suicide Prevention Awareness Event & Walk



Over 2000 students
participated since 2015

Campus Connect Gatekeeper Program

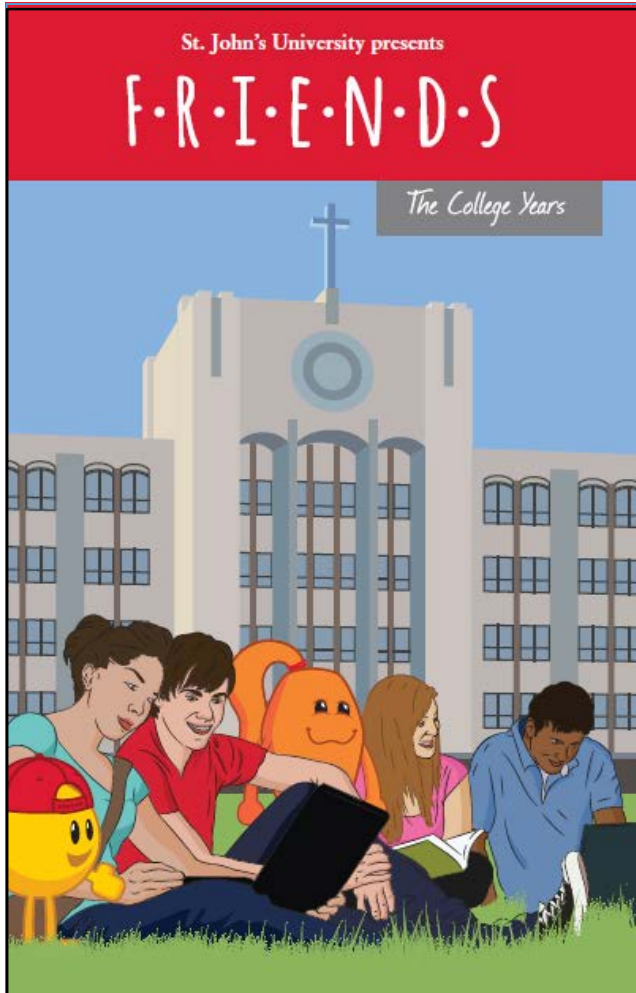


Over XXX students trained
since 2015

Campaign Dissemination: Integration into Events

New Student Orientation:
Interactive Peer Theater Playbill

University Student Portal



INFORMATION TECHNOLOGY Service Advisory

SJU Email with IOS 11

If you are using the native mail app on your iPhone or iPad and upgrade to IOS 11, you may encounter issues.

Microsoft and Apple are working to resolve this issue immediately. In the meantime, we recommend you download the free [Outlook for iOS](#) from the App Store.

[Learn more](#)

SUJOK? Suicide Awareness

Join us for the 3rd Annual [SUJOK? Suicide Prevention Walk](#) to learn about the signs of suicide, helping a friend and yourself, and more.

A \$1 registration fee will go to support the National Foundation for Suicide Prevention.

Thursday, Oct 5, 1:50 p.m. to 3:15 p.m., Great Lawn

[Learn more](#)

UPCOMING CAREER FAIR

Fall Career Fair

More than 100 employers from a variety of industries will be on hand to meet you! This event is open to all St. John's students.

Please bring multiple copies of your resume and your StormCard. Business attire is strongly recommended!

Thursday, Sept 28, 11 a.m. to 3 p.m., Taffner Field House

[Learn more](#)

BLACKBOARD SERVICE OUTAGE

Please be aware that we are scheduling a Blackboard Service Outage starting on Saturday, March 3, 2018, from 12:01 a.m. until 4 p.m. During this time, Blackboard will be unavailable.

We apologize for this inconvenience and appreciate your patience.

Weeknight Extended Service

Based on recent student feedback, Public Safety is now offering a weeknight evening shuttle service after the regular shuttle bus service ends.

The Public Safety shuttle will run from Gate 6 to all off-campus housing locations (Seton, DePaul, Goethals, and Henley).

Any questions or concerns regarding the extended service should be directed to Public Safety at 718-990-6281.

Weeknight Extended Service Schedule		
Sunday Through Thursday		
Departs Gate 6	Service Starts	Service Ends
Continuous Service to Seton, DePaul, Goethals, Henley	11:30 p.m.	3:30 a.m.

YOUR NSSE SURVEY

You are invited to participate in the [National Survey of Student Engagement \(NSSE\)](#).

We rely on your feedback to renew and invigorate our commitment to your learning, service, and engagement. Please complete the

SENIOR STORM

[Senior Storm 2017](#)

Are you ready for to celebrate your final days as an undergrad at St.

Campaign Dissemination: Integration into Events

Tabling: Stand alone and at events (i.e., stress free, wellness fairs, etc)



Collaboration with Dining Services



Campaign Dissemination: Integration into Events

Athletic Events




Residence Assistant Programming



App Store Preview

This app is only available on the App Store for iOS devices.

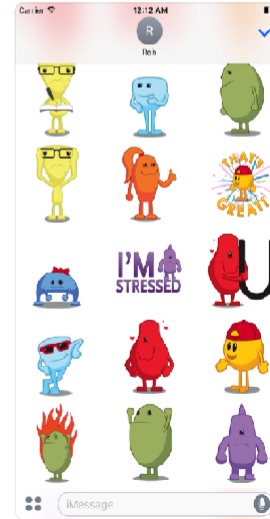





SJUOK? Stickers 4+

SJUOK?

Free
Only for iMessage

Screenshots [iPhone](#) [iPad](#)



Over 2800 downloads


Short Quick Surveys: Tabling

TELL US WHAT YOU THINK

Have you heard of SJUOK?

Yes
 No

Have you seen these characters?



Yes
 No


As a result of the SJUOK? campaign, . . .

Check all that apply

- I am more comfortable talking about my emotions.
- My conversations with others about mental health concerns increased.
- I feel the SJU community is more accepting of a range of emotions.
- I am more aware of mental health services on campus.
- I feel the SJU community is more accepting of mental health issues.
- I am more likely to seek mental health services.
- I am more knowledgeable of the warning signs of suicide.
- I am aware of suicide prevention hotlines, e.g., Suicide Prevention Lifeline, NYC Well, Crisis Text Line.



Student Portal Pop-Up Polls



MY SJU

SPOTLIGHT
ALUMNI
ACADEMICS
FINANCES
EMPLOYEE
LAW SCHOOL
CAREER SERVICES
ISSSO
RES LIFE
CAMPUS LIFE
HOW DO I...
STAGING

Student Wellness Poll

Have you heard of SJUOK?
 Yes No

Have you seen these characters?
 Yes No



As a result of the SJUOK? campaign, . . .

I am more comfortable talking about my emotions.

My conversations with others about mental health concerns increased.

I feel the SJU community is more accepting of a range of emotions.

I am more aware of mental health services on campus.

I feel the SJU community is more accepting of mental health issues.

I am more likely to seek mental health services.

I am more knowledgeable of the warning signs of suicide.


I am aware of suicide prevention hotlines, e.g., Suicide Prevention Lifeline, NYC Well, Crisis Text Line.

Check all that apply.

Tell Us!

Campus Rec Spring Update

Weeknight Extended Service



Based on recent student feedback, Public Safety is now offering a weeknight evening shuttle service after the regular shuttle bus service ends.

The Public Safety shuttle will run from Gate 6 to all off-campus housing locations (Seton, DePaul, Goethals, and Henley).

Any questions or concerns regarding the extended service should be directed to Public Safety at 718-990-6281.


Weeknight Extended Service Schedule

Sunday Through Thursday		
Departs Gate 6	Service Starts	Service Ends
Continuous Service to Seton, DePaul, Goethals, Henley	11:30 p.m.	3:30 a.m.

Senior Storm


SENIOR STORM

[Senior Storm 2017](#)

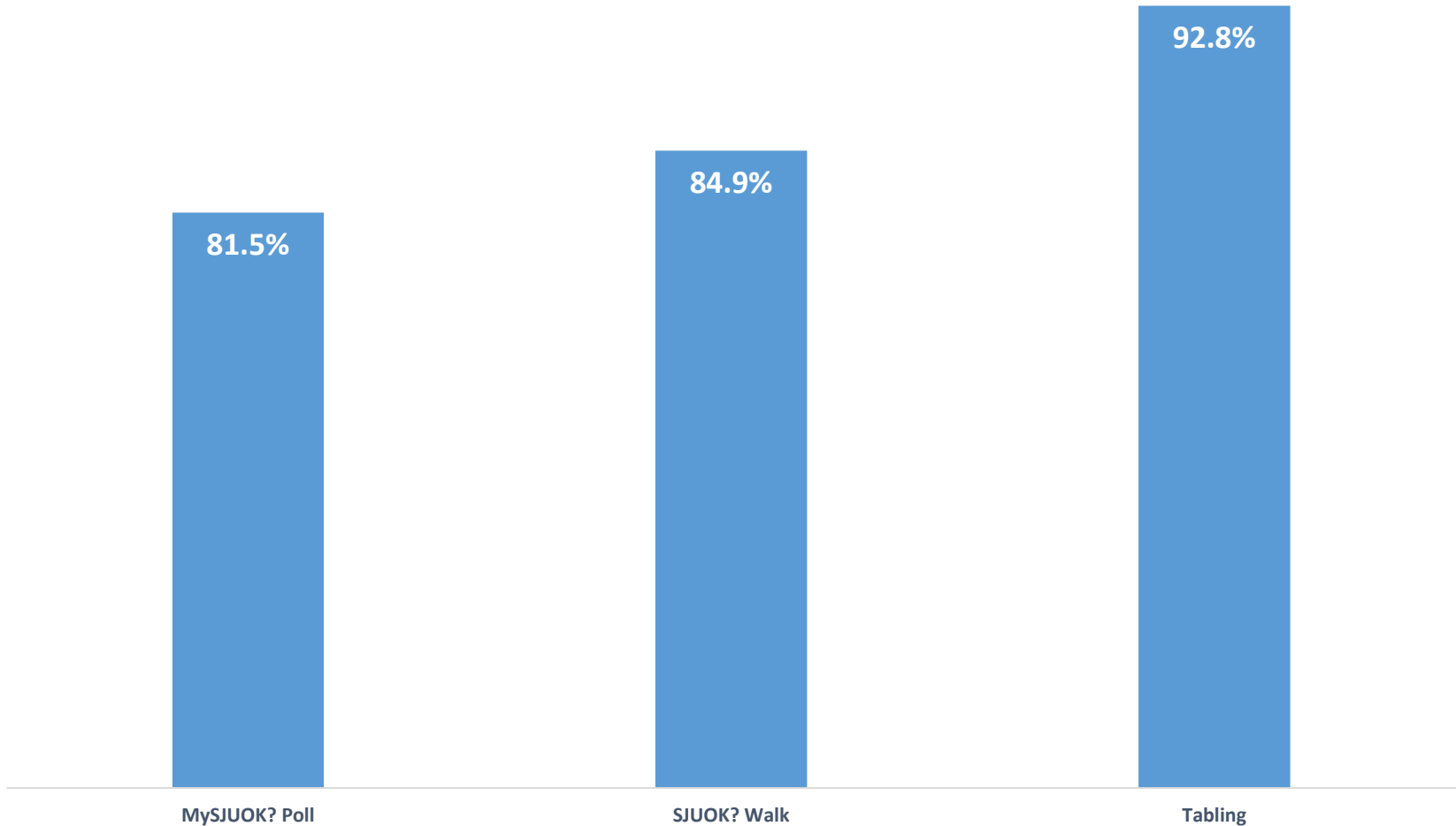


Are you ready to celebrate your final days as an undergrad at St. John's University? Senior Storm tickets go on sale at 9 a.m. on Monday, April 24 from [Campus Concierge](#).

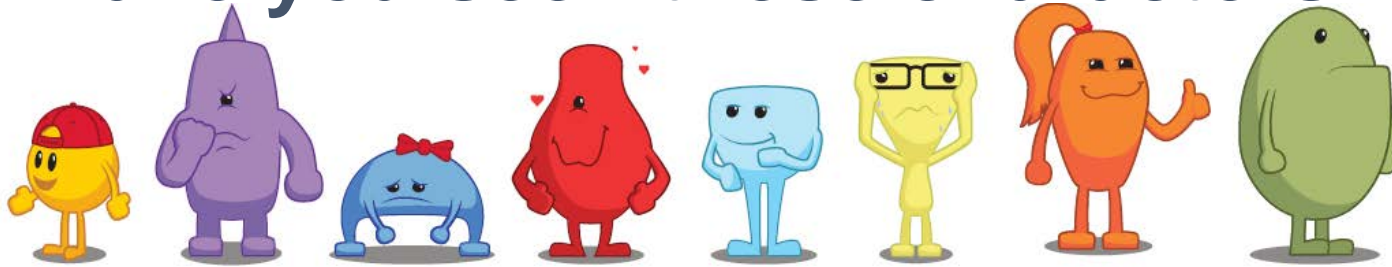
Time left until Queens Undergrad Commencement:


282:05:27:2'
Days Hrs Mins Sec

Have you heard of the SJUOK? campaign?



Have you seen these characters?

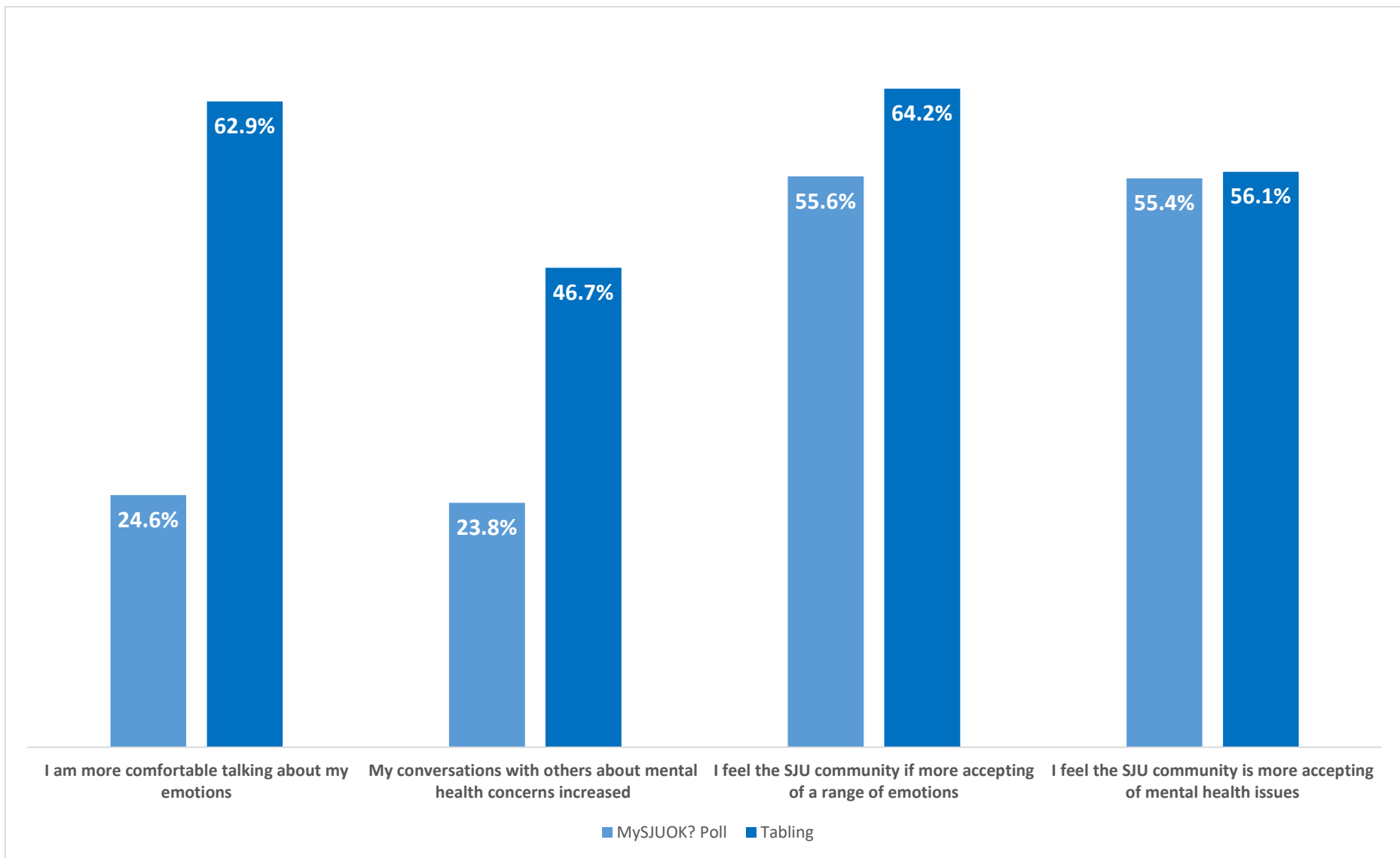


MySJUOK? Poll

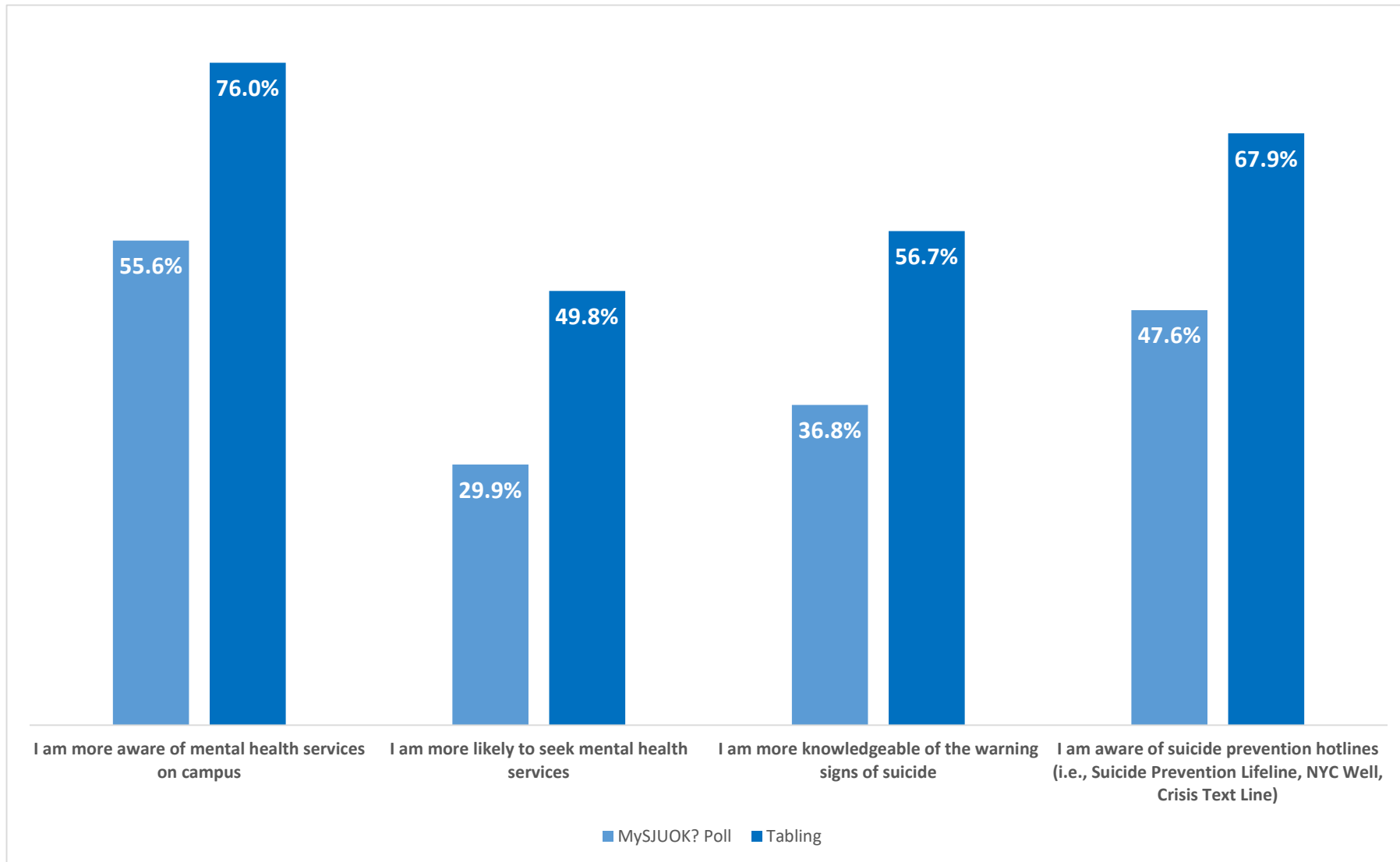


Tabling

Evaluation Results



Evaluation Results



- Listen to students
- Learning outcomes
- Get messages across thru various media
- Campaign does not appeal to everyone Create student specific programs
- Focus group and focus group more
- Evaluation-Healthy Minds Study

Resources and Materials: YouOK? Campaign

YOUOK?

About The Campaign Examples



A Campaign for Mental Health

Open Source Media Materials for Colleges and Universities



www.youokcampaign.com

Resources and Materials: YouOK? Campaign

App Store Preview

This app is only available on the App Store for iOS devices.

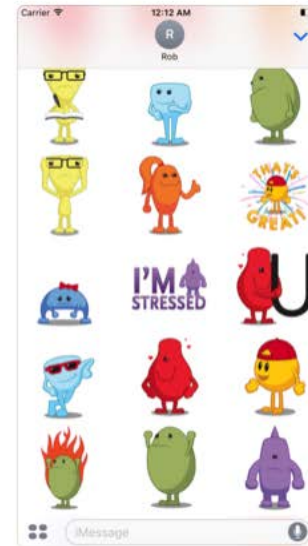
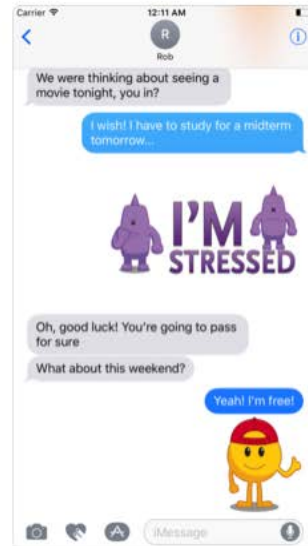
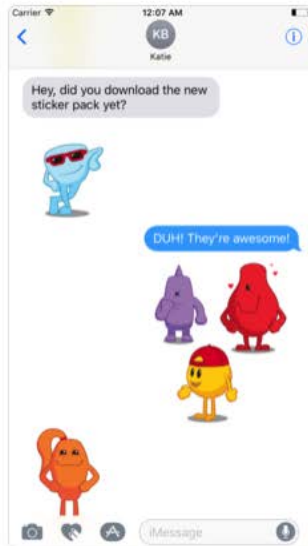


YOUOK Sticker Pack 4+

SJUOK?

Free
Only for iMessage

Screenshots iPhone iPad



END OF PRESENTATION

SJUKS?

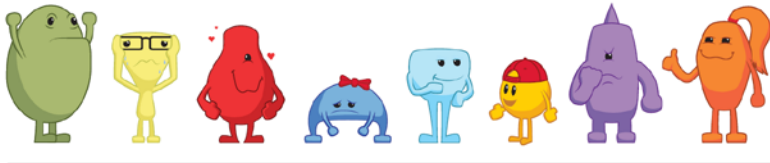


- Rebecca Booker, Idalea Cinquemani, Benjammin Hunt, Elizabeth Kohler, Michael LaGuttuta
- Professor Aaris Sherin
- Ruth DeRosa, Hannah Artiles-Stravers
- Scott Wallick
- Christine Vuolo, Nora Gerardi, Faith Doughty, Hara Stephanou
- Dot Schmit, Robert Tringone, Keva Hall, Lauren Appio, Pei-Han Cheng, Indiana Buttenwieser, Erin Ryan
- Kathryn Hutchinson

Luis G. Manzo, Ph.D.
Executive Director, Student Wellness and Assessment

manzol@stjohns.edu

718-990-6911



SJUOK?

YOUOK?



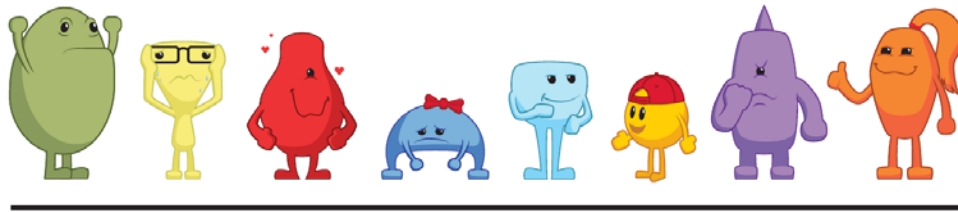
Contact Information

Luis G. Manzo, Ph.D.

Executive Director, Student Wellness and
Assessment

manzol@stjohns.edu

718-990-6911



SJUOK?

