



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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Examining Suicide Prevention Strategies to Enhance Efforts in Reaching Target Audiences

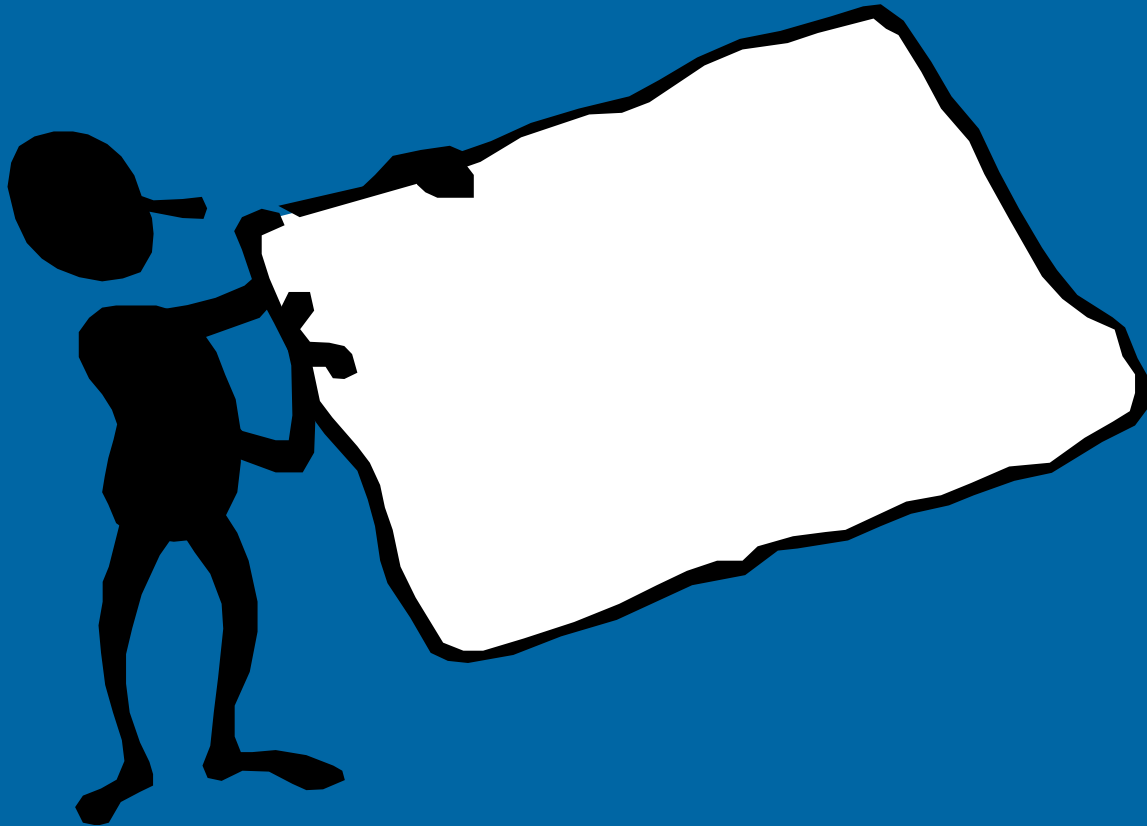
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June 9, 2014 GLS Grantee Meeting

Today's Agenda

- ✓ Introduction
- ✓ Defining Our Audiences
- ✓ Group Discussion and Brainstorm
- ✓ Activity
- ✓ What is one new thing you can do or try after the meeting?

What brings you here?



Why do we target audiences?

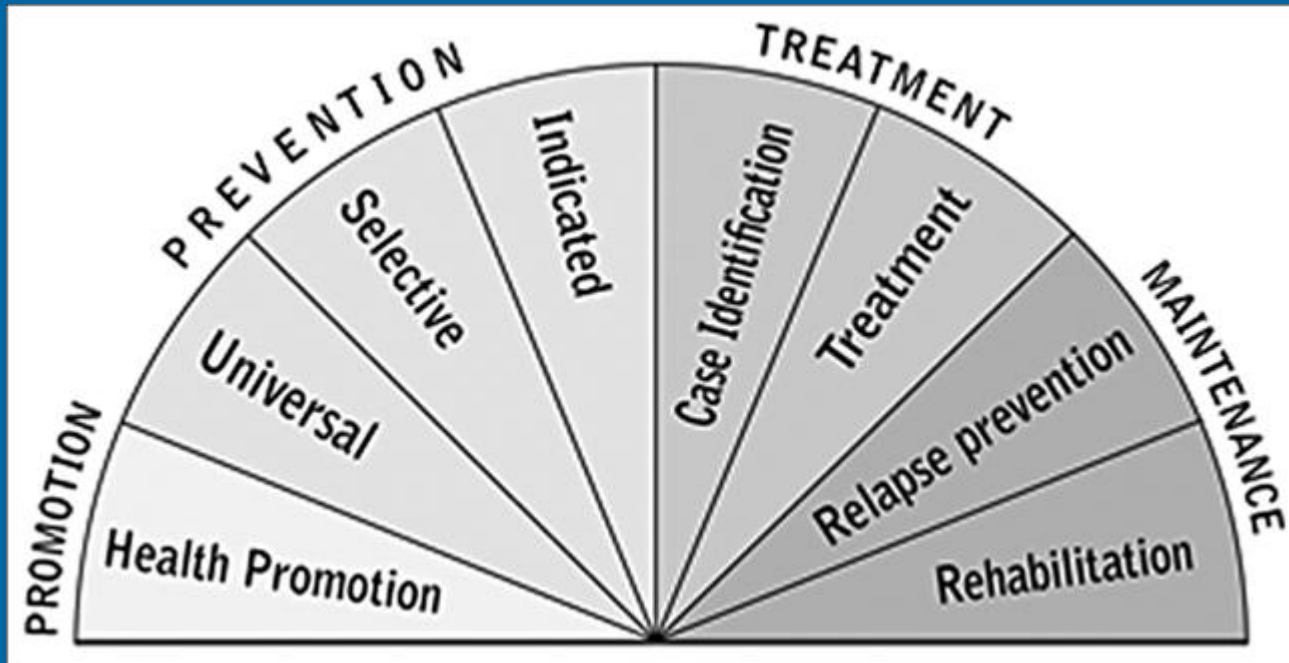
- ✓ Groups that are at higher risk OR more likely to engage in the behavior
- ✓ SAMHSA-identified populations (LGBTQ2S, AI/AN, Military/Veterans)
- ✓ Other reasons?

Targeting vs. Tailoring

- ✓ *Targeting* customizes messages to shared characteristics of population subgroups (i.e. LGBTQ college students attending a rural school)
- ✓ *Tailoring* fits messages to individual characteristics (i.e. coping style, beliefs about help-seeking)

Schmid, Rivers, et. al, 2008

Defining the Population



IOM Prevention Framework

Levels of Prevention

- ✓ Health Promotion
- ✓ Universal
- ✓ Selective
- ✓ Indicated

IOM Prevention Framework

Discussion



Small group activity

TOOL: PLANNING SHEET

Fill out the following sheet as part of your planning process. You can use the information to decide who can benefit and contribute when you write or revise your action plan.

PLANNING SHEET: CONNECTING TARGETS AND AGENTS OF CHANGE

Community issue or problem: _____

What behaviors and conditions contribute to the issue or problem?	Who are the people who experience or contribute to the issue? (Targets of Change)	Who are the people who can contribute to improvement? (Agents of Change)

Community Toolbox, University of Kansas

Case Study: The University of Arizona



Case Study: The University of Arizona

- ✓ Wrapping up final year of GLS grant
- ✓ Targeting students at large, plus
 - Native American students
 - LGBTQ students
 - Student veterans
- ✓ Groups considered at risk based on national and campus specific data
- ✓ Campus Demographics



What worked at UA

- ✓ Student liaisons reaching each group
- ✓ Working with students who have a personal experience with suicide and are passionate about prevention
- ✓ Leveraging existing resources for student populations and institutional buy-in
- ✓ Getting students involved in media development
- ✓ Letting them take ownership in outreach

Challenges to consider

- ✓ Cultural centers and campus resources also struggle to reach their target populations
- ✓ Identity is complex
- ✓ Need to have effective (and a variety of) ways to bring messages to students....capitalize on campus identity
- ✓ Continuity among student liaisons
- ✓ Need holistic institutional support
 - e.g. VETS Center

VETS Center at the UA





What works for helping Vets
on campus? **What's the best
practice** to support them?

“This”

- Michael Marks, PhD, on the VETS Center



HOPE WILL NEVER BE SILENT.

~ Harvey Milk

first openly gay man to be elected to the San Francisco Board of Supervisors and gay rights advocate

If someone you know is depressed or suicidal, there is **hope**.

Notice. Care. Help. Suicide is preventable.

Learn how to be a lifesaver. 520.621.5700

UA Counseling and Psych Services: 520.621.3334
National Suicide Prevention Lifeline: 1.800.273.TALK (8255)
The Trevor Project: 1.866.488.7386
Pima County Crisis Response Center: 520.622.6000
Friend 2 Friend: 121.health.arizona.edu



This poster was developed, in part, under grant number R0756M000532-01 from the Substance Abuse and Mental Health Services Administration (SAMHSA), U.S. Department of Health and Human Services (HHS). The views, policies, and opinions expressed are those of the authors and do not necessarily reflect those of SAMHSA or HHS.



WHEN YOU ARISE IN THE MORNING, GIVE THANKS FOR THE LIGHT, FOR YOUR LIFE, FOR YOUR STRENGTH.

~ Tecumseh

Legendary Shawnee Native American Chief

If you or someone you know may be depressed or suicidal there is help. Choosing to help is your **strength**. Reach out and shine light on a life in need.

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IT TAKES THE COURAGE AND STRENGTH OF A WARRIOR TO ASK FOR HELP.

Have the **courage** to reach out to a veteran who may need help.

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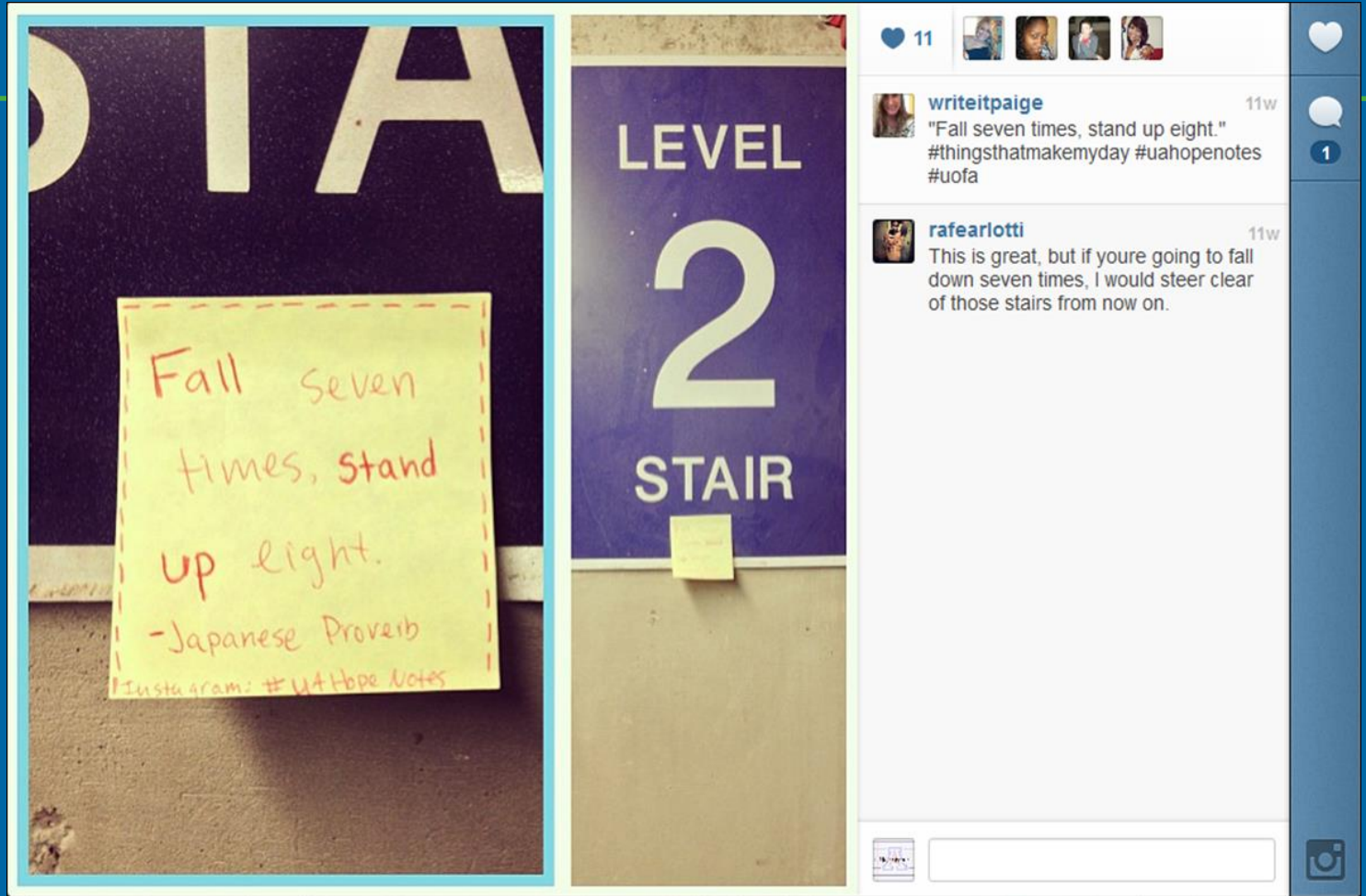


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Tucson Out of the Darkness Walk



UA Hope Notes



Wilbur Goes to CAPS



A screenshot of a YouTube video player. The video shows two mascots walking on a paved path on a university campus. The mascot in the foreground is wearing a dark blue baseball cap with a white 'A' logo and a dark blue jersey with the number '12' in white. The mascot on the right is a larger, brown, bear-like mascot wearing a red cap. In the background, there are trees, a building, and other people walking. The video player interface includes a progress bar at 0:15 / 1:28, a play button, a volume icon, a settings gear, a full screen icon, and a share icon. Below the video, the title 'Wilbur Goes to CAPS' is displayed, along with the channel name 'uacamp' and a 'Subscribe' button with 30 subscribers. The view count is 274 views, with 1 like and 0 dislikes.

Wilbur Goes to CAPS

uacamp Wilbur Goes to CAPS

274 views

Subscribe 30

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