



Communicating Program Success to Build Lasting Support Group Activity

Instructions: Review the sample Cross-Site Evaluation data provided at your table. Identify a person who will take notes for the group, and a person who can report out to the larger group on what you discuss.

FIRST: As a group, decide what audience you will focus on – this should be a group whose support will be key to your project’s sustainability and lasting legacy (be as specific as you can).

Our Audience: _____

NEXT: Discuss the following questions for your audience:

- 1) Pick one thing you would like your audience to do differently from what they are doing now. How do you hope that change will support continued suicide prevention in the community?**

- 2) From THEIR perspective, what is most valued by your audience? How does what you’re doing for suicide prevention relate to what is important to them?**

- 3) What Cross Site Evaluation data available from the handouts at the table would help persuade them to make the change you want them to make? Why would that data convince them?**

What other (non-cross-site) data would be helpful in persuading your audience to provide the needed support?

- 4) How/when/where could you communicate this convincing data to your audience? Work with your group to devise a plan for how you would convey the data effectively.**