

# NATIONAL ACTION ALLIANCE FOR SUICIDE PREVENTION

THE NATION'S PUBLIC-PRIVATE PARTNERSHIP

## ***Developing and Delivering Effective Suicide Prevention Messaging: We All Play a Role!***

*Making our Collective Voices Louder*



# Acknowledgement & Funding:

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- All phone lines will be muted for the duration of the webinar.
- Please type any questions or comments into the chat text box.
- Click  on the upper right to make the presentation larger.
- Click  again to return to normal view.



# Presenters



## **Mark Weber**

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Human Services, U.S. Department of Health  
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## **Dr. April Foreman**

**Suicide Prevention Coordinator  
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Member, Action Alliance**

# Facilitators



**Kim Torguson**

**Associate Director for Communications,  
Action Alliance's Secretariat**



**Avery Belyeu**

**National Partnerships Associate,  
Action Alliance's Secretariat**

# Discussion Overview:

- **Recipe for Successful Messaging:** collaboration, alignment, repetition
- **Role of the National Action Alliance for Suicide Prevention**
- **Our Collective Messaging Efforts**
  - Recap of 2017
  - What's Ahead in 2018 (Get excited!)
- **Q&A/Discussion**

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➤ **RECIPE FOR  
*MESSAGING* SUCCESS**

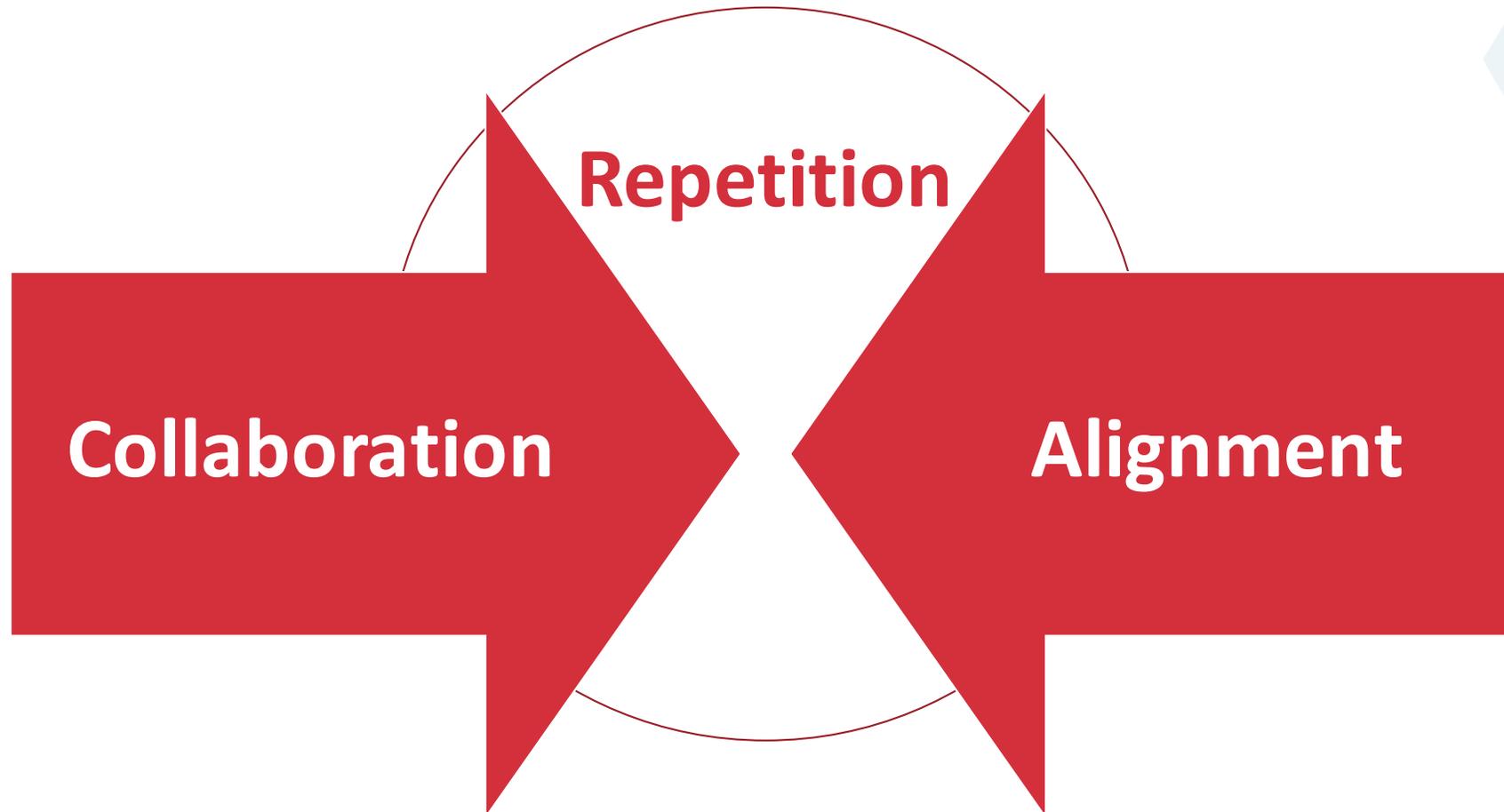


Question:



➤ **What do you think makes for successful messaging?**

# Key Ingredients



# Impact of Effective Messaging

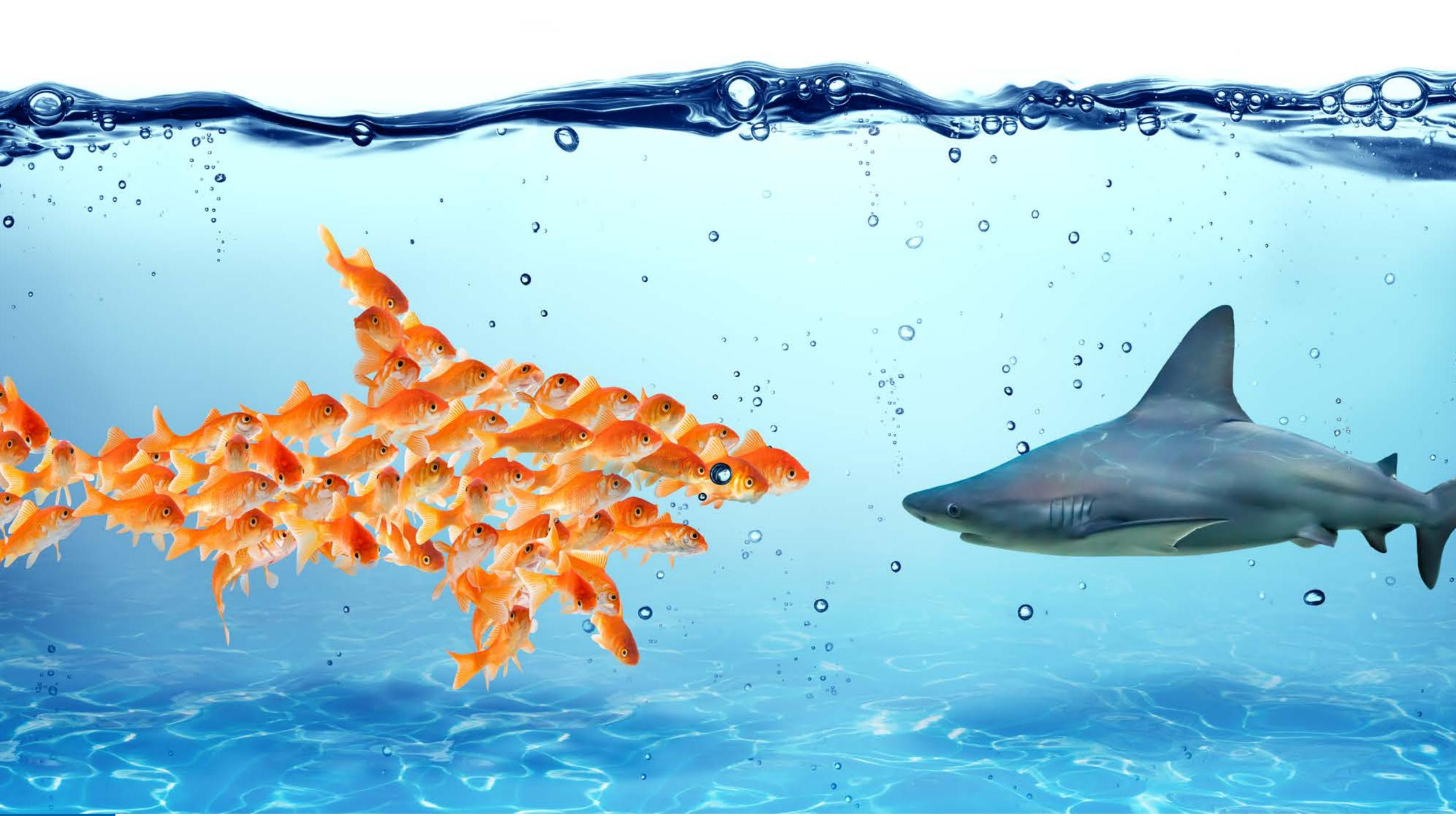
***Repeat it. Believe it.***

**Studies show:**

- ***repeated statements are perceived as more truthful*** than statements made less frequently, “presumably because repetition imbues the statement with familiarity.” In simple terms: frequency breeds familiarity, and familiarity breed trust.
- ***repeated exposure to an opinion makes people believe the opinion is more prevalent***, even if the source of that opinion is only a single person.
- ***consumers remember a statement that gets repeated***, they are more likely to *believe* it, and think it is the **popular** opinion.

**Messages are more effective when repeated...and repeated often and by many.**







➤ **ROLE OF THE ACTION ALLIANCE**



Entertainment Industries Council, Inc.



# The National Public-Private Partnership for Suicide Prevention



AMERICAN FOUNDATION FOR Suicide Prevention



# Our Mission

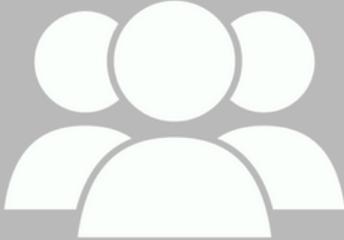
- **Champion** suicide prevention as a national priority
- **Catalyze** efforts to implement high-priority objectives from the *National Strategy for Suicide Prevention*
- **Cultivate** the resources needed to sustain progress

**Goal: Reduce annual suicide rate 20 percent by 2025**

# Priorities



**Transforming  
Health Systems**



**Transforming  
Communities**



**Changing the  
Conversation**

# Changing the Conversation (CtC)

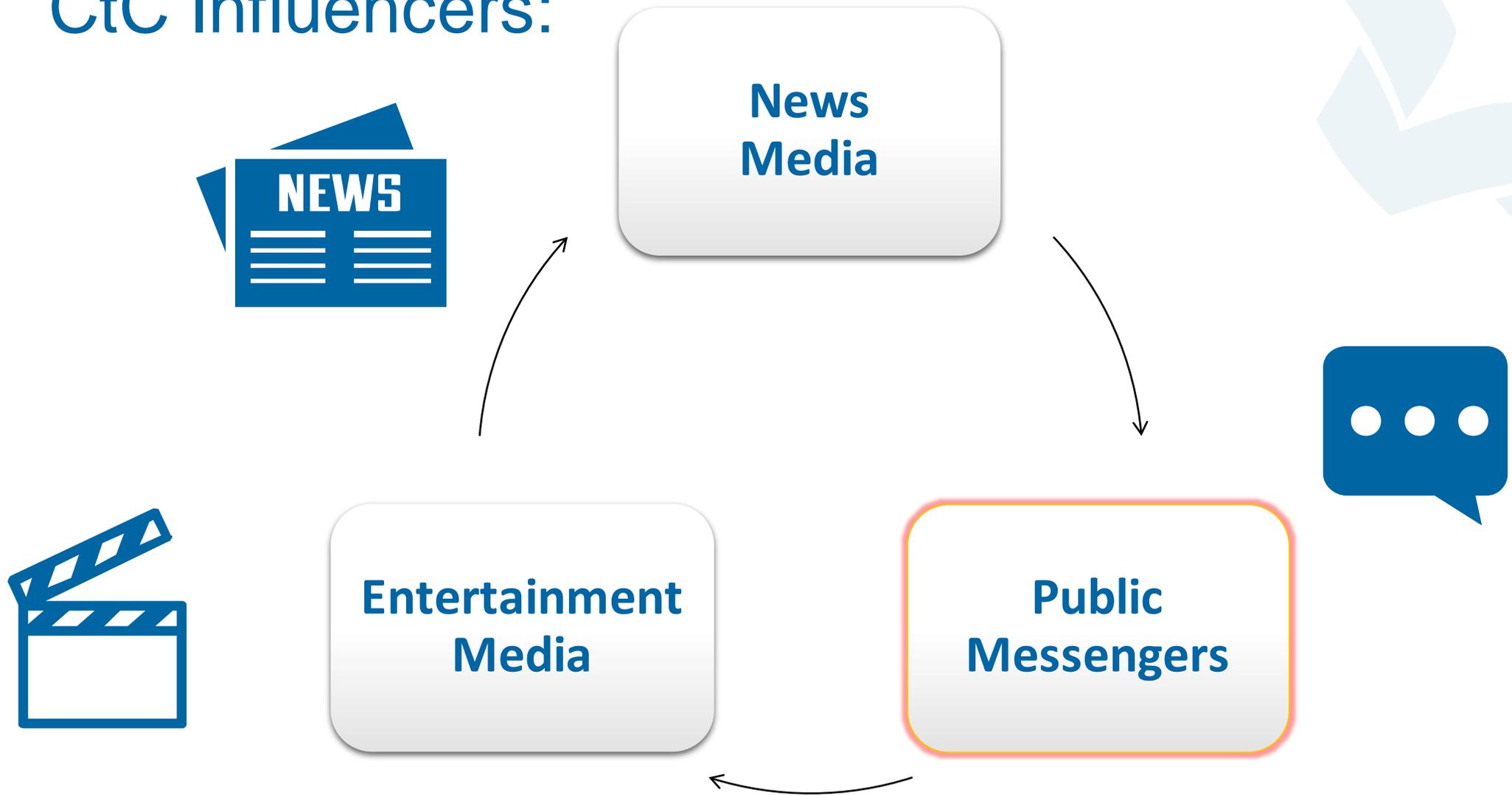


We leverage **news reporters, entertainment industry representatives, and suicide prevention messengers** to change the national narratives around suicide and suicide prevention to ones that promote:

- Hope
- Connectedness
- Social support
- Resilience
- Treatment
- Recovery



# CtC Influencers:



Question:

➤ **What is and is NOT public messaging?**



# Public Messaging Examples:

## Public messaging IS:

- Materials (posters, PSAs, flyers, giveaways, newsletters, etc.)
- Organizational websites
- Blogs
- Publicity for events and observances

## Public messaging does NOT include:

- Private conversations
- Talking one-on-one with people in distress
- Doctor-patient interactions
- Sharing in support groups
- Training for professional audiences (e.g., providers)

Question:



➤ **Have you used the  
*Framework for  
Successful  
Messaging?***

# *Framework for Successful Messaging:*

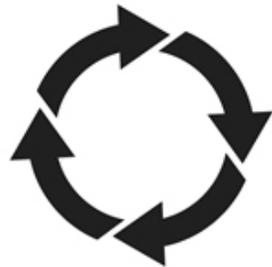
Four considerations when developing messages:

- > **Strategy**
- > **Safety**
- > **Positive narrative**
- > **Guidelines**



[Suicidepreventionmessaging.org](https://suicidepreventionmessaging.org)

# *Framework for Successful Messaging:*



## **Strategy**

Thinking and planning that helps to make messages succeed



## **Safety**

Avoiding harmful messaging (avoid “Don’ts”)



## **Positive Narrative**

Promoting the positive and encouraging hope, resilience



## **Guidelines**

Using message-specific best practices

**Use all FOUR “Lenses” to plan your messaging for National Suicide Prevention Month...and Year-Round!**

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➤ OUR COLLECTIVE MESSAGING  
EFFORTS

Question:



- **Did you participate in last year's messaging effort during National Suicide Prevention Week?**

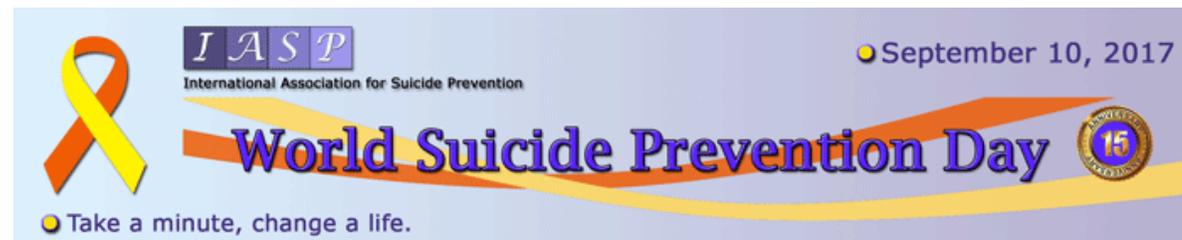


**A LOOK BACK AT**

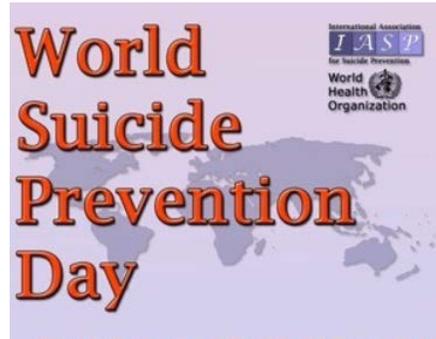
**2017**

# Recap of 2017 NSPW

## Existing Suicide Prevention Month Partner Campaigns



# Recap of 2017 NSPW



**Take a minute, change a life.**



**Being there for a Veteran or Service Member**

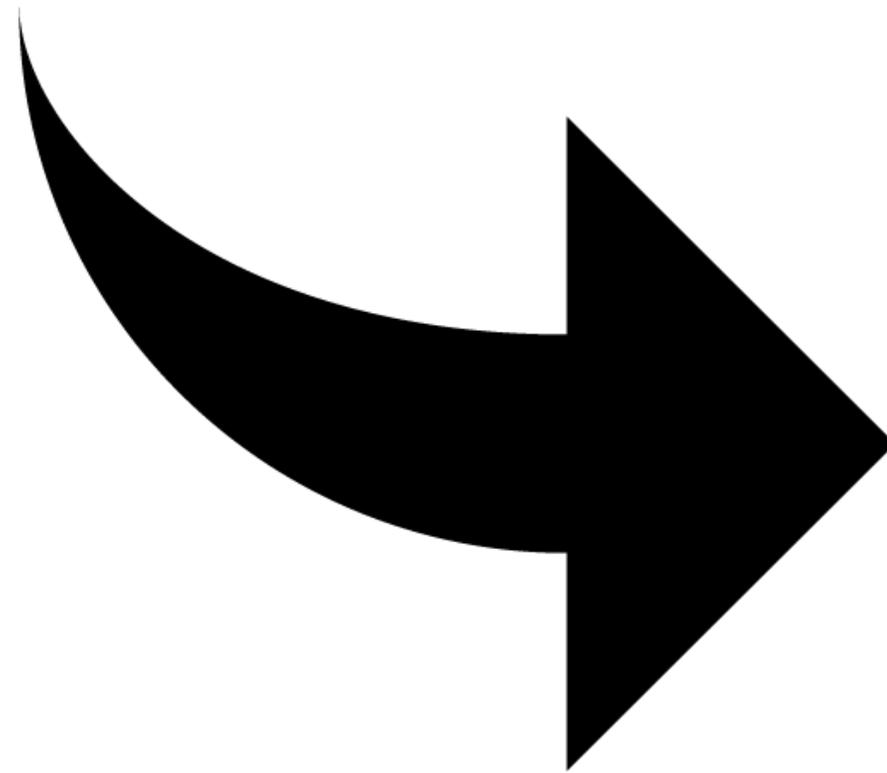


**Five Action Steps in Suicide Prevention ("Be the one to be there")**



**Take Five Action Steps to Save Lives ("Support a friend")**

**Many  
Efforts...**



**ONE Shared  
& Common  
Component!**

**Being there for others who  
are struggling or in crisis.**

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# Recap of 2017 NSPW

Almost 50% of Americans identified barriers that stopped them from trying to help someone at risk for suicide, such as:

- fear that they would say or do something to make things worse rather than better, and
- not knowing how to find help for a person in crisis.

**Opinion polls show that the public is supportive of suicide prevention, but is less clear about their role or how to take action.**

# Recap of 2017 NSPW

Public reports *not* knowing what to do



Existing campaigns highlight what the public can do



**An opportunity to align efforts to amplify**

- Importance of being there for someone struggling or in crisis
- Simple actions that can make a difference

# 2017 Tactics

- Live Twitter Chat
- Thunderclap Campaign
- Regular Partner Calls
- Online Website Presence (“one-stop-shop”)
- Partner Blogging
- Media Outreach

# Tactics: Live Twitter Chat

## The #ElevateTheConvo Influencers

### Top 10 by Mentions

-  @action\_alliance 876
-  @sspencerthomas 850
-  @800273talk 635
-  @rmirecc 611
-  @jedfoundation 497
-  @aasuicidology 489
-  @trevorproject 457
-  @sprctweets 312
-  @jfclaude 159
-  @stoptxsuicides 155

 Tweet

### Top 10 by Tweets

-  @sspencerthomas 303
-  @grace\_durbin 263
-  @kidsmatterok 236
-  @uncommongraces 235
-  @whisperindream 235
-  @twistedshock01 235
-  @justrestinlove 235
-  @janemarie Rose 235
-  @jaiesjourneyinc 235
-  @olivia\_hopes 235

 Tweet

### Top 10 by Impressions

-  @grace\_durbin 4.7M
-  @trevorproject 3.6M
-  @lovelostherway 3.1M
-  @justrestinlove 2.2M
-  @sspencerthomas 1.8M
-  @heavenlySins66 1.3M
-  @800273talk 1.3M
-  @aasuicidology 688.2K
-  @jedfoundation 639.1K
-  @kidsmatterok 566.8K

 Tweet

## The Numbers

27.017M Impressions

5,588 Tweets

439 Participants

233 Avg Tweets/Hour

13 Avg Tweets/Participant

 Tweet

 Like

Twitter data from the #ElevateTheConvo hashtag from Thu, August 24th 2017, 11:35AM to Fri, August 25th 2017, 11:35AM (America/Denver).



Tweet Activity on #ElevateTheConvo

3000

27 Million Impressions

# Tactics: Thunderclap Campaign

## NSPW

by National Action Alliance for Suicide Prevention (Action Alliance)

category: **Cause**

**“We all have a role in #suicideprevention.  
Take action and be there for someone who is  
struggling or in crisis. #NSPW  
<http://thndr.me/dwRw3y>”**



National Action Alliance for S... EMBED </>

SUPPORTERS

**606** of **250**

242% of goal supported

SOCIAL REACH

**3,197,916**

People

TIME LEFT

**Complete**

**606 Supporters & 3+ Million Social Reach**

# Tactics: Regular Partner Communication

- American Association of Suicidology
- American Foundation for Suicide Prevention
- Area Substance Abuse Council
- Behavioral Health Response Worldwide
- Carroll Community College
- Centers for Disease Control and Prevention
- Central Florida Pathways to Awareness, Support and Services
- Community Health Network Foundation
- Education Development Center, Inc.
- Elhart Automotive Group
- Engility Corp
- Entertainment Industries Council, Inc.
- Erie Community College
- Facebook
- George Washington University
- Jetblue
- Mental Health America
- National Council for Behavioral Health
- National Suicide Prevention Lifeline
- Pivotal Points
- Reingold
- Rolling Hills Hospital
- Saddleback Church
- South Florida Behavioral Health Network
- Southeast Louisiana Veterans Health Care System
- Substance Abuse Mental Health Services Administration
- Suicide Awareness Voices of Education
- Suicide Prevention Resource Center
- Texas Health and Human Services Commission
- The Trevor Project
- U.S. Department of Defense
- U.S. Department of Veterans
- U.S. National Institute of Mental Health
- U.S. National Institutes of Health
- United Church of Santa Fe
- United Survivors
- University of North Texas
- University of Rochester
- University of South Florida
- WalkAcrossWY
- Washington University
- West Virginia University
- Wyoming Department of Health

**50+ National Partners**

# Tactics: Online Website Presence

## Aligning the Field to

# PROMOTE MESSAGES

*about being there for others.*



National Suicide Prevention Week 2017 • #NSPW  
[www.actionallianceforsuicideprevention.org/NSPW](http://www.actionallianceforsuicideprevention.org/NSPW)

Every American can play a role in protecting their friends, family members, and colleagues from suicide. There are action steps anyone, anywhere can take to be there for someone who is struggling or in crisis. To elevate awareness about simple actions that can help save a life, the National Action Alliance for Suicide Prevention (Action Alliance) and its partners are coming together **September 11-16**. We invite you to join us to help spread the word that everyone can take steps to prevent suicide, in honor of Suicide Prevention Month (September), National Suicide Prevention Week (September 11-17), and World Suicide Prevention Day (September 10).

### OVERVIEW



Learn more about this collaboration

### GET INVOLVED



Learn how your organization can become involved

### PARTNERS



Learn about our private and public sector partners



# Tactics: Partner Blogging

- American Association of Suicidology
- American Foundation for Suicide Prevention
- Education Development Center, Inc.
- Families for Depression and Awareness's Care for Your Mind
- National Football League
- National Suicide Prevention Lifeline's
- Suicide Prevention Resource Center
- U.S. Health and Humans Services

# 2017 Lessons Learned

LESSONS  
LEARNED



- **Come together next year** to amplify capacity and resources to achieve a greater impact
- **Unite around a single hashtag** (and a focused message that all partners can unite around, like being there for others)
- **Develop a more efficient way to measure metrics**
- **Engage new and non-traditional partners**, such as the NFL and other major industries, such as EAPs, first responder groups, private sector corporations, and others.



**2017**

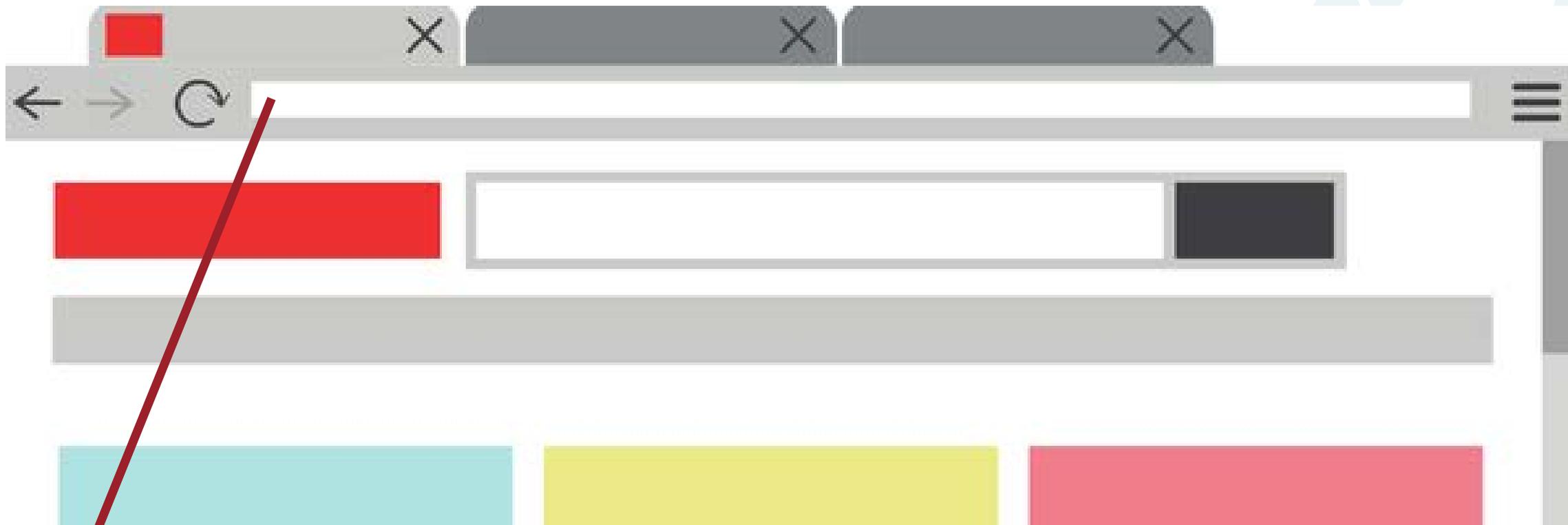
**2018**

Join our Thunderclap  
between 8/1-9/9!

**THUN  
DER  
CLAP**



# Visit Our #BeThere Web Presence



[ActionAllianceforSuicidePrevention.org/BeThere](https://ActionAllianceforSuicidePrevention.org/BeThere)

The National Action Alliance for Suicide Prevention is working with more than 250 national partners to advance the nation's goal of reducing the annual suicide rate 20 percent by 2025.



Tweets 3,050 Following 1,946 Followers 5,674 Likes 1,380 Lists 3 Moments 0 Edit profile

Profile information for Action Alliance (@Action\_Alliance), including social media links, location (Washington, D.C.), website (actionallianceforsuicideprevention.org), and a grid of photos/videos.

Tweets Tweets & replies Media Your Tweet activity

Using the shared hashtag: #BeThere

Tweet content: Action Alliance @Action\_Alliance · Jul 2 ... subject on today's live broadcast. As guest Dr. ... we must reach out and be there for others who are struggling ... we do when a person struggles with a physical illness @ltpphoto @ctayrouledge @Active\_Minds @800273TALK

Follow button for AFSP Maryland @afspmaryland with a 'Follow' button and a 'Find people you know' link.

Trends for you Change

#SignsYouAreAMillennial 2.1K tweets

## 2018 – Other Tactics

### **Other Tactics to Reach the Public with #BeThere Messaging:**

- Public Perception Testing
- Capitol Hill Outreach
- Media Engagement

TELL US WHAT  
**YOU** THINK



# We want to hear from YOU!

- What questions or thoughts do you have about our collective 2018 efforts?
- How can you/your organization align and amplify our efforts?
- How can we increase engagement/alignment/partnerships?

# Join us in September!

Be part of our collective messaging effort by pushing out messages of #BeThere during National Suicide Prevention Week!



September 10-15

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**“** *Coming together is a beginning.  
Keeping together is progress.  
**Working together is success.***

# CONNECT WITH THE ACTION ALLIANCE



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

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