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
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Presenters

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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**
RECIPE FOR MESSAGING SUCCESS
Question:

What do you think makes for successful messaging?
Key Ingredients

Collaboration

Alignment

Repetition
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
The National Public-Private Partnership 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
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:

- News Media
- Entertainment Media
- Public Messengers
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
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!
OUR COLLECTIVE MESSAGING EFFORTS
Question:

Did you participate in last year’s messaging effort during National Suicide Prevention Week?
Recap of 2017 NSPW

NATIONAL ACTION ALLIANCE FOR SUICIDE PREVENTION

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...

Being there for others who are struggling or in crisis.

ONE Shared & Common Component!
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
- @ssspencerthomas 850
- @800273talk 635
- @rmirecc 611
- VA
- @jedfoundation 497
- @aasuidiology 489
- @trevorproject 457
- @spritweets 312
- @jfclauad 159
- @stoptxsuicides 155

Top 10 by Tweets
- @ssspencerthomas 303
- @grace_durbin 263
- @kidsmatterok 236
- @uncommongracies 235
- @whisperindream 235
- @twistedshock01 235
- @justrelinlove 235
- @janemariourse 235
- @jaiesjourneyin 235
- @olivia_hopes 235

Top 10 by Impressions
- @grace_durbin 4.7M
- @trevorproject 3.6M
- @lovelosetherway 3.1M
- @justrelinlove 2.2M
- @ssspencerthomas 1.8M
- @heavenlyrains66 1.3M
- @800273talk 1.3M
- @aasuidiology 608.2K
- @aasuidiology 639.1K
- @jedfoundation 619.1K
- @kidsmatterok 566.8K

The Numbers
- 27.017M Impressions
- 5,588 Tweets
- 439 Participants
- 233 AvgTweets/PerHour
- 13 AvgTweets/Participant

Tweet Activity on #ElevateTheConvo

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”

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.

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).
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

- **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.
Join our Thunderclap between 8/1-9/9!
Visit Our #BeThere Web Presence

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.

Using the shared hashtag: #BeThere
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
“Coming together is a beginning. Keeping together is progress. Working together is success.”
CONNECT WITH THE ACTION ALLIANCE

www.actionallianceforsuicideprevention.org

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