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SPRC Developing and Delivering Effective Suicide Prevention  
Messaging: We All Play a Role!  
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>> Hi, everyone. Thank you so much for dialing in. We'll be getting started momentarily. I would like to introduce my colleague who is with me today, Avery.

>> AVERY BELYEU: Hi, everyone. We're excited that you're joining us.

>> KIM TORGUSON: And we invite everyone to use the chat function that you see on the left side of your screen. We would love to start out by hearing who's on the call. Where are you calling from? Maybe your location or what organization do you represent? I see April has chimed in and will be introducing one of our presenters, soon, Dr. April Foreman. And somebody from Canada. Great. Wonderful. Looks like we're representing a lot of states, Avery. Connecticut, Oregon, Virginia, Kentucky, Maryland, and I'm based in Washington DC. Hawaii. Oh, wow. Someone's calling in early from Hawaii. Thank you for that person to dial in. We're excited to have you.

>> AVERY BELYEU: Excited to see a lot of different partners involved in this work as well.

>> KIM TORGUSON: Public health departments, hospitals, universities and colleges. So, really, a great -- a lot of great diversity on today's call. Wonderful. For those of you just joining, this is Kim Torguson and my colleague, Avery.

>> AVERY BELYEU: Hello.

>> KIM TORGUSON: We're getting started in just a moment. If you are just logging in, we encourage you to use the chat function, which you'll see on the left side of the screen there. And not only do we want you to use it now, we really want you to use it throughout today's discussion. I see mental health centers, health emergency departments, Oakland, California, Pennsylvania, myself out of Washington DC.

>> AVERY BELYEU: Fantastic.

>> KIM TORGUSON: A lot of excitement gearing up for national suicide prevention month and week. Wonderful. All right. Great. Welcome, everybody. Continue to use that chat function. If you want more clarification, want more input, recommendations, plans you have in September. Please use that chat function. We'll be monitoring it throughout.

All right. So, let's get started. Thank you again for joining us. Today's discussion will be how we can further collaborate with each other to amplify our efforts in September, which we all know is national suicide prevention month and week.

The Secretariat of the national alliance for suicide prevention receives subsidies from the mental health subsidy.

And next we will give you a brief overview of today's logistics for the call.

>> CHELSEA PEPI: Lines will be muted today. The audio will be going through your speakers. If you do not have speakers, call in to 877-259-3257. If you have questions or

comments, please type them into the Q&A box located on the left side of your screen. We will be recording this meeting, and the slides will be available after the presentation. We have closed captioning happening at the bottom of your screen, and thank you so much for listening. I will pass this back to Kim.

>> KIM TORGUSON: Great. So, let's dive right in. We are very proud and fortunate to have two distinguished presenters who will be helping us with today's discussion. We have Mark Weber, deputy assistant secretary for public affairs at the department of health and human services, and Dr. April Foreman, and both provide leadership to the action alliance's changing the conversation priority, which Mark will talk about in just a bit.

And let me also take this opportunity to introduce myself. My name is Kim, and I serve as the associate director of communications for the action alliance. And Avery?

>> AVERY BELYEU: Hi there. I'm the national partnership associate at the action alliance, and again we're so pleased that you're here. One of the things that we want to highlight to you is the chat box. I know many of you have already been using it very effectively to introduce yourselves, and thank you so much for doing that. We really encourage you to use the chat function throughout the presentation. We really want this to be an interactive dialogue, so as you're hearing the presenters speak about a topic, if you have something to say, please feel free to type it in the chat box. There will be targeted points that we will use the chat box throughout the presentation as well.

>> KIM TORGUSON: Thank you, Avery. We want to talk about the importance of collaboration, alignment and repetition when it comes to successful public messaging. We want to give an overview, followed by an overview of what we did last year during national suicide prevention month and week, and what we hope to do this coming year. And finally, what you heard from Avery, hearing from you at the end of the call and throughout the call using that chat function.

So, before I turn it over to April to discuss the main ingredients for developing successful messaging, we first want to hear from you. Using the chat function, again on the left side of your screen, what do you all think makes for successful messaging? Is it having many messages? Using many platforms? What do you think makes for successful messaging? Repetition. Yes. I know that suicide can be a complex issue, and sometimes our messaging gets complex as well. So, simplicity is really important. And yes, free of jargon. That's a good one as well.

>> AVERY BELYEU: Understanding your audience as well.

>> KIM TORGUSON: Yeah. I think so. Yeah. I see a lot about hope. But I'm also seeing consistency, collaboration,

repetition, which is great. That goes really well into our next part of the discussion. So, let me now turn it over to Avery to talk about what we think makes for successful messaging. April?

>> APRIL FOREMAN: I am so excited to be here. We're working on messaging. When we work on mental health, and with so many stakeholders on suicide prevention, there are many key ingredients that we consider. One is repetition. Many of us have learned that repetition of really clear consistent messages is a way to really cement an idea about a topic like suicide prevention into the public consciousness. For example, I was so excited last night to be on a local public television broadcast taping. And we were talking about suicide, and they said this is something that everyone has to take part in. So, the idea that everyone involved in suicide prevention has a really clear message that has been used by partners in suicide prevention so often that the host and moderators of our show included it in the script without any of the experts in our field needing to tell them to. They just knew it. It was part of the national dialogue.

Additionally, what you want to see is collaboration among a lot of stakeholders. In suicide prevention, we have folks like myself who are members of national organizations like the American association of suicidology. I also work in veterans' affairs. We have folks from ASSP and folks from the action alliance, folks from the lifeline, and I'm looking at folks from the American association of emergency room physicians or people from different universities or hospitals, folks with experience of suicide attempt, folks who have survived a suicide loss. We have policymakers, researchers, and it's really important, even though we're all coming from a different place that we're all working together to have a collaborative message, because this is a topic that really does need to be amplified. And additionally, it needs to be aligned. We're trying to get somewhere as a group. It's really important to have aligned messaging. The idea that we're speaking the same message. I live in Louisiana, and football is one of the same religions. We want to talk about running the same kind of play. The idea being that we're all doing something that matches and that is part of a strategic plan. These are things that we're looking for in different messaging strategies.

The effective messaging has an impact. Repeat it; believe it. When we look at different research on how statements are perceived, how truthful they are, there's power in repetition. Repeated statements are experienced as being more truthful and fact-based. Repeated messaging gives people the experience that a message is more widely believed and prevalent. You hear people saying that they believe it's a common social opinion. When we hear something repeated, then we remember it and we repeat it to others. So please repeat

messages to make them effective.

I really love working with Kim Torguson, just so you all know. And we were lucky to get to talk about previewing this at the American association of suicidology conference, and this is a fabulous example. See this tiny goldfish swimming by itself in shark-infested waters. That one little goldfish can feel isolated and alone. Suicide is like a tank full of sharks. It can feel overwhelming. And for many stakeholders, we can feel like a fish. But when we swim together, when we swim as a unit, the fact that we are all together, we can confront this really big, scary shark of an issue with strength and force if we do it collectively. I'm going to pass this over to Mark.

>> MARK WEBER: Mike is my younger brother. Sometimes I own him, and other times I don't. It's great to be with you today to share information about the action alliance and the messaging work that we've been doing over the past several years. And bringing on new partners and engaging people who have been working in this field longer than I have. As an executive committee of the action alliance member, and someone who has been part of the action alliance since its inception, I want to give you a quick overview about the action alliance and why we're taking on the role of the field.

Just look at the next slide. It shows you the many players in the action alliance. You'll see that we partner with Facebook, the NFL, Union Pacific rail and others. It takes all of the sectors to turn the tide of suicide deaths, and the action alliance is a mutual convener, and is charged to bring together the various national partners to advance suicide prevention in the United States.

To meet that goal, our mission is to champion suicide prevention as a national priority. Catalyze these efforts of the suicide prevention guiding framework, which when followed will lead to a nation free from suicide. And finally, to cultivate resources to sustain progress. Recently the action alliance convened the field to align around a common goal of reducing the annual suicide rate 20% by 2025, a goal we know is achievable, but only by working with you on today's webinar and our many public and private sector partners.

Our first priority is transforming health systems. The majority of people who attempt suicide do visit a doctor in the months before their attempt, and nearly 40% in the week before. So, we know an essential part of preventing suicide is working with the health care system, like universal health services, one of our many partners, to ensure people who may be at risk receive the services and treatment that they need. It is also important to understand that people who may be at risk are not only interacting with clinicians, but anybody who is working at your facility. It's important that we all work together at all levels to make the entire system safer. Our second priority

is transforming communities. Recent data came out earlier this month emphasizing the important role that communities play in preventing suicide and increased attention to preventing suicide in all places like homes, places of worship, health clinics, schools, and on and on. Many times, a person at risk may find help in a non-traditional setting, so ensuring that all settings are equipped and educated are key to saving lives. This will help people reach people where they live and work.

Our third and final priority is changing the conversation, which is really the priority we want to focus on today's webinar.

Changing the conversation is all about helping us openly talk about, you know, helping us get to the point where we can openly talk about suicide prevention just like we do with other public health issues like diabetes or cancer. We don't necessarily treat suicide prevention in the same way yet. Our changing the conversation priority is focused on changing the national narrative about suicide, suicide prevention to ones that promote hope, resiliency, connectedness, and recovery. This priority is focused on fundamentally transforming attitudes and behaviors related to suicide.

How do we advance our changing the conversation priority work? We do so by reaching, equipping, and engaging key communication influencers, which include news reporters, and suicide prevention community messengers. These three key audiences typically interact with and reflect messaging from each other, both reinforcing and changing the public narratives about important public health issues like suicide. Today's webinar really focuses on the third audience, suicide prevention messengers.

And what we really want to make sure we know which is and is not public messaging. Can you take a moment here to use the chat function to let us know what is or not considered public messaging? Or perhaps let us know ways you communicate to the public about suicide and prevention.

Fantastic. Training. Websites. Positive outreach. Newsletters. After reading initial comments, I think I will be learning as much from you as hopefully you will be learning from us today. Let's go ahead and -- whoops. Go ahead and keep on going here with the next.

You all basically have this. When you think of public messaging, we sometimes think of campaigns like posters or public service announcements, and that's part of it. But there's lots of other materials and methods we use to share information with the public, such as event announcements, newsletters, websites, blogs, social media, Facebook, Twitter, and so on. And basically, you have named all of these in your comments. Public messaging does not include other types of communications including private conversations, talking to people in distress,

doctor/patient interactions, support groups, etc. These types of communications are vitally important. They're not the focus of today's discussion. Again, this is focused on public messaging.

Before we dig in further, I'm always interested to see if the tools we think are helpful are actually helpful. So, we would like to get a sense from you. If you will, use the polling feature shown on your screen to indicate how often you have used the framework. You see your options there. We're not afraid to hear a, "No, we haven't used it."

>> AVERY BELYEU: One of the conversations in the chat box was how do you help partners who are consistently using messaging that might not be the best. In the chat box, we had a small conversation about the framework. A lot of folks have not seen the framework before, so I will put the link to the framework in the chat box.

>> MARK WEBER: That is up on my other screen. I'm looking at this number hovering just under 60% of never. We will look at that as a 60% opportunity, and we'll be looking at the occasionally and frequently as well as a way to look at sharing the information that's been developed by people who have worked around messaging for years and worked to develop resources that will hopefully be helpful. So, let's go ahead and dig in a little bit about using the framework. You have a link to it now. Especially for those who are not using it at all.

So, as most of all of you know, resources have existed to help with coverage of suicide, and little guidance for others communicating publicly about suicide. The action alliance framework is filling the gap and provides guidance and resources for message dissimilar nation by suicide prevention messengers like you. The framework outlines four critical issues to consider.

Two, following recommendations for creating messaging that is safe and supports prevention goals. Three, helping to promote a positive narrative about suicide prevention. And four, following any applicable guidelines. To learn more about the framework, go to [suicidepreventionmessaging.org](http://suicidepreventionmessaging.org). Nice long name there. And stay tuned for news about the framework news that the action alliance is going to be releasing.

Now that we talked about the importance of messaging and the role of the action alliance, I will turn it to April to talk about how the action alliance convened its members last year for suicide prevention month. Take it away, April.

>> APRIL FOREMAN: You're one up on me. Ha ha! I'm really excited to see all of this conversation in the chat and people participating in the polls. Keep it up. I'm scanning as fast as I can. If we want to go forward, I want to talk a little about efforts over the last couple of years and last year's campaign. Before we do that, we want to take a quick poll. Did you participate in last year's messaging effort during the

national suicide prevention week?

This is so exciting.

>> MARK WEBER: Lots of opportunity.

>> APRIL FOREMAN: And I can't wait to talk about why I think this is such good news. And Mark, I think you will also agree. We're really working very hard to sort of know who is a stake holder that we could be reaching -- and we think when we're seeing this, we're hovering right around 75% or three quarters of our participants. That means there was a stakeholder that maybe didn't know about our framework or didn't know about our collaborative messaging last year. It will be so exciting for Mark to tell you guys about what we're going to be doing this year with all of these new stakeholders. That's wonderful. I'm so glad that you are here.

>> MARK WEBER: It's nice not to be preaching to the choir.

>> APRIL FOREMAN: For once right? This is wonderful. This is our intention. Let's go ahead. About three quarters of the folks on this webinar are really new to this, and we're so excited that you're here. Let's take a look back at 2017.

So, last year was really a wonderful landmark year. So, several messaging stakeholders got together and looked at our existing suicide prevention campaign. So, we talked to each other. These are established stakeholders. We had campaigns like the lifeline's be the one to. We had take 5 to save lives and be there with Department of Defense and veteran's affairs. We had the world suicide prevention day. And obviously, folks who have been doing suicide prevention for a long time had been talking about our messages. And we thought about how maybe we could work together in a really collaborative, coordinated way with the action alliance as a convener to do our messaging. What happened was that we started talking to each other about our campaigns a little bit more in front of suicide prevention month. And talking about how to amplify that.

So, if you look, taking a minute to change a life, being there for someone, five steps in suicide prevention, being the 1 to, five action steps, how you can support a friend. These are messages that in a unified way focused on actions that an everyday ordinary person or professional could take today that could make an individual difference in an individual person's life. The action alliance helped all of the stakeholders be intentional about communicating things simply and clearly with the idea of being action oriented and engaging everyone, something anyone can do. And you'll notice that the many efforts had one shared and common component. We're going to be there for others who are struggling in crisis. And this definitely had an impact. Last night I was working with a local television broadcaster, that messaging that everyone can do something had

sunk in so much that the local journalists knew it and had internalized it.

Let's go ahead and advance. So, about 50% of Americans have identified barriers that stop them from trying to help someone at risk. This is why the strategy that we selected was the strategy, right? 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. If half of Americans feel like that, these are important informational needs that a collaborative public health campaign can address. In general, the public is sympathetic. So, if the public reports not knowing what to do, then we can have existing campaigns that highlight what the public can do. So, you'll see an opportunity for alignment among different professional organizations and people who are traditional suicide prevention experts to planned media campaigns that emphasize the importance of being there for someone who is struggling. Simple actions that can make a difference. What they did is start looking at what we did. I need to say "we," right? We looked at tactics about things we could do. We have things like live Twitter chats. There were several, which were very engaging. And look at this. 27 million impressions, big thanks to people in Colorado who are behind elevate this conversation, and hosting Twitter chats with influencers and stakeholders from all over. They generated 27 million impressions on Twitter and chats about suicide prevention. Next, please.

And mark has big announcements about thunderclap campaigns. Specifically working on engaging people. Thunderclap is a wonderful social media tool that allows people to sign up in advance so that when people start posting messages, that you make your social media channels available for those messages to automatically link up and disseminate those messages. One action that Mark's going to be talking about is if you are part of the three quarters of folks that are new, you can take about five minutes just like we did last year, of action to sign up with the Thunderclap campaign. And everybody's channels -- remember, you talked about multiple channels and multiple platforms? Just someone who cares about it to major organizations who have been traditional supporters. And we have had a three plus million social media account reach, which is fabulous. Think about the millions of people we've reached with messages by doing something that only took a few minutes per individual to sign up.

And we also did a lot of regular communication between our traditional partners. You will see a relatively long list of traditional partners. And so folks really coordinated what they were doing. So, think about the action alliance really being a good convener or good quarterback for what we were doing that week. And we had over 50 national partners. 2017 was a

year of being incredibly intentional about collaborating and working together in alignment.

The action alliance created anion line presence. It talked about aligning the field to promote messages. It talks about where what we were planning to do, how people could get involved and how people could be partners. I want to thank Kim who went on to immediately begin convening us a year ago to plan this year. And to start messaging to traditional partners at the AAF conference and in other ways to let them know that we will do this again this year.

We had coordinated blogging among all of these partners. The national suicide prevention lifeline, the suicide prevention resource center, and U.S. health and human services. So, folks who were thinking about suicide and intending to write about that in their social channels, we have them doing intentional blogging, which is fabulous.

Oh, sources of strength. That's awesome, Vicki. If someone is interested in being a partner, how do we inquire? For three quarters of our audience, we're going to tell you how to join the party this year. Uniting around hashtag words and focusing on things that all can be involved in like being there for others. Finding a single hashtag. I think previously people have been using different kinds of tags. But we wanted one tag, one big, powerful stream that everybody was hooking into and sharing each other's messages, and it worked very well. Developing a more efficient way to measure what we're doing. And Mark is going to talk more about that. I have seen several people on this chat from organizations that have a role to play, for example emergency room physicians where a lot of suicide prevention occurs. And we really want to engage partners, universities who do research on this and are involved in student life. We want to engage these partners. Next slide.

So, as we transition from 2017 to 2018, Mark, tell the people what we want.

>> MARK WEBER: I think Avery has a question for us.

>> AVERY BELYEU: So, the question we have seen several times in the chat is, "How do I get involved?" What are the strategies we can actually do? Some of you are individuals and some represent larger organizations. This is what Mark is going to show you. Mark?

>> MARK WEBER: Okay. And one other thing I have seen in the comments about the numbers, and what we need to be see is a Redux in the numbers and bringing together the community and aligning them in messaging, helping the public understand the role they can play, what they can and can't do is definitely a critical part to ultimately making those numbers start to go down and ultimately achieve that goal that is unifying everyone. Reducing the rate by 20% by 2025. But 2025 is not too long. But in the meantime, there are more and more organizations

stepping up to the plate, improved understanding of suicide prevention, improved understanding of what people can do to engage people who may need some help. And I'll go back, it's a little simplistic, saying we're not afraid to hear that you haven't heard about the framework for messaging. And we're happy to hear that there are more and more people engaging in this conversation. Without those things, we probably would never see that reduction and aligning the community around that particular goal.

So, we're very aware of the numbers continuing to go up. Once we have achieved that goal where there is no suicide in this country that would be a moment to rest and celebrate, but not too long, because there's always so much more work to do. And that sort of gets to us one of the things that we can do together is working together in 2018 to make a bigger splash than we did last year. And building on last year's success.

Let me talk about a couple of tactics that we're going to do, and given the success of last year's Thunderclap, we will again be hosting a Thunderclap campaign on September 10th. This year's campaign is live now. It just went up live earlier today, and Kim and Avery have put in the chat function the site and how you can sign up. Don't be afraid to share this opportunity. And once we hit those sign-ups and we surpass the number of supporters last year, we'll ultimately be fixing others in social media about the role they can play.

Given the number of -- they thought it was helpful to have a one-stop-shop web presence. It will include information about our partners' campaigns and direct traffic back to the existing campaign resources, focus specifically on our shared messages of being there for others. Our goal here is to align all of our work around the particular week and as we move towards our goal of reducing suicide.

Last year's hashtag, I think everybody can agree on this. Last year's hashtag was NSPW. It might be more difficult to remember. After listening to you and talking to our partners, we wanted to use a hashtag that could be used more throughout the year and not just the week, and use a hashtag that some of our partners are already using. The tag for this year and years ahead will be #BeThere, building on the great work that our partners have been putting part for years now.

Another tactic that the action alliance and partners are going to be implementing, public perception testing. A lesson learned in to 17 is we need to find ways to measure the effectiveness. So, you know, hopefully we will see a positive impact. But if we don't, if we see no impact or negative, at least we're aware that what we're doing is not working, and we need to recalibrate how we approach the topic. I imagine based on the years of experience and solid communication science, we're going to see an affirming outcome from this

study. Additionally, we're going to do some additional capitol hill outreach. We created a tool kit for colleagues in congress who represent the congressional mental health caucus. We're going to create another tool kit that will contain customizable resources that congressional members can tailor and use to push out messages about the role the public has in being there for others.

And then, of course, media engagement. We know the media may be more prone to cover suicide-related stories during suicide prevention month. So, we will send a statement reminding them that using recommendations for reporting on suicide and the important role they can play in pushing out messages about the role that the public have in preventing suicide. So, you have not been afraid to tell us what you think, and we want to hear more from you, so we can learn and continue to improve and tailor our efforts.

So, as we mentioned earlier, this webinar is about you. Many of you have been using the chat function. For those who haven't, go ahead. Here's your chance to help kick off today's discussion. We want to hear from you. And pose a Few questions to get more thought in brainstorming. So, things like, what questions or thoughts do you have about our collective 2018 efforts? And how can you and your organization align and amplify our efforts? We're open to ideas. I work here in the federal government, but not all of the best ideas come out of the government, and not all of the best ideas come out of the private sector, but when we work together, it's pretty amazing what can be accomplished. Chelsea, if you can give instructions about how people can participate other the phone, and then we will have April and others engage with you all.

>> CHELSEA PEPI: Mark, there is, like, a lot -- am I muted?

>> MARK WEBER: I can hear you.

>> CHELSEA PEPI: There was a lot of conversation about where the slides are. Should we let people know how to get the slides?

>> MARK WEBER: Sure. I don't think --

>> KIM TORGUSON: They will be available. We are recording today's webinar, so the archived webinar as well as the PowerPoint slides will be available, and we will be sending that information via e-mail in the next three days.

>> CHELSEA PEPI: To people who participated in this webinar should be getting an e-mail about the slides, and they can share that e-mail if they want to share with their organizations or colleagues what we talked about today, right?

>> KIM TORGUSON: Yep. So, they will get an e-mail. And you can also monitor and go to National Action Alliance for suicide prevention.org. It will be on the home page on the main banner there.

>> CHELSEA PEPI: And Pam is asking if a full chat transcript will be available.

>> KIM TORGUSON: Yes, we can make that available as well.

>> CHELSEA PEPI: Fantastic. And then I have also noticed in the chat box a theme about asking for materials, which I think is fabulous. Usually in our field, we might be creating materials and then, you know, maybe advertising them. But people are actually making requests. I've heard requests for training materials, tool kits for people working on the hill, tool kits for legislators, tool kits for, like, curriculum for different age groups. Maybe, Kim, can we -- Kim and Mark, I know there are already great materials out there. What would be your top recommendations for where people can go to get materials?

>> MARK WEBER: Go ahead, Kim.

>> KIM TORGUSON: So, what we wanted to do -- there's a lot of great campaigns out there, as you saw and as April had mentioned before. So easily find our partners' campaign resources that focus specifically on being there for others, we created a -- it's [actionallianceforsuicideprevention.org/bethere](http://actionallianceforsuicideprevention.org/bethere). We can type that into the chat function. We see that as a starting point on where you can go to get information.

>> CHELSEA PEPI: It also occurs to me, Kim that if you use the #BeThere in your organization, and it's national suicide prevention week, if you're pushing out messaging with the #BeThere, and it's really well trafficked, the materials that you have will be visible to those others using the hashtag. It's -- it would be great if, you know, all the resources were all in one place, but if we have a lot of stakeholders, another way to do that is using the unified hashtags, so I would really encourage people to do that.

>> AVERY BELYEU: Another question that we got is if folks are here representing an organization and want to be officially connected to this work and the action alliance's work, and they want to increase that connection between their organization and this work what is the right way to do that?

>> KIM TORGUSON: So, one of the things we can do is we want to make sure that the public knows that we're partnering with other organizations. No one organization could do this alone. So, we have a partner page listing all of the organizations that are part of this effort. You can get that information by going to that website I mentioned earlier. We'll put that in the chat. When you click partners, you'll see that page. You'll see how do that on the page. I'll put that in the chat function.

And we understand all of your own hashtag, and we know a lot of our partners have a hashtag, and we ask that if you use your own hashtag, add #BeThere.

>> This is a wonderful example of all of the little fish swimming together. If we're using the one hashtag, then a lot of resources in a centralized visible location, and typically on different digital platforms and the reason to use the Thunderclap is the analytics can make us more visible. And that's a great way for you to put your resource in the pool with everyone else and that you have designed the resource for them that is what we want to see happen.

>> MARK WEBER: Rising tide lifts all boats. This is about supporting each other.

>> I noticed there were a lot of really neat conversations at rural health. I would love to speak as someone from rural America. And when we talk about rural health, suicide is a particular public health concern in rural communities where risk is higher. And having come from a rural community, there is a perception that there is a lack to get the messaging, and it's harder for them to benefit from these public health campaigns. I wonder if you have thought about ways that we can reach out with these campaigns to rural communities.

I'm hearing silence. I know several ideas were mentioned during the chat. Do you want me to go ahead and mention them?

>> KIM TORGUSON: I think that's great, April.

>> APRIL FOREMAN: People were mentioning churches, and FFA. I know I have been around a lot of FFAs in my life, and I know that those are important for many rural agricultural communities. Some talked about that not all rural communities are agriculturally based; some are based around other things. So, talking about ways to involve local post offices, grocery stores, and banks. How would we get leaders to participate in the Thunderclap? Local social media feeds? I know here in Baton Rouge there are a couple of feeds that everyone follows. What are the ways that social media and digital messaging penetrate rural communities? Billboards? You might get non-digital resources for local communities. Law enforcement. 4H? That's a great one.

>> MARK WEBER: I've seen our Indian health service.

>> APRIL FOREMAN: Rotary club; Kiwanas. Who in our audience knows folks at the national level and can help get national organizations to participate in this campaign with us? Hair salons? Fantastic. Moms groups, play groups, school districts. Those are fabulous. A lot of great ideas. I want to check in with Mark and Kim. Are there other major topic areas that you have noticed in the chat that you want to bring to attention?

>> MARK WEBER: Not necessarily. Part of this effort is that everyone on this webinar should feel empowered to reach out to their local laundromat or book club or library with the information they have and make sure and do their best to connect

them with the national movement. This is an ideal opportunity for people across the country to come together around an issue that we all have a common interest in. So, these discussions are amazing, and we can do some outreach here at a national level that this really works when you connect local people in community organizations working together around a common cause.

>> KIM TORGUSON: What I really like about what I'm hearing is people are realizing this is not just the role of health systems. There's so many other non-traditional partners that need to be part of this great work. I love what I'm seeing here. It aligns with what we're trying to do. Avery?

>> AVERY BELYEU: I'll echo what Kim is saying. One of the key areas of the action alliance is transforming community. And the conversation around how we engage communities is something we're trying to be strategic about. So, it's exciting to see so much energy around it. One of the themes that is consistently coming up around rural communities is engaging faith communities of different varieties. And the action alliance does have a specific initiative related to safe communities, and there is specific work that that group is doing around the national suicide prevention week called the national weekend of prayer for faith, hope, and life. I'll put the URL in the chat box in a moment. But that's a specific way for faith communities to be involved. There are resources and guidelines specific to faith leaders to help them understand how they can utilize their platform to message to their congregations about suicide and suicide prevention.

>> KIM TORGUSON: One thing I'll mention, too, is when we were putting this together, thinking about what is the best shared messaging that we could all get around and adapt for our various audiences, we really thought that #BeThere is something that any sector can use. If you're an employer, how to be there for your colleagues, for your students, for fellow educators. One thing I want to mention is it's important that we push out those messages, but that's a message that we can use any month, any day of the year.

>> AVERY BELYEU: We've had a lot of conversation about correctional facilities. Suicide is a leading preventable cause of death in prisons and jails. And several folks have been talking about resources for correction facilities. I couldn't emphasize that enough. I think that is great. And then when we talk a little about that. Also, we've looked at, and I think we want to pass this to mark about resources for youth. That is a huge need. It's the leading cause of death in youth. Right Mark?

>> MARK WEBER: Right. And one of the -- a key role the federal government plays is funding through grant programs. So, in particular through substance abuse and services administration. I know we're also doing zero suicide programs

through Indian health service and work at the centers for disease control. So, the action alliance for suicide prevention.org website is a great place you can go to and, you know, get hooked -- linked up with a number of these different approaches and what is available in local communities. So, you know, I think in terms of reaching out and taking advantage of what the action alliance is designed to do, a convener and pulling together resources so that people don't have to re-invent the wheel. I would just say that's a great place to go.

For example, there's a transforming communities document available off of the Action Alliance website. So, again, these are places to go where people are trying to do the work to help save you energy and effort finding things by bringing it together in one simple place. And you know, one of the things -- shifting gears a little bit here. Again, some folks were asking about how to get involved with Thunderclap -- we'll post that specific website in the chatroom so that everybody can see. And that will give you very specific instruction about how you can become involved and how you can share that information with others, and then they can become involved as well. It's a pretty step-wise approach.

>> KIM TORGUSON: And thunderclaps are easy to sign up and participate. It's just giving permission for your social feed to be used by the action alliance's campaign. It's very, very similar to when you sign up for a coupon or let someone access your Facebook in order for you to sign into something else. It only takes a couple of minutes and is a short process.

>> MARK WEBER: Don't let it scare you that you haven't done it before. It's pretty easy to do.

>> KIM TORGUSON: Totally.

>> AVERY BELYEU: I was going to make the note that, you know, we've mentioned a lot of different, wonderful resources today. I know folks have been sharing fantastic links in the chat. So, just a note that in our e-mail that we send out to all of you who have participated today, we'll include the relevant links to the Thunderclap and other resources so that you have all of those in one place.

>> KIM TORGUSON: If somebody sees a resource from a person in a chat, is there a way for them to reach back and say, "Hey, Anna, I saw this cool link that you posted." Is there a way for people to meet up with participants?

I'm hearing maybe not.

>> AVERY BELYEU: Will the chat be archived?

>> KIM TORGUSON: So, it looks like we will archive the chat, so that way we can make that available, so folks can see the links and individuals who introduced themselves where they were coming from, so if someone wants to get in touch with someone, they can do that if individuals made that information

public.

>> So, if you want to reach me, you guys can post in the chat right now? If you want more information about this, you can reach me here, right?

>> AVERY BELYEU: Sure. Or also folks introduced themselves at the beginning of the chat, so folks can look for the introductory information.

>> KIM TORGUSON: Google works, right?

>> I think it's great that we're having the discussion in July, several weeks out from September. And I love folks to continuously communicate with each other, share information with our team and action alliance, and hopefully this webinar will start get you thinking about next steps and moving forward and how we can further amplify efforts to make a bigger splash in September and all year long.

>> KIM TORGUSON: I'm noticing about the reporting on suicide links, and I'm noticing people wanting information about, like, best practices. And I think Daniel also posted about that and folks have been talking about that. Are there some recommended -- I think we talked about the framework, right? Should we emphasize that again, that that's an excellent place to go?

>> APRIL FOREMAN: And we will recap all of these things, the Thunderclap campaign link, the #BeThere website presence and other resources. We will compile that and send it out following today's webinar.

>> KIM TORGUSON: Okay. We thank everyone for the great conversation. I'm going to kick it back over to April to close us out.

>> APRIL FOREMAN: I think we were getting ready for this, and I'm often not at a loss for words, but it was our aspiration as part of the changing conversation committee. And if you're working with the National Action Alliance, it's our aspiration as major stakeholders in suicide prevention to engage people and talk to people that we've not talked to before. Suicide is a major problem. It's a problem in the United States, and it's a problem across the world. And it could be very easy for us to just talk to each other or to feel like that little fish in the ocean swimming in a big sea full of sharks with this big problem, but what we've seen as we've become so intentional about reaching out and working together is that there's a hunger for people to participate in a collaborative, large-scale effort to educate the public about what they can do to prevent suicide. And we're so grateful for the people who are here today. Just as an aside, I think we're at triple the number that, you know, maybe we've had in previous years. It's clear that the interest is really growing exponentially. And we are excited to have you engaged. And if you could please -- I believe there are evaluations for things like this. But also, if

you ever want to just, you know, circle back and drop us a line and let us know who you are and how you can engage during suicide prevention. If it's something you're interested in long-term, I know the action alliance is always interested in knowing about partners who want to work to end suicide.

Thank you all so much for being there. I love that quote. "Coming together is a beginning. Keeping together is progress. Working together is success."

>> KIM TORGUSON: Thank you, April. And a big thanks to April and Mark for their leadership and expertise, and thank you to all of you. We look forward to continuing to work with you in the weeks coming up to September, in September, and well beyond. Thank you all.

>> APRIL FOREMAN: Look at all of this. My heart.

[ Webinar has concluded. ]

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