



BPR Section III Publicity Guidance and Sample Announcement

Program developers are encouraged to let people know that their program has been listed in the Best Practices Registry (BPR). Given the existence of multiple “best practices” registries in the field, we ask your help in promoting the BPR in an accurate and consistent manner.

- When referring to the BPR, at first mention, please use the following full title: “SPRC/AFSP Best Practices Registry for Suicide Prevention (BPR).” Subsequent mentions can use any of the following: “SPRC/AFSP Best Practices Registry”, “Best Practices Registry” or “BPR”. Please note that “Practices” is plural.
- Because there are three sections in the BPR, each with different criteria, we suggest you direct people to Section III so they can find your program easily. We also encourage you to include a brief explanation of the Section III criteria and review process and, if space permits, to mention the other two BPR sections. A sample announcement is provided on the following page.
- To avoid confusion, please be aware of the following terminology issues:
 - When referring to the BPR process that led to the listing of your program, please use the term “reviewed” and not “evaluated” or “assessed,” as in “(Our program) was reviewed by a team of suicide prevention experts...”
 - We encourage you to refer to your program as a “best practice”; however, terms such as “proven”, “model”, “effective”, “promising”, and the like are reserved for evidence-based programs and should not be used in reference to programs listed in Section III of the BPR (evidence-based programs are listed in Section I of the BPR.)
- Please use the web address of SPRC's home page (www.sprc.org) when referencing the BPR, rather than linking directly to the BPR page or your fact sheet. There are two places on the home page that link directly to the BPR so visitors can find it easily. Also, we would like people to view your fact sheet, but we think it would be most helpful for them to see it in the context of the entire registry. Therefore, we ask that you direct people to the SPRC website to view your fact sheet rather than hosting the document on your own website. Do feel free to print and distribute hard copies of your fact sheet.
- Resources: On the following page we have included a sample announcement that you may find helpful in announcing your BPR listing. In addition, we have created a one-page description of the BPR that you are welcome to duplicate and distribute. The one-page description as well as a sample PowerPoint slide, about the BPR, that you can use in your presentations is found in the “Downloads” section of the BPR.

If you have any questions, please contact either Philip Rodgers (267-886-5906; prodgers@afsp.org) or Linda Langford (617-618-2719; llangford@edc.org).

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SAMPLE ANNOUNCEMENT for the 'ACME' SUICIDE PREVENTION PROGRAM

ACME Suicide Prevention Program Listed in the SPRC/AFSP Best Practices Registry for Suicide Prevention

We are pleased to announce that the ACME Suicide Prevention Program has been listed in Section III of the SPRC/AFSP Best Practices Registry for Suicide Prevention (BPR).

Practices listed in Section III of the BPR address specific objectives of the National Strategy for Suicide Prevention and their content has been reviewed by a panel of suicide prevention experts for accuracy, safety, likelihood of meeting goals and objectives, and adherence to prevention program guidelines. Although practices listed in Section III have not been reviewed for evidence of effective outcomes, their content has been found to adhere to current standards in the field. The BPR includes two other sections: Section I lists Evidence-Based Programs, and Section II lists Expert and Consensus Statements.

You can find a fact sheet describing our program posted in Section III of the Best Practices Registry, located on SPRC's website (www.sprc.org). For additional information about the ACME program, visit our website (www.acme.com) or contact Jane Smith at 555-555-5555 or janesmith@acme.org.