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Making Data Count: Marketing to Key Stakeholders

Presentation to:

SAMHSA Grantee Technical Assistance Meeting

Kansas City, Missouri
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2/4/2008



Presentation Outline

- Overview of Western Michigan University's Suicide Prevention Program
- Community-Wide Efforts/Afrocentric Approach
- Needs Assessment
- Data Usage
- Marketing to Key Stakeholders

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Project Overview

- Program development, Air Force Model
- Program goals, objectives, activities and targeted population
- Face-to-face and web-based efforts
- Advisory Board involvement

Community-Wide Efforts Afrocentric Approach

- Suicide prevention is a community and campus-wide effort
- Not based solely in the counseling center
- Involves staff on and off campus
- Grant writing efforts
- Support the needs of Western Michigan University's students



Needs Assessment

- Needs assessment prior to applying for the grant
- Outcome of needs assessment on campus
 - How were needs communicated to senior administrators?

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Data Usage

- Collaborated with cross-site evaluator
- Helpfulness of cross-site evaluation protocol (manual)
- Data and information which gain senior administrators attention
 - National and/or campus statistics
 - Media attention
- Kinds of data used to help to move the project forward
- Challenges and successes of using data to get buy-in

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Marketing to Key Stakeholders

- Who are the key stakeholders?
- Using interpersonal communication to attain buy-in
- Our collective effort to recruit buy-in
- Building relationships
- Use of “Suicide Prevention Week”
- Presentation to “Leadership Teams”

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Core Team Members

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