



Extending the 'We Can Help Us' Teen Suicide Prevention Campaign into Your Community Webinar: June 16, 2010

Summary of Event Information

The following summarizes key information presented in the June 16, 2010 webinar on the 'We Can Help Us' teen suicide prevention campaign, sponsored by SAMHSA, in collaboration with the Ad Council and the Inspire USA Foundation. For additional information, please contact SPRC at info@sprc.org.

CAMPAIGN INFORMATION

The 'We Can Help Us' campaign aims to reduce the rate of teen suicide by:

- Helping teens effectively cope with tough times
- Offering support and resources to help prevent feelings of alienation and loss that can be a factor in teen suicide attempts

The campaign is aimed at 13-17 year olds, in particular those who are stressed, depressed, or who may have considered suicide. The desired outcome is to convince teens that they are not alone by sharing stories of peers who have overcome similar struggles. Teens are directed to reachout.com where they can hear from other who have been there and made it. The Multimedia Press Release with campaign content and details is available at: <http://multivu.prnewswire.com/mnr/adCouncil/43256/>.

CAMPAIGN COLLABORATORS

- **SAMHSA:** Works with the Ad Council to deliver issue specific PSA campaigns to a national audience.
- **Ad Council:** Leverages relationships with ad agencies and media to develop comprehensive, integrated campaigns to engage the consumer and distributes the PSAs to media outlets nationwide.
- **Inspire USA Foundation:** Collaborates with SAMHSA and the Ad Council on the campaign to provide exploratory research findings and the opportunity to leverage reachout.com, their mental health information and support service for youth.

REACHOUT.COM INFORMATION

The 'We Can Help Us' campaign drives young people to reachout.com. The site is sponsored by the Inspire USA Foundation, a non-profit with the mission of helping teens and young adults live happier lives. Reach Out integrates youth-generated, expert-reviewed information and real life stories with opportunities to connect with others in a supportive, safe environment.

Although Reach Out targets a slightly older age group (ages 16-24), the site is highly compatible with the desired outcomes of the 'We Can Help Us' campaign, as younger teens can look to their older peers who have already made it through the tough times they are facing. The website can be accessed at: <http://us.reachout.com>

ACCESSING CAMPAIGN MATERIALS

- **TV:**
 - **To View:** <http://www.adcouncil.org/default.aspx?id=646>
 - **To Download Broadcast Quality Spots:**
 - Visit <http://www.adcouncil.tv>
 - Scroll down and click on 'Teen Suicide Prevention' on the left side of the screen
 - Quick registration and log-in required to access spots
 - **For Use by the Media:**
 - Visit <http://psacentral.adcouncil.org>
 - Registration and log-in required
- **Radio:**
 - **To Listen:** <http://www.adcouncil.org/default.aspx?id=646>
 - **To Download Broadcast Quality Spots:**
 - Visit <http://psacentral.adcouncil.org>
 - Registration and log-in required
 - **For Use by the Media:**
 - Visit <http://psacentral.adcouncil.org>
 - Registration and log-in required
- **Web Banners:** Visit: <http://psacentral.adcouncil.org>
- **Posters:**
 - Call 1-877-SAMHSA-7 (1-877-726-4727), or
 - Visit <http://nmhicstore.samhsa.gov/publications/ordering.aspx#ADC10-SUICIDEP> (listed as 'Suicide Prevention: Teen Suicide Prevention, We Can Help Us Poster'; click on 'Add to Cart' to order)