

## Strategic Communication Planning

Date: 2019 (For resources, this is the publication date. For programs, this is the date posted.)



### Information

Type: Video/Audio Recording

Author: Suicide Prevention Resource Center (SPRC)

Publisher: Education Development Center, Inc. (EDC)

Strategic planning is key to developing effective communication materials for suicide prevention. The following five-to-six-minute webinar clips feature expert advice on developing a communication plan, understanding your audience, and evaluating your efforts. Adapted from SPRC's *Strategic Communication Workshop Series*, each video has a free, downloadable worksheet to help you put these skills into practice.



## Introduction to Strategic Communication Planning



### [1] **Introduction to Strategic Communication Planning**

SPRC Director of Grantee and State Initiatives Kerri Nickerson discusses the importance of strategic communication planning and walks through the key components of successful communication materials. Use the accompanying worksheet to [develop your communication plan](#) [2].



## [3] **Understanding and Reaching Your Audience: We R Native**

Stephanie Craig Rushing, project director at the Northwest Portland Area Indian Health Board, discusses how We R Native engages its target audience to develop messaging that resonates with tribal youth. Use the accompanying worksheet to identify the best messaging and channels to [reach your audience](#) [4]



## Understanding and Reaching Your Audience: South Carolina Youth Suicide Prevention Initiative



### [5] Understanding and Reaching Your Audience: South Carolina

Suicide Prevention Trainer/Coordinator Robert Cottingham describes how the South Carolina Youth Suicide Prevention Initiative (SCYSPI) is working with youth to plan and implement their social media efforts. Use the accompanying worksheet to identify the best messaging and channels to [reach your audience](#) [4].





## Evaluating Your Communication Efforts



[6]

## Evaluating Your Communication Efforts

Rajeev Ramchand, senior behavioral scientist at RAND Corporation, presents key evaluation concepts and questions to consider when creating an evaluation plan for communication efforts. Use the accompanying worksheet to help [evaluate your communication efforts](#) [7].

## Additional Resources

- [Action Alliance Framework for Successful Messaging](#) [8] – Learn the four critical issues to consider when messaging to the public about suicide.
- [Creating Linguistically and Culturally Competent Suicide Prevention Materials](#) [9] – Walk through eight steps to make your communication materials more culturally competent.
- [Strategic Communication Workshop Series](#) [10] – Watch this three-part webinar series to learn more about strategic communication for suicide prevention.
- [Massachusetts Technical Assistance Partnership for Prevention Communications Toolkit](#) [11] – Explore this interactive toolkit to help make your messaging more effective.

## Featured Projects

- [We R Native](#) [12] – Visit this online health resource developed for Native youth by Native youth.
- [South Carolina Youth Suicide Prevention Initiative \(SCYSPI\)](#) [13] – See examples of how SCYSPI is messaging to youth.



# Suicide Prevention Resource Center

Populations: Adolescents, American Indians and Alaska Natives  
Settings: American Indian/Alaska Native Settings  
Planning and Implementing: Program Evaluation, Cultural Competence, New and Social Media,  
Strategic Planning, Communications and Outreach

## Links within this resource

- [1] [https://youtu.be/q7wXnPXM-dY?list=PLWLqYR8kwcndZ\\_dXud9N5P3e6CdzQdwsp](https://youtu.be/q7wXnPXM-dY?list=PLWLqYR8kwcndZ_dXud9N5P3e6CdzQdwsp)
- [2] <http://www.sprc.org/sites/default/files/Developing%20Your%20Communication%20Plan.pdf>
- [3] [https://youtu.be/PP5dbUJtc9E?list=PLWLqYR8kwcndZ\\_dXud9N5P3e6CdzQdwsp](https://youtu.be/PP5dbUJtc9E?list=PLWLqYR8kwcndZ_dXud9N5P3e6CdzQdwsp)
- [4] <http://www.sprc.org/sites/default/files/Understanding%20and%20Reaching%20Your%20Audience.pdf>
- [5] [https://youtu.be/P6YVK0bTnK0?list=PLWLqYR8kwcndZ\\_dXud9N5P3e6CdzQdwsp](https://youtu.be/P6YVK0bTnK0?list=PLWLqYR8kwcndZ_dXud9N5P3e6CdzQdwsp)
- [6] [https://youtu.be/VxPhcl6l8JU?list=PLWLqYR8kwcndZ\\_dXud9N5P3e6CdzQdwsp](https://youtu.be/VxPhcl6l8JU?list=PLWLqYR8kwcndZ_dXud9N5P3e6CdzQdwsp)
- [7] <http://www.sprc.org/sites/default/files/Evaluating%20Your%20Communication%20Efforts.pdf>
- [8] <http://suicidepreventionmessaging.org/>
- [9] <http://www.sprc.org/resources-programs/creating-linguistically-culturally-competent-suicide-prevention-materials>
- [10] [https://www.sprc.org/events-trainings?type=All&field\\_event\\_grant\\_type\\_target\\_id=All&populations=All&settings=All&suicide\\_problem=All&plan\\_and\\_implement=All&strategies=All&state=All&keyword=%22Strategic%20Communication%20Workshop%20Series%22](https://www.sprc.org/events-trainings?type=All&field_event_grant_type_target_id=All&populations=All&settings=All&suicide_problem=All&plan_and_implement=All&strategies=All&state=All&keyword=%22Strategic%20Communication%20Workshop%20Series%22)
- [11] <http://masstapp.edc.org/communications-toolkit>
- [12] <https://www.wernative.org/>
- [13] <https://www.scyspi.org/social-media/>

Printed on 09/18/2019 from [http://www.sprc.org/resources-programs/strategic-communication-planning?utm\\_source=Weekly%20Spark%203/15/19&utm\\_campaign=Weekly%20Spark%20March%2015%2C%202019&utm\\_medium=email](http://www.sprc.org/resources-programs/strategic-communication-planning?utm_source=Weekly%20Spark%203/15/19&utm_campaign=Weekly%20Spark%20March%2015%2C%202019&utm_medium=email)

The Suicide Prevention Resource Center at EDC is supported by a grant from the U.S. Department of Health and Human Services (HHS), Substance Abuse and Mental Health Services Administration (SAMHSA), Center for Mental Health Services (CMHS), under Grant No. 5U79SM062297.

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