GUAM’S YOUTH SUICIDE PREVENTION MEDIA CAMPAIGN

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GUAM: “Where America’s Day Begins!”

Suicide on Guam

<table>
<thead>
<tr>
<th>Year</th>
<th>Deaths</th>
<th>Deaths 100,000</th>
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<tbody>
<tr>
<td>2000</td>
<td>19</td>
<td>18.7</td>
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<tr>
<td>2001</td>
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<td>2002</td>
<td>22</td>
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<td>2003</td>
<td>20</td>
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<td>2004</td>
<td>18</td>
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<td>2005</td>
<td>18</td>
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<td>18</td>
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<td>2007</td>
<td>20</td>
<td>18.8</td>
</tr>
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<tr>
<td>2009</td>
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! Guam’s Suicide Rate—54% higher than U.S.
! 3 times higher rate than Pacific Islanders living in the U.S. Mainland
Overall Program Goals

Program Goals:
- Strengthen data collection, analysis and reporting;
- Build workforce capacity;
- Implement programs that work.

Media Campaign Goals:
- Create culturally relevant, data & community driven campaign.
- Inspire hope through positive look & feel of campaign
- Increase motivation to seek help.
- Increase awareness of services and data

Health Communication Process Step 1:
Planning & Strategy Development
- Build community ownership
- Use safe messaging.
- Leverage resources
- Engage target audience
- Develop clear/consistent messages.
- Incorporate traditional practices and cultural values.

Health Communication Process Step 2:
Pretesting Concepts and Materials
Top down Vs. Community Driven

V1 V2 TESTED V3
Health Communication Process Step 3: Implementing the Program

- Campaign Cost: $38,032.00
- In-kind donations
- Mass Media Advertising Campaign (August 2009)
- Use of Social Networking sites
- Youth Involvement
- Partnerships with GTA & PayTel
- Community Outreach and Advocacy
- Feedback from the Community.
- 4th Annual PEACE Conference: “Uniting Hands to Empower Life.”

Health Communication Process Step 4: Assessing Effectiveness & Refining the Campaign

English  Chamorro  Chuukese
Sustaining Guam’s Focus on Life

- Community partnerships
- School and Community Outreach
- Community advocacy
- Monitoring and Evaluation

Lessons Learned

- Reinforced need to be data and community driven
- Call to Action
- Inspirational messages
- Maximize exposure — use traditional and non-traditional media sources
- Survivor testimonials — greatest impact
- Safety measures — directory of resources and trained gatekeepers

References:


Guam Department of Mental Health & Substance Abuse, (Prevention & Training Branch). (2009). Focus On Life—Uniting Hands to Empower Life [DVD]. Available by request or contact www.peaceguam.org.

