Implementing a Campus-wide Student-centered Suicide Prevention Media Campaign

SAMHSA GLS Grantee Meeting March 2018

The views, opinions, and content expressed in this publication do not necessarily reflect the views, opinions, or policies of the Center for Mental Health Services (CMHS), the Substance Abuse and Mental Health Services Administration (SAMHSA), or the U.S. Department of Health and Human Services (HHS)
Tools, Strategies and resources to develop, disseminate, and evaluation your own Suicide Prevention Media Campaign
• **Identify goals and learning outcomes**
  - Reduce stigma by normalizing emotions
  - Educate about the warning signs of suicide
  - Encourage helping and help seeking behaviors
• Form a team

✓ Academic Departments: Art, Graphic Design, Marketing, etc
✓ Faculty/Administrator: Coordination & editing
✓ Students: Content development

DESIGN TEAM

AARIS SHERIN
Creative Director

REBECCA BROOKER
Graphic Designer

MICHAEL LAGATTUTA
Graphic Designer/Illustrator

ELIZABETH KOEHLER
Graphic Designer

KAYANA TERNIZE
Graphic Designer

IDALEA CINQUEMANI
Graphic Designer (2015-2016)

BENJAMIN HUNT
Graphic Designer (2014-2015)
Campaign Development

• Form a team
  ✓ Academic Departments: Art, Graphic Design, Marketing, etc
  ✓ Faculty/Administrator: Coordination & editing
  ✓ Students: Content development

• Educate your team about the issue
  ✓ Provide examples—webpages, posters, campaigns, etc
  ✓ Share local, national, and university data
SJUOK?

Name: Rob
Emotion: Happy

Name: Bella
Emotion: In Lovw

Name: Jacob
Emotion: Relaxed

Name: Andrea
Emotion: Proud

Name: Kevin
Emotion: Stressed

Name: Katie
Emotion: Sad

Name: Max
Emotion: Anger

Name: Ned
Emotion: Anxious
Focus Groups: Round 1 - Content

**Focus Group Agenda - Facilitator Guide**

1. **Background and Introductions (5 min)**
   - Have everyone introduce themselves – give our sign-in sheet
   - SAMHSA Grant goals/objectives
     - The Department of Student Wellness has received a grant from the Substances Abuse and Mental Health Services Administration of the US

**SJUOK? Campaign**

- What do you think of the Name and Tagline for the Project?
- Show the three taglines, SJU HOPE, SJU SM:)LE, SJUOK
- What thoughts do you have of the emotions in the various characters

**III. Logo and Tagline & Outreach (15 min)**

- **SJUOK? Campaign**
  - What do you think of the Name and Tagline for the Project? Show the three taglines, SJU HOPE, SJU SM:)LE, SJUOK
  - Which of these speaks to you more?
  - What thoughts do you have of the emotions in various “characters”?
Focus Groups: Round 2 - Materials

Focus Group Agenda – Facilitator Guide

1. Background and Introductions (5 min)
   - Have everyone introduce themselves – give out sign-in sheet
   - SAMHSA Grant:
     - “The Department of Student Wellness has received a grant from the Substance Abuse and Mental Health Services Administration of the US population. Our goals in this grant is to increase help seeking behavior when either they, or their friends exhibit signs of suicide ideas or plans.”
     - Part of this grant is to create a visual suicide prevention message using logos, photos and icons to relate our message.
   - Focus on marketing visuals:
     - Today we are asking you not to be focused on personal stories but more on what you feel about the visuals being presented. What feelings you have about the pictures and the icons, the graphics. In short, does what you see here in this presentation speak to you as a college student?
     - Would you, as a college student, be more willing to reach out after viewing these images?

2. Hats (15 min)
   a. Which of the following do you prefer? (Vote)
      i. Type of hat
         - I have a picture of a flat brim hat and a sample of a rounded brim hat....
      ii. Type of logo
         - I have pictures of three types of logo...
   b. Open discussion: What did you like and dislike about Option 1? Option 2? Option 3?

3. T-Shirts (15 min)
   I'm going to show you 8 different types of t-shirts: each shirt representing a character. Shirts will be printed with the “Faces” on the front and SJUOK2 and the character on the back.
   a. Open discussion: What do you like/dislike about the t-shirts?
Various Student Groups

- Resident Assistants
- Orientation Leaders
- RISE Network
- SPECTRUM
- Student Veterans
- Student Leaders

*(record and have focus groups transcribed)*
Campaign Dissemination

Posters
High traffic Areas

Movable Signs
Campaign Dissemination

Yard Signs

Step & Repeat at events

Stephanie @steph_mcdonough · 6 Oct 2016
I am so proud of my org everyday.logical
#AlphaSigmaAlpha #SJUOK #DODays
Campaign Dissemination: Campus News Paper and Social Media

St. John’s Torch - Student Newspaper

Meet the friends of SJUOK?

2nd Annual Suicide Awareness Event

sjusicampus Remember, Johnnies: you are not alone. Yesterday, over 180 of our students gathered for SJUOK? a suicide prevention campaign helping students address issues of mental wellness. 1 in 10
Campaign Dissemination:
Integration into Events

Annual Suicide Prevention Awareness Event & Walk

Over 2000 students participated since 2015

Campus Connect Gatekeeper Program

Over XXX students trained since 2015
New Student Orientation: Interactive Peer Theater Playbill

University Student Portal
Campaign Dissemination: Integration into Events

Tabling: Stand alone and at events (i.e., stress free, wellness fairs, etc)

Collaboration with Dinning Services
Campaign Dissemination: Integration into Events

Athletic Events

Residence Assistant Programming
Over 2800 downloads
Evaluation Methods

Short Quick Surveys: Tabling

TELL US WHAT YOU THINK

Have you heard of SJUOK?
- Yes
- No

Have you seen these characters?
- Yes
- No

As a result of the SJUOK campaign, ...
Check all that apply
- I am more comfortable talking about my emotions.
- My conversations with others about mental health concerns increased.
- I feel the SJU community is more accepting of a range of emotions.
- I am more aware of mental health services on campus.
- I feel the SJU community is more accepting of mental health issues.
- I am more likely to seek mental health services.
- I am more knowledgeable of the warning signs of suicide.
- I am aware of suicide prevention hotlines, e.g., Suicide Prevention Lifeline, NYC Well, Crisis Text Line.
Evaluation Methods

Student Portal Pop-Up Polls

Have you heard of SJUOK?
- Yes
- No

Have you seen these characters?
- Yes
- No

As a result of the SJUOK campaign...
- I am more comfortable talking about my emotions.
- My conversations with others about mental health concerns increased.
- I feel the SJU community is more accepting of a range of emotions.
- I am more aware of mental health services on campus.
- I feel the SJU community is more accepting of mental health issues.
- I am more likely to seek mental health services.
- I am more knowledgeable of the warning signs of suicide.
- I am aware of suicide prevention hotlines, e.g., Suicide Prevention Lifeline, NYC Well, Crisis Text Line.

Check all that apply.

Tell Us!

Weeknight Extended Service

Based on recent student feedback, Public Safety is now offering a weeknight evening shuttle service after the regular shuttle bus service ends.

The Public Safety shuttle will run from Gate 6 to all off-campus housing locations (Soton, DePaul, Goethals, and Henley).

Any questions or concerns regarding the extended service should be directed to Public Safety at 716-990-6381.

Weeknight Extended Service Schedule

<table>
<thead>
<tr>
<th>Sunday Through Thursday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Depart at Gate 6</td>
</tr>
<tr>
<td>Service Starts</td>
</tr>
<tr>
<td>Service Ends</td>
</tr>
</tbody>
</table>

11:30 p.m. | 3:30 a.m.

Senior Storm

SENIOR STORM

Are you ready for to celebrate your final days as an undergrad at St. John’s University? Senior Storm tickets go on sale at 9 a.m. on Monday, April 24 from Campus Concourse.

Time left until Queens Undergrad Commencement:

282:05:27:2' Days Hrs Mins Sec

Senior Storm 2017
Evaluation Results

Have you heard of the SJUOK? campaign?

- MySJUOK? Poll: 81.5%
- SJUOK? Walk: 84.9%
- Tabling: 92.8%
Evaluation Results

Have you seen these characters?

MySJUOK? Poll: 85.7%
Tabling: 95.3%
I am more comfortable talking about my emotions: 24.6% My conversations with others about mental health concerns increased: 23.8% I feel the SJU community is more accepting of a range of emotions: 55.6% I feel the SJU community is more accepting of mental health issues: 55.4%
Evaluation Results

- 76.0% I am more aware of mental health services on campus
- 55.6% I am more likely to seek mental health services
- 36.8% I am more knowledgeable of the warning signs of suicide
- 56.7% I am aware of suicide prevention hotlines (i.e., Suicide Prevention Lifeline, NYC Well, Crisis Text Line)

MySUUK? Poll
Tabling
Lessons Learned

• Listen to students
• Learning outcomes
• Get messages across thru various media
• Campaign does not appeal to everyone Create student specific programs
• Focus group and focus group more
• Evaluation-Healthy Minds Study
Resources and Materials: 
YouOK? Campaign

www.youokcampaign.com
Resources and Materials:
YouOK? Campaign

App Store Preview

YOUOK Sticker Pack

Free
Only for iMessage

Screenshots

Hey, what are you up to tonight?
I have an eight page midterm paper due at midnight and I barely started.

Hey, did you download the new sticker pack yet?

YOU’VE GOT THIS!
Thanks! I’m heading to the library now.

I’m stressed

Oh, good luck! You’re going to pass for sure
What about this weekend?

Yeah! I’m free!
END OF PRESENTATION
Team Effort

- Rebecca Booker, Idalea Cinquemani, Benjammin Hunt, Elizabeth Kohler, Michael LaGuttuta
- Professor Aaris Sherin
- Ruth DeRosa, Hannah Artiles-Stravers
- Scott Wallick
- Christine Vuolo, Nora Gerardi, Faith Doughty, Hara Stephanou
- Dot Schmit, Robert Tringone, Keva Hall, Lauren Appio, Pei-Han Cheng, Indiana Buttenwieser, Erin Ryan
- Kathryn Hutchinson
Luis G. Manzo, Ph.D.
Executive Director, Student Wellness and Assessment
manzol@stjohns.edu
718-990-6911
Contact Information

Luis G. Manzo, Ph.D.
Executive Director, Student Wellness and Assessment

manzol@stjohns.edu
718-990-6911

SJJUOK?

NATIONAL SUICIDE PREVENTION LIFELINE
1-800-273-TALK
www.suicidepreventionlifeline.org