Suicide Prevention Resource Center
Promoting a public health approach to suicide prevention

The nation’s only federally supported resource center devoted to advancing the National Strategy for Suicide Prevention.
Examining Suicide Prevention Strategies to Enhance Efforts in Reaching Target Audiences

Sheila Krishnan (SPRC). David Salafsky (University of Arizona) & Melanie Fleck (University of Arizona)

June 9, 2014   GLS Grantee Meeting
Today’s Agenda

- Introduction
- Defining Our Audiences
- Group Discussion and Brainstorm
- Activity
- What is one new thing you can do or try after the meeting?
What brings you here?
Why do we target audiences?

✓ Groups that are at higher risk OR more likely to engage in the behavior

✓ SAMHSA-identified populations (LGBTQ2S, AI/AN, Military/Veterans)

✓ Other reasons?
Targeting vs. Tailoring

- **Targeting** customizes messages to shared characteristics of population subgroups (i.e. LGBTQ college students attending a rural school)

- **Tailoring** fits messages to individual characteristics (i.e. coping style, beliefs about help-seeking)

*Schmid, Rivers, et. al, 2008*
Defining the Population

IOM Prevention Framework
Levels of Prevention

✓ Health Promotion
✓ Universal
✓ Selective
✓ Indicated

IOM Prevention Framework
Discussion
Small group activity

**TOOL: PLANNING SHEET**

Fill out the following sheet as part of your planning process. You can use the information to decide who can benefit and contribute when you write or revise your action plan.

**PLANNING SHEET: CONNECTING TARGETS AND AGENTS OF CHANGE**

Community issue or problem: ________________________________

<table>
<thead>
<tr>
<th>What behaviors and conditions contribute to the issue or problem?</th>
<th>Who are the people who experience or contribute to the issue? (Targets of Change)</th>
<th>Who are the people who can contribute to improvement? (Agents of Change)</th>
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*Community Toolbox, University of Kansas*
Case Study: The University of Arizona
Case Study: The University of Arizona

- Wrapping up final year of GLS grant
- Targeting students at large, plus
  - Native American students
  - LGBTQ students
  - Student veterans
- Groups considered at risk based on national and campus specific data
- Campus Demographics
What worked at UA

- Student liaisons reaching each group
- Working with students who have a personal experience with suicide and are passionate about prevention
- Leveraging existing resources for student populations and institutional buy-in
- Getting students involved in media development
- Letting them take ownership in outreach
Challenges to consider

- Cultural centers and campus resources also struggle to reach their target populations
- Identity is complex
- Need to have effective (and a variety of) ways to bring messages to students….capitalize on campus identity
- Continuity among student liaisons
- Need holistic institutional support
  - e.g. VETS Center
VETS Center at the UA
What works for helping Vets on campus? What’s the best practice to support them?

“This”

- Michael Marks, PhD, on the VETS Center
HOPE WILL NEVER BE SILENT.

~ Harvey Milk

If someone you know is depressed or suicidal, there is hope.

NOTICE. CARE. HELP. Suicide is preventable.
Learn how to be a lifesaver. 520.621.5700

CAMPUS HEALTH SERVICE
www.health.arizona.edu

UA Counseling and Psych Services: 520.621.3334
National Suicide Prevention Lifeline: 1.800.273.TALK (8255)
The Trevor Project: 1.866.488.7788
Pima County Crisis Response Center: 520.422.0400
Friend 2 Friend: 511.health.arizona.edu

WHEN YOU ARISE IN THE MORNING, GIVE THANKS FOR THE LIGHT, FOR YOUR LIFE, FOR YOUR STRENGTH.

~ Tecumseh
Legendary Shawnee Native American Chief

If you or someone you know may be depressed or suicidal there is help. Choosing to help is your strength. Reach out and shine light on a life in need.

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IT TAKES THE COURAGE AND STRENGTH OF A WARRIOR TO ASK FOR HELP.

Have the courage to reach out to a veteran who may need help.

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Tucson Out of the Darkness Walk
Fall seven times, stand up eight.

-Japanese Proverb
Wilbur Goes to CAPS