LETHAL MEANS RESTRICTION FOR SUICIDE PREVENTION

A Public Awareness Campaign

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Suicide Prevention in Rhode Island

Means Restriction is one element of Rhode Island’s overall Youth Suicide Prevention Strategy.

- Youth Development
- Means Restriction
- Postvention
- Peer Support Programs
- Gatekeeper Training
- Suicide Prevention Education
- Crisis Centers and Hotlines
Lethal Means Restriction in Rhode Island

**INPUTS**
- Partner with The Center to Prevent Youth Violence (CPYV)

**ACTIVITIES**
- Statewide means-restricted social marketing and public education campaign

**SHORT-TERM IMPACT**
- Increased help seeking behaviors
- Improved public perception of suicide as preventable
- Reduced access to lethal means

**LONG-TERM IMPACT**
- Reduced suicide attempts among youth ages 15 to 24
- Reduced suicide rates among youth ages 15 to 24
Four Key Campaign Components

- Build community partnerships
- Implement social marketing campaign
- Provide information and resources directly to parents
- Educate professionals about LMR

LETHAL MEANS RESTRICTION FOR SUICIDE PREVENTION
Rhode Island Department of Health

Violence and Injury Prevention Program

2002 rollout of the Suicide Prevention Framework for Rhode Islanders 15-24

2005 Rhode Island Injury Prevention Plan includes Framework recommendations

2008 GLS funding obtained for work with SOS, QPR, ISP, and Brown University curricula

2011 GLS funding focuses on core cities & high poverty rates as well as includes SOS, QPR, ISP, LGBT Youth, VA, Military & Guard

2005 state plan was a three-year endeavor carried out by the Rhode Island Injury Community Planning Group Steering Committee and the Suicide Prevention subcommittee

2005 GLS funding makes collaboration possible with CPYV to create the Rhode Island Department of Health’s website suicideproof.org

2011 HEALTH selected means restriction media campaign as a priority recommendation for implementation
The Center to Prevent Youth Violence

Our History

Founded in 1998, CPYV, previously known as PAX, is an innovative and uniquely effective organization working to end the crisis of youth violence.

Our Strategy

CPYV develops focused and empowering public health and safety campaigns that promote the simple steps parents, kids and entire communities can take to prevent violence affecting youth.

• Analogous to the “second hand smoke” and “designated driver” campaigns

• “Social norm change” approach encouraging adoption of health-promoting behaviors

• Specific “calls-to-action” that empower individuals to have an impact they can actually see

Our Results

CPYV’s programs have been studied and validated by leading academic institutions including, The Harvard School of Public Health and Johns Hopkins Bloomberg School of Public Health.
Successful CPYV Campaigns

“Is there a dog in your house?”

“Did you know my child is allergic to peanuts?”

“How much television will they watch?”

“How many children will be there?”

“Can I give you my phone number in case of emergency?”

“Will the children be playing in the pool?”

“Will you be home?”

“Is there a gun where my child plays?”

40% of homes with children have guns, many left unlocked or loaded, and more than 10 children are killed or injured with those guns every day. You may ask a lot of questions about your child’s safety when you send your child to another home. Next time, ask if there’s a gun where your child plays. For tips on asking go to asking saves kids.org.

Asking Saves Kids

SPEAK UP

LETHAL MEANS RESTRICTION FOR SUICIDE PREVENTION
CPYV’s *Winning* Formula

- Extensive Qualitative/Quantitative Research
- Targeted Messaging
- Effective Partnering
- Multi-faceted Media Campaign
- Rigorous Evaluation
Rhode Island’s **LMR Campaign**

**Phase 1**
Research, Planning & Message Development

**Phase 2**
Campaign Launch & Statewide Implementation

**Phase 3**
Evaluation & Creation of Sustainability Plan

**Ongoing**
Implementation & Expansion

**Ongoing**
Implementation & Expansion
Planning Phase

1. Review existing research
2. Develop key questions
3. Conduct focus groups to gain insight and identify barriers
4. Apply research findings to develop campaign concept
5. Create campaign strategy
6. Leverage local partnerships
7. Produce campaign materials
**Focus Group Research**

### KEY FINDINGS

- Identified several barriers to overcome
  - “Not My Kid”
  - “Responsible parents” always recognize warning signs
  - Failure to acknowledge “means matter”
  - “Where there’s a will, there’s a way”

- Similar barriers also exist with clinicians

- Parents expressed feelings of helplessness on issue of suicide prevention

- Parents were easily overwhelmed by complex statistics and detailed “to do” lists

### TAKE AWAY MESSAGES

- Message must be simple and reasonable

- Campaign must not only urge parents to act but also give them the practical tools to do so

- Parents were most receptive to personal stories and empathetic messages about youth suicide
Expand concept of ‘child-proofing’ to suicide prevention

**Child-proofing**
- Make your home safe for children
- Cover electrical sockets; lock cabinet doors

**Suicide-Proofing**
- Make your home safe for youth at risk for suicide
- Remove or lock firearms; lock and limit medications
**Campaign Strategy**

1. **TV and radio PSAs**, targeting adults aged 35 to 54 years
2. Dedicated website to educate parents about suicide-proofing their home
3. Mass brochure mailing to high school parents
4. Utilize partners to distribute brochures and posters
5. Facebook ads to raise awareness and direct parents to website
Conferred with media experts to determine the best use of media dollars

Recommendations for achieving a high level of reach and frequency, as well as ensuring that the target audience is exposed to the message

- **Collateral**
  - Distribute brochures to parents through partner organizations

- **Cable Television**
  - Target specific programming and stations

- **Radio**
  - Concentrate advertising during drive times

- **Website**
  - All media should direct parents to website that will provide information on “suicide-proofing”
Public Health Institute at Brown University
• National Alliance on Mental Illness •
RDW Group, Inc. • Rhode Island Student Assistance Services • Policy Studies Inc.
• Parent Support Network of Rhode Island •
Kid’s Link Rhode Island • Suicide Prevention Resource Center • Gateway Healthcare, Inc.
**Implementation Phase**

- 4-week campaign (9/19 to 10/16/2011) featuring heavy advertising activity to achieve greater awareness
- Mass brochure mailing to high school parents in 3 core Rhode Island cities
- Print materials distributed to partnering agencies in 6 core Rhode Island cities
- Launched suicideproof.org
- Facebook advertising
- Complemented mass media with on-going, persistent PR campaign
### Implementation Phase

<table>
<thead>
<tr>
<th>Media Type</th>
<th>No.</th>
<th># of People Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network TV</td>
<td>46</td>
<td>134,192</td>
</tr>
<tr>
<td>Cable TV</td>
<td>545</td>
<td>391,003</td>
</tr>
<tr>
<td>Radio</td>
<td>390</td>
<td>198,004</td>
</tr>
<tr>
<td>Brochures</td>
<td>25,100</td>
<td></td>
</tr>
<tr>
<td>Posters</td>
<td>11,350</td>
<td></td>
</tr>
<tr>
<td>Partners</td>
<td>121</td>
<td></td>
</tr>
</tbody>
</table>

88% of target audience reached

Types of Partners
- Pharmacies
- Police
- Libraries
- Healthcare
- Gun Dealers/Clubs
- Community Agencies
Personal stories resonated strongly with members of all focus groups

Symbols act to simplify the message: lock, listen, love
RI HEALTH and RDW Group, Inc.

Life-long Mistakes. suicideproof.org

Click for more information about medications and firearms.

“Bidded” Facebook Advertising

Is Your Teen Safe? suicideproof.org

When, “I’m ok, just leave me alone”, isn’t good enough.

One Father’s Story.

“If I didn’t have a gun in the house my son would still be alive.”
Evaluation Design

**Who?** Deborah Pearlman, PhD, Professor, Brown University School of Public Health

**What?** Campaign Reach and Impact

**How?**
- Material distribution
- Media spots
- Website and Facebook traffic
- Parent Surveys
  - Telephone Survey: n=200
  - Mail Survey: n=248 (9.5% response rate)

Measuring Reach

Measuring Impact

Phase 3
Nearly half (43-46%) of parents surveyed reported having seen the campaign.

49 percent of those who recalled the campaign were considering or had already made changes to suicide-proof their homes.

95 percent of parents believe it is important to suicide-proof their homes.

50 percent of parents believe that keeping a gun in one’s home makes it more likely that suicide will occur.
## Evaluation Results, by gender

### Have you seen the suicide-proof campaign?

<table>
<thead>
<tr>
<th></th>
<th>Did see</th>
<th>Did not see</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Male</strong></td>
<td>63</td>
<td>37</td>
</tr>
<tr>
<td><strong>Female</strong></td>
<td>50</td>
<td>50</td>
</tr>
</tbody>
</table>

### How important is it to suicide-proof your home?

<table>
<thead>
<tr>
<th></th>
<th>Not very/at all important</th>
<th>Somewhat important</th>
<th>Very important</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Male</strong></td>
<td>8</td>
<td>34</td>
<td>57</td>
</tr>
<tr>
<td><strong>Female</strong></td>
<td>2</td>
<td>16</td>
<td>81</td>
</tr>
</tbody>
</table>
Sustainability and Growth

Year 2
• With the tools and strategy mapped out, a scaled-down version of the campaign was executed in Year 2 with similar findings

Year 3
• Ongoing campaign execution with the same materials and a similar strategy
• Survey added to www.suicideproof.org

Growth
• Expansion of “Suicide-Proof Your Home” Campaign to Nevada
Do you have teenagers living with you at home?  No ☐ Yes ☐

Has viewing the website motivated you to do something to help “suicide-proof” your home?
No ☐ Yes ☐ N/A ☐

If yes, what would you do to suicide-proof your home?
☐ Get rid of extra medications safely
☐ Keep only small quantities of medication on hand
☐ Lock up toxic or addictive medications
☐ Learn more about suicide prevention
☐ Monitor my child(s) moods/behavior and talk with them if I’m concerned they’re distressed
☐ Store gun(s) more securely in home
☐ Store guns somewhere other than at home (or dispose of them)
☐ N/A

These last questions are for information purposes only. Which group best describes...

Your age
Under 25

Your Gender
Female ☐ Male ☐ Undisclosed ☐

Tell us what you think! Is there anything you liked a lot or did not like at all on this website?

Submit
Questions???

Comments

Thank You