



Strategic Communication Planning

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Information

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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.

[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].

[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].

[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.

Examples Presented by the Speakers

- [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.

Links within this resource

[1] https://youtu.be/q7wXnPXM-dY?list=PLWLqYR8kwcndZ_dXud9N5P3e6CdzQdwsp

[2] <https://sprc.org/sites/default/files/Developing%20Your%20Communication%20Plan.pdf>

[3] 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

[6] 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

[11] <http://masstapp.edc.org/communications-toolkit>

[12] <https://www.wernative.org/>

[13] <https://www.scyspi.org/social-media/>

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