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.
Make Your Campaign Count: How to Communicate Effectively

March 19, 2013

3:30-4:30pm Eastern Daylight Time
Welcome!

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Program Manager

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Campus Prevention
Specialist
Technical Tips

✓ Technical problems? Call:
  • SPRC at 617-618-2380
  • Adobe Connect at 1-800-422-3623

✓ Please type any questions or comments into the chat text box.

✓ Click the “Full Screen” button on the upper right to make the presentation larger. Click “Full Screen” again to return to normal view.
Overview

✓ What communications can do
✓ Creating strategic communications objectives
✓ Understanding your audience
✓ Locating resources
Why Communication Planning?

I want to develop a mobile app with resources.

I want to start a Facebook page.

What information should I have on our website?

We want to bring a speaker to talk about stigma.

We need to promote our gatekeeper training.

Can I see examples of posters that have been created?
The 8-Step Model

1. Assess current situation
2. Set communications goals & objectives
3. Identify intended audiences
4. Develop & pretest messages
5. Select channels, activities, materials, & partnerships
6. Develop action plan
7. Develop & pretest materials
8. Implement, evaluate, & modify plan
Communications campaigns are just one tool in the suicide prevention toolbox
Sample Logic Model: Hotline & Related Media Campaign

- Establish Hotline
- Calls to Hotline
  - Perceived Support
  - Appropriate Referrals
  - Service Utilization
  - Depression
  - Isolation
  - Support
  - Suicide Attempts
  - Effective Care
  - Motivation to call
  - Messages Promoting Hotline
  - Media Campaign Promoting Hotline
Think Comprehensively

What other program components are needed?
Developing Effective Communications Objectives

What do we want the audience to do? (sometimes also know, think, feel)

- What exactly do we want them to change?
- Awareness is not specific enough
- Be clear: how will the change contribute to your overall goals?
What is the problem?

✓ LGBT students who are depressed or in crisis aren’t seeking help at the counseling center.
Tying communication to program goals

✓ Increase in the number of LGBT students who seek help themselves or are referred to the counseling center by others.

How can communication contribute?
How can communication contribute?

- Increase knowledge of the counseling center
- Clarify misconceptions about the counseling center
- Convey cultural competence of counseling center staff

**Call to action**

⇒ Call to make an appointment
Activity

What are some behaviors that you are trying to change with your communication efforts?
**Directions:**
With your core communication planning team, list up to five desired communication goals. Do not forget to take into account your findings from Step 1. Prioritize those goals by ranking them from 1 to 5 in the right column. Your number 1 goal should be your highest priority. Additional blank worksheets are on page 25.

<table>
<thead>
<tr>
<th>Communication Goals and Objectives</th>
<th>Prioritize 1–5</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal 1</strong></td>
<td></td>
</tr>
<tr>
<td><em>Example:</em> Generate buy-in from key partners to co-host a suicide prevention awareness event.</td>
<td></td>
</tr>
<tr>
<td><strong>Goal 2</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Goal 3</strong></td>
<td></td>
</tr>
</tbody>
</table>
QUESTIONS?
Knowing Your Audience

✓ Identifying your target audience
✓ Dividing your general audience into subgroups
✓ Pitfalls of focusing on a general audience
What do we know?
Connecting to Core Values

✓ Health Belief Model
✓ Transtheoretical Model (Stages of Change)
✓ Social Cognitive Theory
Health Belief Model

- Perceived Susceptibility
- Perceived Seriousness
- Perceived benefits
- Perceived barriers
- Perceived Threat
- Perceived outcome expectations

Self-efficacy
32% of students said they rarely or never attend campus events.
- Females attended 5-16 events per year
- Males attended 0-4 events per year.

African-American, Asian-American, Hispanic/Latino ranked “Racist Language” as the most important issue on campus.

American Indian and Caucasian students ranked “Excessive Drinking” as the most important issue on campus.
UW-Oshkosh Umatter Campaign

Meet the UMatter Team

“Life is what happens when you’re busy making other plans.” - John Lennon.

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CONNECT WITH US

UW-Oshkosh UMatter

- Twitter
- Facebook
- YouTube
- WordPress

SPRC
Target Audience: Students
Subgroup: Student Veterans
Activity

Segmenting our target audience: Student veterans

✓ What are the perceived barriers and benefits?
✓ How are they different?
✓ How can you find out?
**Directions for Worksheet B:**
Write a priority goal in the top section of this worksheet. Use the left column to identify your list of the prioritized audience segments to reach for this goal. Fill in the right column by listing as much as you know about each segment. Use the questions listed as a point of departure for your thinking. Additional blank worksheets are on page 27.

**Goal:** Example: Generate buy-in from key stakeholders (campus leaders, tribal elders or policymakers) to co-host a suicide prevention awareness event.

<table>
<thead>
<tr>
<th>Intended Audiences (listed in order of priority for this goal)</th>
<th>Consider:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example: Campus leadership</td>
<td>What does each audience want? What do they value? What information sources do they trust? Where can you reach them? What are the barriers to reaching them? What current barriers do they face? What else do you know about them?</td>
</tr>
<tr>
<td>Example: Campus leadership</td>
<td>Examples: Campus leadership values the wellbeing of all students.</td>
</tr>
<tr>
<td></td>
<td>They trust academic and research findings.</td>
</tr>
<tr>
<td></td>
<td>They can be reached through student leadership groups.</td>
</tr>
<tr>
<td></td>
<td>Their lack of time may be a barrier to reaching them.</td>
</tr>
<tr>
<td></td>
<td>Campus leadership wants to encourage and ensure student retention.</td>
</tr>
<tr>
<td>Example: Tribal elders</td>
<td>Examples: Tribal elders value the wellbeing of all tribal members.</td>
</tr>
<tr>
<td></td>
<td>They trust and teach tribal rituals, customs, and beliefs.</td>
</tr>
</tbody>
</table>
What information should I have on our website?

We need to promote our gatekeeper training.

I want to develop a mobile app with resources.

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We need to promote our gatekeeper training.
Take-aways

✓ Taking time to plan will help ensure that your communications efforts are more effective

✓ Focus on the action or behavior change that you want to see

✓ Try to go beyond surface demographic information in understanding your target audience
QUESTIONS?
Locating Resources

✅ Strategic Communications Planning section on SPRC website (http://www.sprc.org/grantees/strategic-communication-planning)

- Social media resources
- Safe messaging guidelines

✅ Your SPRC Prevention Specialist
Next Steps

✓ Webinar Evaluation

✓ Post your examples to the SPRC Private Pages!
Contact Us

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