

## Strategic Communication Workshop Series Session 1 Transcript

>> IRENE CHO: Thanks. We are so glad to have everyone here for the strategic communication workshop series. Before we begin I just wanted to acknowledge that the suicide prevention resource center, SPRC is supported by CMHS and the use of and opinions and content expressed in this presentation do not reflect the views, policy or opinions of CMHS. Our team today is myself, Irene Cho, and I'm a prevention specialist at SPRC. We also have Ashleigh Husbands and Kerri Nickerson, joining us from SPRC.

Whoever is on the line, if you could just please mute the line, that would be really helpful. And you have already heard from Chelsea and she and Melvin are joining us to provide us with tech support to make sure that everything runs smoothly. If you have any tech challenge, please let Chelsea or Melvin in the chat. As you can see we have a pretty packed schedule. We will do a brief overview of the series, go through some group expectations, and Kerri Nickerson will present on strategies for effective communication. We will also have some time reserved for discussion after a presentation before we close out with any announcements or reminders. Now I will turn it over to Ashleigh.

>> ASHLEIGH HUSBANDS: Thank you Irene. Good afternoon. Thank you all for joining us. As you can see on our colorful map here that colors shaded in blue is where you are all from and we have a big representation here diversity, and not only culture but regionally and where we are and although we come from very diverse backgrounds we want to let you know that what we will be talking about today foundation wise will be applicable to you no matter what background you come from or the region will be building upon those basic strategies here today.

Just a little bit about the survey that you all completed, thank you so much for doing that. It really gave us a lot of insight and information on what you all would like to gain from this. And we spent some time building our curriculum based on your needs because this is for you and it is not for us. We have a large representation, we have about 40% of campus, get grantees, about 11% tribal Grantees, 8% of the National Strategy for Suicide Prevention and 11% unfunded coordinators and we have 8% of you all that categorized you as other. We are going to go to a quick poll now. And we want to know where are you in your current suicide prevention activity. So we'll just take a minute to fill that out, please.

All right. Thank you for doing that. It looks like most of us are improving our existing communication effort. So you are right in the thick of things. There are quite a few who are just getting started and we have got things for you as well and then those who are kind of gathering data at this point. Thank you guys for doing that.

All right. So we'll just quickly move in to an overview of the series. As a reminder this is a three session series. So we have our first one today. We will be focusing on the foundation and all of the strategies for effective communication. And then our next session will be in June. We will be talking about knowing your audience, how to reach them, effective messaging. And then in July 9th we will talk about evaluation and how to measure that impact of reaching that audience through your specified communication effort. As I said before we spent time planning this -- the curriculum based on your survey results. It will really try to incorporate other participants in the field and really have those peer to peer connections and examples and experiences to learn from in addition to the resources that we

have. And also have other supplemental activities such as the worksheet, the planning and strategies that you would have completed prior to this. And we will talk more about that a little bit later. But now I'm going to turn it back over to Irene.

>> IRENE CHO: Thanks, Ashleigh. We wanted to go over some shared expectations for our group. Feel free to share your ideas in the chat pod as I am going through this.

We have a lot of experts in the room and the more we engage with each other the richer the learning experience will be. Ashleigh mentioned according to the registration survey results a lot of you indicated wanting to connect with your peers. You will have a lot of time built in for discussion during each session. But feel free to connect with your peers outside of the session as well. You can find the contact information for all the participants in the online supplement that we will introduce later. Please do not put us on hold as the hold music will play for everyone. And I know we are all busy. But we ask you to make an effort to review the supplemental activity before each session.

We have carefully picked out a worksheet that will be helpful for your communication efforts. So now what other thoughts do you have any group norms that you want to add or anything?

I will give everyone a moment to unmute yourself and speak up or chat in the chat pod. And, of course, I would have to add that our meeting time would start and begin from 2:30 to 3:45 p.m. Eastern time. So we will make sure that the meeting time is on promptly end and finish because we know everyone's time is very valuable.

Any other thoughts that you wanted to add to the group norms for this workshop series? I see that Stephanie Craig -- oh, looks good to you. Thank you. I know if you think of anything later after the meeting, feel free to just reach out to me or Ashleigh and we can definitely update the group norms and we will review this at each session to see if you want to add anything. So now I will introduce you to our fantastic speaker, Kerri Nickerson, the director of grantees and state initiative team at SPRC. Kerri has extensive experience in providing technical assistance on the topic of strategic communication. Before I turn it over to Kerri, I want to remind people to chat in any questions or comments throughout the presentation. Now the floor is all yours, Kerri.

>> KERRI NICKERSON: Thanks. Hi everyone. I like being called a fantastic presenter. That's always exciting. I love talking about strategic communication planning. So hopefully you'll enjoy it as much as I do by the end this conversation. First I wanted to start out on why are we talking about communication in the first place. Hopefully by now you have all seen the 2012 National Strategy for Suicide Prevention. I think I hear someone on the line. Again if you can mute yourself if you are not speaking, that would be really helpful.

So there is two goals within the national strategy that are relevant to our conversation. First goal, goal 2 is implementing research prevent sue bid changing knowledge and goal hour is promoting responsible media reporting. The effort to advance these goals is being led by the National Action Alliance for Suicide Prevention. Changing the conversation is one of their priority areas that they have been focusing on since 2012. So we are going to be focusing in on the public messaging part that goal 2 part. And focusing less in the series on the messaging done by the media and the entertainment industry.

So what do we mean by public messaging exactly? The National Action Alliance defined this broadly as really any public facing information. So this could include campaign posters,

brochures, we also might include social media, newsletters, as well as advertising for events, websites, fundraising materials. So really if you are putting out any sort of communication about your program that is part of that public messaging.

So what isn't public messaging is private conversations, including one-on-ones with individuals in crisis or policymakers, doctor patient interaction, sharing and support groups or trainings that are delivered to professional audiences.

So part of the work to develop the framework for successful messaging that the action alliance released several years back was convening an expert panel to discuss the goal of changing the public conversation about suicide. And a few themes really became clear. And while this panel met several years ago I think what they found is still very valid today. I wanted to mention that to you all. The group concluded that the field of suicide prevention and those working in mental health promotion focused really heavily on the problem severity when communicating about suicide. We are collectively adding to the negative narrative about suicide can this epidemic that we can't seem to find a way to prevent. Additionally research has shown that people do generally feel that suicide is a problem that needs to be addressed. Focusing in on that problem on our messages may mean that we are missing an opportunity to provide useful information as to how you can take steps to prevent the problem.

Along those lines more prevention messages that focus on hope, recovery and resilience are needed. Too often we see negative messages about suicide and hear what a big problem it is. While this is definitely true and we don't want to minimize. That are now living happy and productive lives and we really want to promote those as we are working in the field.

And then lastly the field tends to lack a core message or frame. We really can be more proactive in shaping the conversation. And thinking about how we can do that in a positive and effective way.

So I mentioned the framework for successful messaging. This is the framework and definitely feel free to check us out at the link that's linked on these slides. There is four components to the framework. But today we are really going to be focusing in on that strategy piece. So as you will notice strategy is really front and center in this model. We want strategy to be really at the heart of our communication planning. So the very first question as you are getting started I know some of you are already started already, but could ask yourself again is whether it makes sense to use communication as part of your suicide prevention strategy in the first place. You may find that your suicide prevention goals focus around something that communications may not really suit. Or alternatively another consideration is that communications work can take up a lot of time and resources. So we want to think about how you can best use the limited resources that you have.

Another part of this strategy piece that we'll talk about a bit more is starting in the right place. So there is often this temptation to jump in to your delivery method. Saying we need to create some posters. But instead we want to start with the why. Why are we using communication in the first place? And then get to the how.

So the National Cancer Institute has a really useful resource called making health communication programs work. But we lovingly call it the pink book. And we have also linked to that in our resources at the end of this presentation. It makes some really excellent points about what we can expect communication campaigns to do. So communication materials cannot magically resolve issues related to access of care or access of services of some

kind. We also can't expect a single campaign or material to lead to sustained behavior change. Really for this to happen, communication materials need to be part of a larger strategy. We also need to recognize that messaging may be of an effective tool for some problems or issues than it is for others. So this to say that many problems will not be solved by messaging or by messaging alone. That's a big important piece there.

So systematic planning is at the heart of this strategy piece. So on the left is a list of key planning steps that you would want to take as you plot out your communications work. We are going to walk through some these planning steps today. And I know you also looked over some of these are part of your pre-work today. Hopefully these don't look new to you. The important thing to note here is that that how piece, so whether you are making posters or creating social media campaign materials, doesn't really happen until quite far down that planning process.

So what do we know about successful communication materials? It probably comes as no surprise but successful communication materials are systematically planned with lots of time dedicated to that planning process like the one I highlighted on the last slide. Communication material also needs to be tied to an overall strategy. So as we discussed just a moment ago, messaging can't solve all health issues and needs to be incorporated in to your other effort and it seems really basic but we want our communication work to have specific objectives. And a clear audience that is as distinct as possible.

And oh, I think I just heard another person on the line. So if you could just mute yourself, if you are not talking that would be really helpful. In addition to that audience, you want to have a really clear call for action of what we want people to do after seeing our messages.

And then pretesting your materials is especially important because your audience alone is going to know what's going to resonate most with them. So, you know, I could create a campaign that seems really great to me in my head but when you roll it out the audience you are intending it could totally miss the mark or mean something different. So definitely pretesting is essential. And then lastly successful communication materials are evaluated and we are going to focus on evaluation in one of our later sessions because this really will help you to determine first of all if you are successful but also help you figure out where you need to go next with future materials or how you want to tweak some things. And I see someone saying a little bit about can I explain formative research and I will talk a little bit about that in the next couple of slides.

So if we just hang on for one second on that one. Okay. So I would like to take a little time to talk in more depth about that strategic planning process including that formative planning question but I want to hear from you guys now. So I know we asked you all to do some thinking about the steps in a strategic planning process as your prework. I want to hear more from your guys about what's the issue that you are trying to address in your community and how do you see communication or messaging as fitting in to this. So if you can, just take a moment to type either in to the chat or feel free to unmute yourself and share verbally as well.

So what's the issue you are trying to address and how does messaging fit in to that? I see a couple of people are typing. I do see that Allen you asked a little bit about a tool or approach that could be used to develop communication materials to reach diverse audiences. And we are going to talk a little bit more about audiences just a little bit later. And maybe that will start the conversation about how we kind of target specific audiences, especially ones

that are diverse.

So it looks like a couple of people mentioned they're looking to decrease stigma around help seeking behaviors and mental health concerns and addressing suicide thoughts and feelings, increasing access to care. It looks like Stacey from Missouri says she has done a statewide campaign targeted with men in the middle years and would like to some day have a uniform message to help state the youth in their state. It looks like Amy is looking to engage rural communities, branding of network and letting people know that their agency exists to increase outreach and education.

Travis mentions that messaging they might be trying to do some reversing the negative messaging around suicide. Some things that come up like 13 reasons why. Diana from Tennessee suicide prevention if the workplace, it looks like Diana is focusing on working age adults and spreading the message to new and potential partners to promote adopting a suicide prevention campaign.

Annie says bringing relationship and tribal fractions in to the discussion about suicide prevention.

So yes, Irene mentions there is a lot of effort. I know from our survey that so many of you are already on your way to doing this work. And I think as we can see from the chat you all are thinking about creative ways to infuse messaging and communications in to your program efforts which is really great. And again one of those questions of like how can communications really help us advance our goals which is really helpful. So I'll give people another second and then I think we are going to move on but thank you so much for sharing all of your thoughts and showing how much good work everyone is doing. And as Irene said hopefully everyone can share a bit about their experiences and connect with each other if see someone who is chatting who is doing something similar to what you are doing that's really great. Okay. So some of that formative research, so some of those initial questions we have already started touching on. So what is the problem you are trying to solve? Where can communications kind of help you with this? A couple other questions you are going to want to ask yourself what else is being done related to the issue you are trying to solve. So this goes back to that point again about tying your communications work to your other efforts but also understanding what other resources are out there, what other campaigns might be happening. Just so that you have a full understanding of what else is out there. And then there is that other question of what's your organization's capacity. So we mention that communications -- can be a lot of work and be time intensive. So it is important to think about what your team realistically can do. This is also a good time to consider if there is any partners or consultants that you can engage to help you with this process. So one example of this I particularly like from one of our alumni campuses is they really wanted to work on branding their programs. So they partnered with a marketing class. And the students as they their final project kind of lasted the whole semester worked on developing different branding pitches for the project. So at the end of the project the -- at the end of that semester this program had a couple of different options that they could choose from. They had students' input that way. And were able to get to a lot of work done through that partnership that they didn't have to do themselves as the project staff.

So in addition to asking some of those initial questions, you want to think a little bit more deeply about really who is most affected by the problem you are hoping to address. That way

you can really kind of think more deeply about how communications can fit in to that work. So who is most influenced by that problem. What steps are you already taking to lessen, prevent or solve the problem that messaging can then in turn compliment.

So again this is all part of that formative research that you want to be doing. And then once you have identified that group of people that are most influenced by the issue you are looking to address it as to time to look at how to narrow in on your audience even further and detail -- and then look at all of the things that you have learned about this group.

So a lot of times we can be tempted to create a campaign that addresses just the general public or say your entire student body. But this approach really limits your possibilities for success. Instead you will want to think about your audience as narrowly as possible. So this isn't to say that you can't create a variety of materials to address different audiences. But you should have an audience in mind that's as specific as possible and different objectives potentially for each. You may also want to consider who your primary and secondary audiences are. So primary audiences are often known as the target of change or the person whose behavior we hope to ultimately change and then a secondary audience is sometimes known as an agent of change. Or someone who has influence over that target of change or primary audience.

So, for example, you may have a goal of increasing help seeking in a specific youth population and for the use of the primary audience and then their parents could be the secondary audience because they have influence over their children's behavior. I have a toddler. I don't have a ton of influence over his behavior. But we all can hope. And these agents of change can help facilitate your goal of help seeking. You may find also as you are kind of learning more about your issue and your different audiences that it is more effective to address those secondary audiences with your communications work than the primary audience. So doing a little bit more thinking about but I think the take home here is that really you want to kind of narrow in on your audience as best as possible. So not the general public. And then really think closely about the objectives for each.

So once you have narrowed down that audience or different audiences that you will it is time to think more critically about your objectives. So exactly what do you hope they will do after seeing your communication materials and how does this tie in to your overall program goals. And so by now you have probably thinking like well, this person really likes talking about how communications is tied in to your overall goals. But I mention it because it is just that important. In order to be successful you really need to kind of think about how this is all tied in to your overall program efforts.

And so it is not uncommon for people in the field to say that their communication objective is to raise awareness. But often in an attempt to help people understand the scope of the problem we paint a really bleak view on suicide prevention. And as I mentioned earlier the general public tends to already understand that suicide is a problem and can be prevented. They also tend to agree that every in surveys that everyone should have a role in preventing suicide and that it is important to invest in suicide prevention.

What tends to get lower scores in surveys about suicide is knowing how to take action. So we are really missing those valuable opportunities when we focus in on just the severity of the problem. So you probably have all seen messaging like the one that's on this slide. But I want to just pose to you again a quote from this expert panel that we talked about earlier that

it is really time to shift from communicating for awareness to communicating for action.

So Linda Langford one of our evaluation scientists here at SPRC created an acronym called KADNAB, "Knowledge Alone Does Not Alter Behavior." It is a bit of an overstatement but in general knowledge along about an issue will not lead to behavior change. There are some exceptions to this such as learning about a crisis line number, this small bit of knowledge for some groups of people may actually lead to behavior change. But in general, just educating people about the severity of a problem is unlikely to lead to behavior change. So it may also make people feel like the problem is so big and it is -- and that it is so big that it is too hard to find a way that they can possibly help. So we need to think about how we will lead people to behavior change with our communications work. So with that I want to show a couple of examples and hear again from you guys. So in taking a look at this example campaign material, what questions does it bring up for you? Given what we have been talking about principles of good successful campaigns and you can either chat in or feel free to unmute yourself and share via the phone. Annie says what are we trying to say. Annie maybe you want to say a little bit more about what you mean there. Stephanie says this question makes me wonder how is it preventable. So that's great. You can say -- you can see here that there is really no clear call for action here. It just says that suicide is preventable.

And Annie, you further what is the bullet have to do with suicide prevention. So having a bullet there could also kind of potentially violate some of our principles of safe communication about suicide. Robin mentioned who is the target audience. It is really not clear from this who should be looking at this and then doing something as a result. So that's really a great point as well.

So Diana says the message is helpful but the image portrays lethal means. So that message can confuse audiences. This campaign, this example campaign is trying to send a positive message that suicide is preventable. But in addition to not really giving some action, call for action they are also kind of confusing it with having that negative imagery.

Colbie says where is a resource. What else can people do to learn about how suicide is preventable.

Great. So I think you guys have asked a lot of the questions that are exactly what you should be asking yourself as you are developing your communication materials. Do people see that clear call for action. Does your imagery help kind of tell that story that you are trying to get, come across and is it really something that shows your target audience what they are going to need to see in order to make some clear behavior change.

So how about just one more. So here's another example, campaign material, it says treat depression, suicide is preventable. Call your doctor today. What kinds of questions does this campaign material bring up for you?

Colby says which doctor? Most primary care docs don't have the training around suicide. Which is exactly on point. So if you are going to be telling people encouraging people to go and talk with their doctors, you need to make sure that those doctors have some tools in their toolbox to handle those questions that may come up.

>> This is Stacey. I was just going to say that it kind of reinforces the stereotype that all people who experience these thoughts are walking around with a depressed face or -- kind of like that holding your hand on your head type image. So I kind of feel it reinforces that.

>> KERRI NICKERSON: Yep. Exactly. So the man in image doesn't look particularly

like he has found hope or healing. He looks like he is pretty concerned. So again thinking about that positive narrative and how we can convey that with the imagery. Brandon you mentioned about what about if people can't afford medical care. That's a great point. Hopefully in researching ahead of this campaign, these people who are creating it could find out a little bit more. Is that a barrier to seeking care. Is that something you would want to be dealing with before you are putting out campaign materials that would encourage people to try to seek care which they may not be able to afford or don't have access to.

And Katie mentions that this may lead people to only worry about people, about suicide with people who have depression. So we know that there is obviously a link with suicide and depression but that they are not mutually exclusive. So that might be overstating that link. And narrowing in too much.

And Robin mentions that most doctors don't have time to talk or don't know what to say. Yes. Making sure we are sending people to the right place. So I think everyone got a lot of the points that I was trying to convey here. So what's that topic I really like to talk about? Integrating with your other program efforts. So if you are going to be using messaging to hopefully funnel people to their primary care docs, then we want to make sure that's integrated with other efforts to make sure that those primary care doctors have those tools. So again you guys have been right on. And thank you for sharing your thoughts. So with that that wraps up my portion of this presentation. Here is a link to the resources that I have mentioned so far. I am going to turn it back to Irene, right?

>> IRENE CHO: Yes.

>> KERRI NICKERSON: To see if we have some questions.

>> IRENE CHO: Yes. Thanks so much for such an informative presentation Kerri. I wanted to open up the floor for all of you for any questions you may have. Feel free to chat in your questions or you can unmute yourself and ask verbally.

I want to give some time for people to reflect and come up with questions. And while we do, I can ask my first question for Kerri. I know that you mentioned messages, a lot of people indicated in the registration survey that they haven't engaged people with lived experience yet for various reasons. Do you have any tips in terms of how to effectively engage this group to strengthen the story of hope?

>> KERRI NICKERSON: Great. Yes, that's a really good question. My guess is we also have some folks in the audience who have been doing this. If you have engaged people with lived experience, or engaged your target audience in your work already, definitely feel free to either -- to chat that in. But, you know, from my perspective I think it goes back to really authentically engaging people from the beginning. So as you are doing your formative research making sure you are talking to your target audience, learning as much as you can about them, but also engaging them in the process itself.

So there is a lot of creative ways to do that. I know I presented just one example of engaging a campus class in part of the work but there is definitely ways that you can try to engage say a student advisory group or a couple of people that are -- that are part of your coalition in the actual development process as well as pretesting those messages and making sure that -- and making sure that the messaging is the right fit.

>> This is Wendy Bailey in the Department of Mental health in Mississippi and what Kerri just said we found that people were willing to share those personal stories when we

included them in our work group developing a statewide plan and focus group with messaging, especially among young adults. Them being a part of all of that planning part. Then when we began the implementation of it, they were willing to by that point to speak out and talk to maybe the media or do a video or a success story or share their own personal stories because they had become comfortable over time with working with us.

>> KERRI NICKERSON: Yes, those are really great points. Thanks so much for sharing those.

>> IRENE CHO: Yes. Thank you. And Travis asked a great question. What is your opinion on utilizing social media as a prevention message platform. Is it worth the time and effort that comes with monitoring a social media account and its interactions with the public or building a large base of followers? That's an excellent, excellent question.

>> KERRI NICKERSON: Yes. No, that is a really good question and Travis and I think you will be covering this a bit more in that second session about how you reach your audience. But once you have identified your audience, then that next step which is a little insight in to the next session is where is your audience. What's the best way to reach them. That's where you are going to kind of find that channel. So if you find in your research about your audience that social media is like so -- I'm in that group that like isn't on Facebook. But if you probably ask teenagers they are like Facebook, no. So, you know, finding out a little bit more about where your audience is and if they are on a certain social media platform then it is certainly worth considering if that's the right channel for you. But you are right it does come with kind of weighing how much time and effort it takes to create the account, to post the right materials, with the right timing. And then having some protocols for monitoring in case there are any concerning posts or issues. And I do think there are a lot of people here on the call who already utilizing social media. So it looks like Brandon already mentioned that they are doing it in South Carolina but certainly there is some great considerations that I am sure that others could share.

>> IRENE CHO: Right. And as I mentioned before like feel free to connect with anyone outside of the sessions and we will definitely ask some of you to present. I know some of you already volunteered during the survey when you were filling out the survey. So be on the lookout for an e-mail from Ashleigh or me asking you as well. And did anyone else have any other questions or comments that you wanted to share with Kerri today? I know that Allen mentioned earlier about what approach can be used to develop communication materials to reach a diverse audience including international students, but Allen, did you want to ask this question? Or was it answered by some of the presentation that Kerri covered or feel free to chat in or we can --

>> KERRI NICKERSON: Yeah. Thank you Irene for bringing up that question again. Because I do want to say like that's the other piece to really narrowing in your audience. So when you are thinking about international students I would ask, you know, is there a smaller target audience that you should be focusing in on because that is such a diverse population. That if you just focused on international students as a whole your success with your messaging could be limited. So really kind of thinking a bit more narrowly about which particular international student groups you would want to focus in on would likely help you get a better sense of where you need to go with your messaging and who you might need to engage in that planning process.

>> IRENE CHO: Great point. Thank you. One last chance for you to ask any questions. I see that Allen is typing. Okay. Allen says thank you. And I see Amy typing as well. Did you want to verbally ask or just type in your questions or comments? Sorry to like put you on the spot if you weren't really planning to ask anything but just wanted to make sure we gave everyone a chance to ask any questions you may have. And just a reminder if you have any questions outside of the session, feel free to reach out to me, Irene CHO or Ashleigh Husbands as well. Okay. That's great to hear that you are excited for the next session. It seems like we answered most of the questions at this point. So now we will move on to more discussion. So the -- so the first discussion that I wanted to bring up was reflecting on the getting ready for session 1 activity. Hope you had some time to review. The key planning steps from the framework for successful messaging. Anyone wanted to share key take-away from reflecting on these important planning steps?

To refresh your memory we ask you to review step 1 which was set the context. Step 2 was the why message, if you are starting out your communication efforts and I just wanted to give a chance for people to reflect back on any questions or thoughts or any key take-away you might have had after reviewing this resource.

So Allen, sorry to pick on you again, but I know you mentioned in the registration survey and also earlier you mentioned about engaging with diverse group of audiences. As you were reflecting on the key planning steps from the framework for successful messaging, did you have anything you wanted to share with the group? Or just wanted to make sure we are capturing everything?

>> This is not Allen but Annie. Great session by the way. I never thought of asking the why question when you are starting your communication strategy. But that's definitely important. What are we trying to -- what is our goal in our communication strategy. Also the other piece that I'm still struggling with however and how we are going to be able to do this is at this point we have saturated the market in terms of let's talk about suicide prevention or at least getting people to talk about it. We have done awareness campaigns, and attended awareness events and handed out promo items and we have done that for the past four years. Now I think we need to be a little more strategic so that we not only continue to reach those audiences but also to engage even more leaders, especially tribal leaders in our region, but I think also at the same time I'm thinking I would like to I think or I think we should try to reach more people in the health care field. What brought up the thought was the picture that showed, you know, call your doctor. Well, yeah. Not a lot of doctors even want to understand what's going on in suicide prevention, they don't want to know about it because it didn't bring money. They are not there -- they are not making any money on helping someone to not commit suicide. So it is not on their radar. So how do we engage them. So now I'm thinking okay which one do we do first, engage leadership or engage health care. That's where my confusion is right now. I am sure my team will be able to help me to figure it out. Because the next step is I can probably get more leaders involved initially in the discussion. But it is really hard to get health care folks involved because they are too busy and they are too busy seeing patients and clients and whatnot. And this is -- I may be getting some retired health care folks. I have to think about this a little bit but that's where I am at right now. Thanks.

>> IRENE CHO: Yeah, thank you so much for your reflection. I think you bring up

really really great points and it is great to reflect that you were able why are we giving this message. I think we can try to engage the leadership and especially the leadership of health care systems as well. And if you are interested there is a suicide, I feel like zero suicide leadership part.

It seems like Allen is back. So Allen, did you want to share anything with us shortly? But again --

>> KERRI NICKERSON: I think you cut out Irene. I was going to add to this, were asking such great questions about like who do we target -- who should we target as we are starting to do some more communications work now that you are moving on from your awareness projects that you have been doing. And I think that again goes back to those questions that we talked about in terms of, you know, what are your goals with your project, where does messaging fit in. And where could messaging have the most likely benefit. So we talked about how it can't solve all problems. So maybe you may need to do some work with your doctors and health care workers before you do any sort of communication work with them. Or you might find that well, the leadership piece is really our big priority right now. So this is where we should focus in our time.

So again it is one of kind of -- doing some of that research and kind of thinking where would your limited resources can you use communication and messaging to influence change.

>> IRENE CHO: Hi Kerri. Thanks for covering for me. I am not sure what happened with the tech issue. Did Allen have a chance to hear?

>> Can you hear me?

>> IRENE CHO: Yes, we can hear you.

>> I have a caveat. I live in this community for quite awhile and I have worked in several different agencies, i.e., the local hospital and I was a member of suicide crisis prevention center for ten years and in our messaging campaign we decided to go out and literal lay include the whole community. What I mean by that is conduct a town hall meetings and created a focus group because the Monterrey is a diverse and ever changing community. Our goal was to create a messaging campaigns. That's where the key planning steps really came in to play for us was to -- we wanted to set the content and to address the problem as it constantly changing in our community. We have students who commute from five different counties. We have international students from like eight different countries. So and plus we have first gen students. We had to create a message that was not only going to reach those populations, but at the same time evolved and like Kerri said we targeted small groups within groups. And that helped us a lot by we did screens and we a kind of looked at what were the more vulnerable within those groups. So those are groups that we targeted. But the town hall meetings, the workshops, and creating the community focus group is one of the things that really has helped us and continue to evolve our messaging out in the community.

>> IRENE CHO: Thank you so much for the helpful reflection. It seems like you are able to use your strategic planning and help understand the setting the context. So now we will move on to our second question. What specific changes do you expect in the audience after they see one of your communication efforts? Feel free to type in or chat in anything, but I know earlier I forget who it was. I think it was Wendy who talked about using -- let me see. There were so many great conversations that happened earlier. Incorporating message on how to ask the hard questions. Do you want to elaborate on that verbally?

>> Okay. Our youth campaign is shatter the silence, suicide the secret you shouldn't keep. Our specific change that we would be wanting to see in our audiences is that they would one ask their friends if they were having thoughts of suicide and it was not a secret they would keep and they would tell a trusted adult and realize it is not something that they can solve on their own and they have to talk to someone. On the adult side we are working on messaging how to ask the hard questions. For parents and clinicians who have given us feedback and said that sometimes it is even difficult for them to point blank ask the question of do you have a plan. You are thinking of hurting yourself. So we are kind of focusing in on that with some training and we are bringing in our national suicide prevention lifeline to people who work in the call center to work with people to get them to understand how to ask those hard questions.

>> IRENE CHO: Wow. Thanks so much for your reflection and I love how you are engaging your intended audience to give feedback and I feel like this is very important step. And feel free to have your chats like come in a little more. We have more discussion questions ready for you but I will turn it over to Ashleigh to go over other discussion questions.

>> ASHLEIGH HUSBANDS: Thank you. I am really happy with all of the great discussion we have been having. I am going to switch it up just a little bit and we are going to go to a quick poll question. I will give some time for that to come up. And I want to hear from you, based on kind of our discussion here today, what do you think was identified in the survey as the most common challenge that people are having with their communication efforts at this moment? Okay. I'll give people a few more seconds to chime in. Okay. So it looks like most people have participated. It looks like most of you that lack of resource is a biggest identified challenge. It was a challenge for sure but what we got from the survey results which is interesting to see it live here, is that most of you identified audience engagement as a common challenge. Maybe that changed after listening to Kerri's wonderful presentation or getting to talk with your peers. So that's good to know. And that leads us right in to our next discussion question here. Okay. And that is what are some strategies that you use to overcome some of those identified challenges? So with audience engagement or if you wanted to take it the route of lack of resources since most of you chose that. Can anyone kind of just chat in or unmute their line and just think about some of the strategies that you have used to overcome some of these challenges.

While we have people chatting in I wonder if Stephanie Craig can kind of lead us off. She has helped to develop the we are native we are on a supplement we will talk about later but if you can talk a little bit about audience engagement and how you have overcome some of those challenges.

>> Sure. I think we particularly specifically around engaging the audience, do some like gorilla marketing informative research with young people. And we usually go in to kind of this strategic planning phase of a project anticipating that it will take eight months to a year to really get kind of community input on the various steps of the process that we are going through. So kind of pulling in target audience members to give feedback on the campaign as much as possible over the course of the planning process in a really sort of iterative way.

>> ASHLEIGH HUSBANDS: Perfect. Thank you. And I see that Katie also agrees as well. And that is really important. You are trying to reach that audience, get some of the members of those who you are trying to reach to kind of be in on the planning and that's a key

component of messaging which we will talk about more in our second session. But it is a good way to get us thinking about how to engage that audience better.

Robin mentioned collaborating with multiple partners to share the burden of cost of communication messaging as a way to overcome a challenge with funding I'm assuming here. That's a great point. Thank you Robin for sharing that. Jacqueline said in the past involved undergraduate nursing and health class and ABCs of suicide and suicide awareness as part of a toolkit. So getting some inputs from people in other fields that we work with very closely to see how we can best engage and reach our audience. Perfect.

Katie says there is a peer counseling group. Ran things passed students and receive feedback before going forward with any messaging. And you are right. Saves a lot of effort in to putting areas where students aren't engaged and she mentioned Facebook and Kerri mentioned that earlier. It might be a cool thing for some people but maybe most of our teens are kind of over-Facebook at this point. Knowing your audience and how they prefer to get their messaging is important. Great.

Pretesting. Absolutely. Okay. All right. Let's go ahead and move on to our next question. Our final question. Thank you all for that.

And for sharing. And this last one is pretty simple. Just share with us one thing that you heard from today whether it be from Kerri or from your peers that you would like to apply to your communication effort to moving forward.

Lots of people typing. Excitement. I can hear it. Okay. Brandon says consistency and outreach. Social media strategies rely heavily on how many people are following us. The more people following us the more often we post and more chances for someone to share what we want to post. Excellent. Thank you. Katie says narrowing down our target audiences. And, of course, Matt, wow incorporating a call for action in to our message. What do we want people to do with this information? Targeting a smaller audience. Focusing more on action messages, yes. Of course. So switching from raising awareness to really saying well, what's the do. What is the call to action that we want here.

The how working with such a large territory Amy is saying. Looking for specific ways in which every community interacts is the largest struggle. Okay. The where, the what. We will be talking more about that in our next session. So stay tuned.

Okay. Articulating the change, Stephanie Craig says. And Jacqueline piloting messages to specific groups before finalizing that PSA. That's a big one. Before you even start your messaging, think about the specific groups that you want to target first. Now a lot was mentioned about audience and we will be talking more about that in our next session. Glad there is a lot of interest. We will really dive in deep with that.

These are really great points. Thanks, everyone. It looks like Annie is typing.

Okay. Connection to Stephanie Craig, articulate the change you are trying to achieve. We have to -- we have 30 more seconds or so and then we will move along. Great. Stacey says she is going to be communicating that, moving away from awareness. Great. It is hard to move away from that and to think a little differently but I am glad that -- we have been able to talk a lot about that today.

Great. Okay. I am going to move us along. I just want to quickly touch on the online supplement. Many of you have had a chance to look at it already to do the prework but this is a great resource. It is pretty new. It is the supplement to our series and you will find a lot of

the information on here such as communication resources, we have the we are native on there as well as all of the different strategies that were discussed today. So please check that out. We also have a member profile section and that's going to be your key to connecting with one another. You will see and recognize it, it will have that pretty map that we had up earlier. That's your way to stay connected and have everyone's e-mails and really ask some questions kind of offline. Also this is where you will find another great worksheet for getting ready for session 2 and session 2 as I mentioned will focus a lot on audience and effective messaging. So please save that link. We will also be putting our summary from this session in there as well. And I will turn it over to Irene to talk about some wrap-up and some next steps.

>> IRENE CHO: Thanks, Ashleigh. So I just wanted to remind people that coming to you via e-mail session 1 meeting summary. So after the session, you will have access to all of the presentation slides and the meeting summary from today. And as Ashleigh mentioned the getting ready for session 2 is up for you to take a peek. We will be going over the audience and that you will try to narrow down on your audience. And the third thing we wanted to mention, since you mentioned about wanting to connect with your peers during the session we also wanted to give some time during next session if anyone wanted to get some group feedback about any of our communication material. So if you are interested in taking up this opportunity, please let Ashleigh know by May 25th and we will definitely reserve some time for you to get that critical constructive feedback from your peers as well. Just as a friendly reminder that the next meeting will be on June 11th on the same day, Monday, 2:30 to 3:45 Eastern time. And once again thank you so much for joining us. And I'm happy to let everyone go a minute early. We will have the chat open for a little while. But thank you so much for joining everyone. And we will send you all the relevant materials after the meeting. Thank you.

\*\*\*

This text, document, or file is based on live transcription. Communication Access Realtime Translation (CART), captioning, and/or live transcription are provided in order to facilitate communication accessibility and may not be a totally verbatim record of the proceedings. This text, document or file is not to be distributed or used in any way that may violate copyright law.

\*\*\*