







Strategic Communication: From Planning to Action

May 14, 2018, 2:30-3:45pm ET

- ✓ Welcome! We will begin shortly.
- ✓ While you wait, please chat in ***Your Name, Your Organization, and the names of anyone else on the phone line with you.***
- ✓ Please do not put us on hold as you wait, as the hold music may play for everyone.

Technical Tips

- Technical problems? Call Adobe Connect at 800-422-3623
- Please type any questions or comments into the chat text box.
- To mute your line, click  and you will be muted.
- To unmute, click  and your line will be unmuted.
- To raise your hand, click 
Click  again to lower your hand.
- Click  on the upper right to make the presentation larger.
Click  again to return to normal view.



Strategic Communication: From Planning to Action

May 14, 2018
Suicide Prevention Resource Center



The Suicide Prevention Resource Center at EDC is supported by a grant from the U.S. Department of Health and Human Services (HHS), Substance Abuse and Mental Health Services Administration (SAMHSA), Center for Mental Health Services (CMHS), under Grant No. 5U79SM062297.

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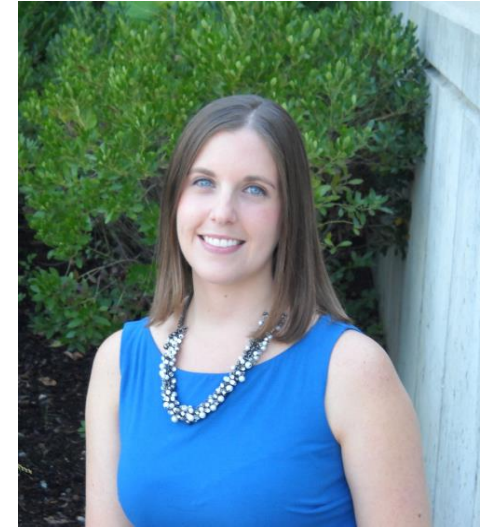
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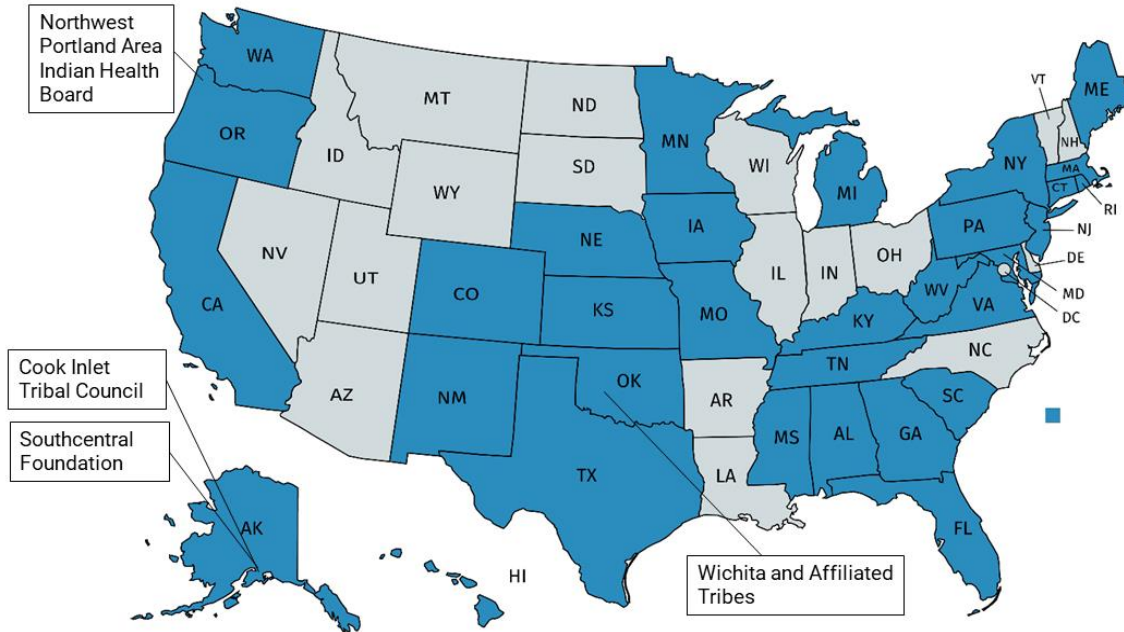


Meeting Agenda

- ✓ Welcome
- ✓ Overview of the series
- ✓ Group norms
- ✓ Laying the foundation: strategies for effective communication
- ✓ Discussion
- ✓ Announcements & reminders



Welcome!



Created with mapchart.net

Overview the series

- ✓ May 14 - Laying the foundation: strategies for effective communication
- ✓ June 11 - Knowing your audience and how to reach them
- ✓ July 9 - Measuring the impact of your communication efforts

Group Norms

- ✓ Be engaged/talk
- ✓ Learn from each other
- ✓ Mute phone line when not speaking
(and never put us on hold!)
- ✓ Review the supplemental activity
before each session
- ✓ Ask lots of questions!



Please share your ideas in the chat pod!

Laying the foundation: strategies for effective communication



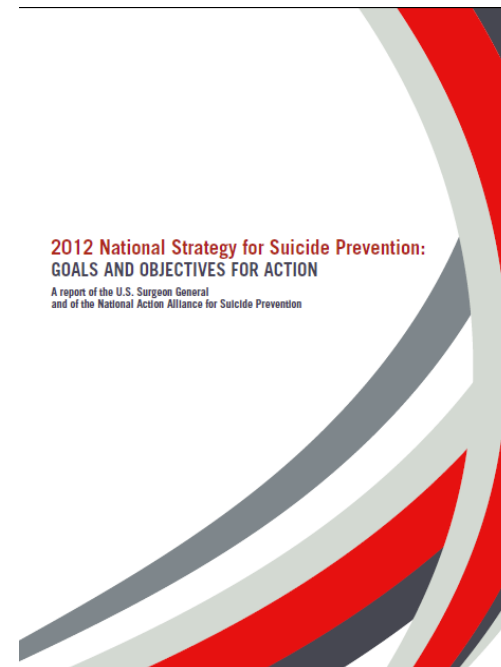
Kerri Nickerson, LCSW, MPH

Director of Grantee and State Initiatives

Suicide Prevention Resource Center
(SPRC)

National Strategy for Suicide Prevention

- **Goal 2:** Implement research-informed communication efforts designed to prevent suicide by changing knowledge, attitudes, and behaviors.
- **Goal 4:** Promote responsible media reporting of suicide, accurate portrayals of suicide and mental illnesses in the entertainment industry, and the safety of online content related to suicide.



<http://actionallianceforsuicideprevention.org/NSSP>

What is public messaging?

- Defined Broadly:
 - Any public-facing information
 - Campaigns AND social media, newsletters, event publicity, websites, fundraising materials, etc.
- Does not include:
 - Private conversations
 - 1-on-1 with individuals in crisis or policy makers
 - Doctor-patient interactions
 - Sharing in support groups
 - Trainings delivered to professional audiences

Expert panel: Current messaging

- Emphasis on problem severity, not prevention
 - Collectively, creating a “negative narrative” about suicide
- Too few stories of hope, recovery, resilience
 - Stories of suicide deaths are common
 - Protective: news stories about coping with adversity without suicidal behavior
- The field lacks a core message or frame
 - We can be more proactive in shaping the conversation

National Action Alliance for Suicide Prevention *Framework For Successful Messaging*

Four considerations when developing messages:

- Strategy
- Safety
- Positive narrative
- Guidelines



www.SuicidePreventionMessaging.org

Start with strategy



Should we use communications?

~~We need posters!~~

Decide “why” before “how”

What CAN'T communications do?

Communication (alone) cannot (from the *"Pink Book,"* p. 3):

- Compensate for inadequate health care or access to health care services
- Produce sustained change in complex health behaviors without the support of a larger program for change
- Be equally effective in addressing all issues or relaying all messages...

→ Many problems are not messaging problems

Strategy: Systematic planning process

- Key planning steps from the *Framework*
 - Set the CONTEXT
 - WHY message?
 - WHO to influence?
 - To DO what?
 - WHAT to say?
 - HOW to reach them?
 - SO WHAT?

“How”
decision
is here

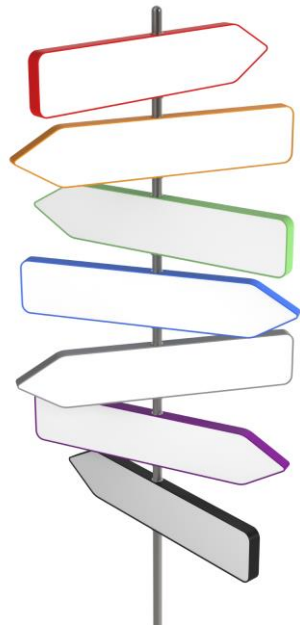


Features of successful communications

- Systematically planned
 - ‘Formative Research’
- Communications tied to overall strategy
- Clear audiences and goals
 - Clear call to action
- Pre-tested
- Evaluated



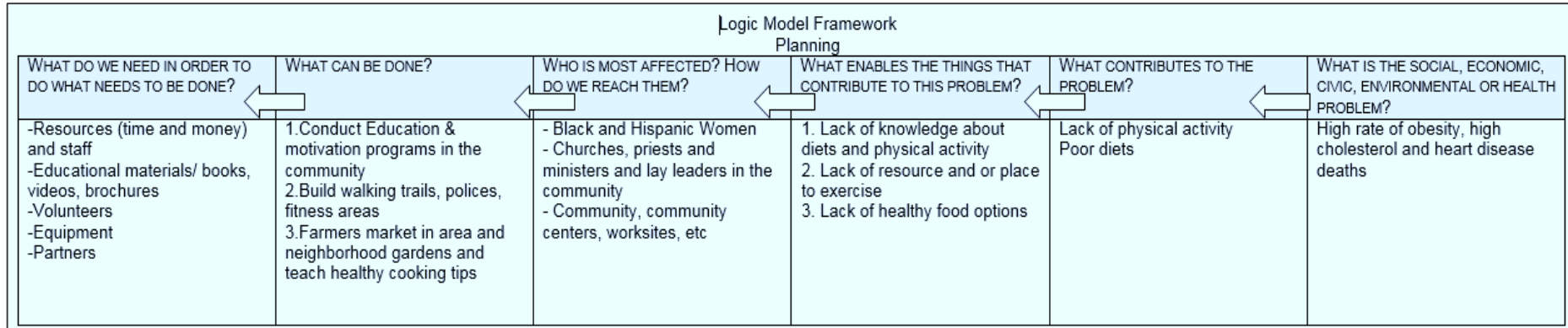
Planning your efforts



- What problem are you trying to solve?
- How can communications help?
- What else is being done?
- What is your organization's capacity?

What problem are you trying to solve?

- Who is most affected by the problem?
- Why is this group affected?
- What can be done to lessen, prevent, or solve the problem?



Understanding your audience



Clarify your audience(s)

- Narrow down your audience based on whose behavior you hope to change
- Think about primary vs. secondary audiences
- Different objectives for different audiences

≠ everyone or 'general public'

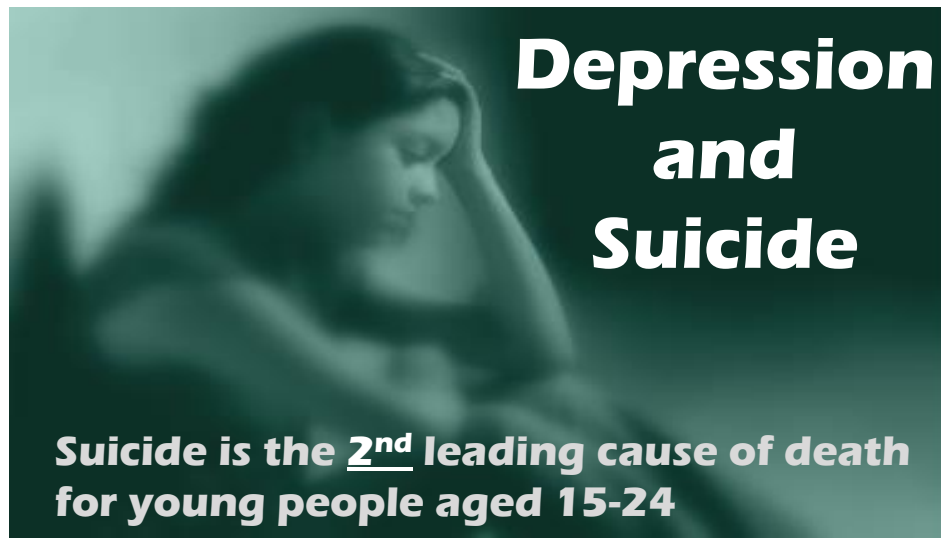


Set communication objectives

- What do you want the audience to do?
(sometimes also know, think, feel)
 - What exactly do you want them to change?
 - Be clear: how will the change contribute to your overall goals?



Moving beyond awareness



Note: Not an actual campaign material

Quote from Expert Panel: “It’s time to shift from communicating for awareness to communicating for action.”

Building a better message

Changing behavior is more complicated than this:



“This problem is so big!”



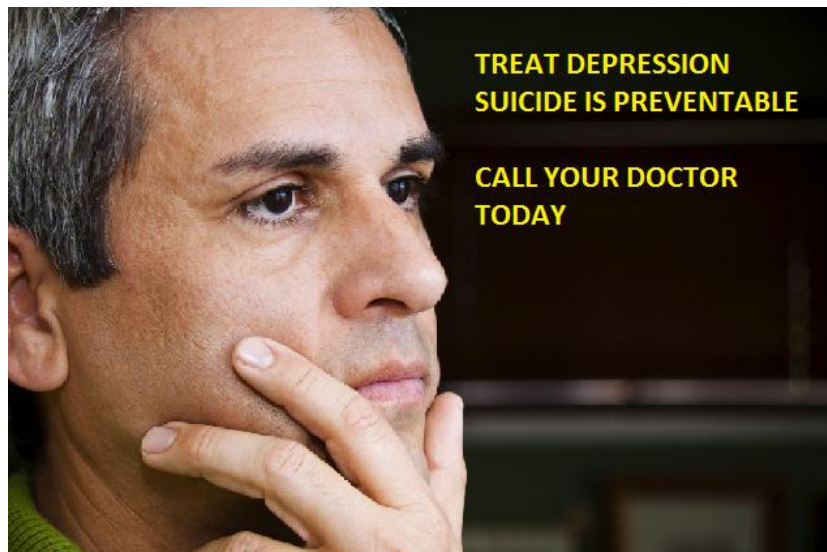
Communicating for action



Note: Not an actual campaign material

What questions does this campaign material bring up for you?

Integrating with other efforts



Note: Not an actual campaign material

What questions does this campaign material bring up for you?

Resources

- Framework for Successful Messaging:
www.SuicidePreventionMessaging.org
- MassTAPP Communication Toolkit:
<http://masstapp.edc.org/communications-toolkit>
- The Pink Book (Making Health Communication Work):
<https://www.cancer.gov/publications/health-communication/pink-book.pdf>
- Creating Linguistically and Culturally Competent Suicide Prevention Materials: <http://www.sprc.org/sites/default/files/resource-program/CalMHSA-CulturalGuide-v10.pdf>

Questions?



Discussion Time

- ✓ What is your main takeaway from the key planning steps activity posted on the online supplement?



Discussion Time



- ✓ What *specific* changes do you expect in the audience after they see one of your communication efforts?

Discussion Time

- ✓ What are some strategies you have used to overcome some of the identified common challenges?

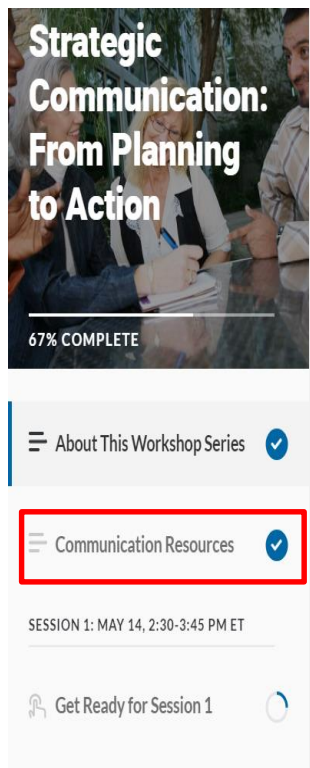


Discussion Time



- ✓ What is one thing you heard from today that you would like to apply to your communication efforts?

Introducing the Online Supplement



Strategic Communication: From Planning to Action

67% COMPLETE

☰ About This Workshop Series ✓

☰ **Communication Resources** ✓

SESSION 1: MAY 14, 2:30-3:45 PM ET

🔗 Get Ready for Session 1

The screenshot shows a mobile application interface. At the top, there is a header image with the text "Strategic Communication: From Planning to Action" and a progress indicator "67% COMPLETE". Below this is a navigation menu with two items: "About This Workshop Series" and "Communication Resources", both with a checkmark icon. The "Communication Resources" item is highlighted with a red rectangular border. Below the menu, the text "SESSION 1: MAY 14, 2:30-3:45 PM ET" is displayed. At the bottom, there is a button labeled "Get Ready for Session 1" with a circular progress indicator.



<http://go.edc.org/commworkshop>

Announcements & Reminders

Coming to you via email:

1. Session 1 Meeting Summary
2. Get Ready for Session 2
3. Email Ashleigh Husbands (achusbands@edc.org) if you want group feedback for your communication material by **5/25**

Next meeting: June 11, 2018, 2:30-3:45 PM ET

Thank you!

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