Webinar Video and Handouts

Today’s webinar is being recorded

The slides were e-mailed to you prior to the webinar

If you did not receive the message, check your spam e-mail folder

The video will be made available on the Suicide Prevention Data Center (SPDC) https://www.suicideprevention-datacenter.com

and the Suicide Prevention Resource Center website https://www.sprc.org/
Need Assistance?

For technical support:

Contact us via the **Chat Pod**

E-mail Terrri.Karney-Brown@icf.com
Scenario 1
Scenario 2
## TURNING DATA INTO KNOWLEDGE AND ACTION

| Session 1 | Defining the Purpose for Your Message  
|           | • Finding the Goal  
|           | • Define the Audience |
| Session 2 | Collecting and Interpreting the Data  
|           | • GLS & Secondary Data  
|           | • Social Math |
| Session 3 | Creating Shareable Information  
|           | • Tying It Together  
|           | • Data Visualization Principles |
Defining a Purpose

What is your Goal?

Who is your audience?

What is the message?
What is the point of sharing this data?

- Getting buy-in from partners, stakeholders, policy makers?
- Demonstrating need? Growth in demand?
- Increased funding for staffing?
- Expanded training or screening?
- Changing policies to create a zero suicide environment?
Let’s define a goal for the scenario 1

Funding to hire another counselor
Let’s define a goal for the scenario 2.

Gain support for suicide prevention program so it continues after federal funding ends.
Who is your audience?
POLL QUESTION

What types of audiences do you anticipate reaching?
Who/what kind of information do they trust?

What keeps them up at night?

Who has access to them?

What will they need to hear to get on board?

What kind of data will they need to see?
Who is the audience for scenario 1?

College Administration
Who is the audience for scenario 2?

Agency Leadership
YOU ARE NOT YOUR INTENDED AUDIENCE*

*Super Important!!
THE EXCHANGE THEORY

What do I have to give up?

Is it worth my effort?

What do I get?

What’s the “cost?”
THE EXCHANGE THEORY

What do I have to give up?

What do I get?

Is it worth my effort?

What’s the “cost?”
What is the message?
Does the message align with the goal?
Is the message actionable?
Our counseling center has seen an increase in student demand and we need more staff to support this need.
Our suicide prevention program is effective and we would like ongoing support from agency leadership so we can continue the program.
Targeted (youth suicide rate per 100,000) and control outcomes (adult suicide rate and youth mortality per 100,000) following exposure to GLS activities during 2 consecutive years.
BUT WHAT IF WE INSTEAD SAID:

GLS Programs = Decrease in youth suicide rates
What types of data sources do you think you will use?
The scenario 1 data

National data
State data
Local data
The scenario 2 data

National data
State data
Local data
## IMPACT ON COST SAVINGS

Utilized suicide attempt findings (2007-2010)

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Count</th>
<th>Medical Cost Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Averted suicide attempts</td>
<td>79,379</td>
<td>$34.1M</td>
</tr>
<tr>
<td>Averted ED visits</td>
<td>11,424</td>
<td>$187.8M</td>
</tr>
<tr>
<td>Averted hospital stays</td>
<td>19,448</td>
<td></td>
</tr>
<tr>
<td>Total medical cost savings</td>
<td></td>
<td>$222.1M</td>
</tr>
</tbody>
</table>
IMPACT ON COST SAVINGS

$222.1\text{M} \text{ in total medical savings over 4 years}$

$49.4\text{M} \text{ in total GLS costs over 4 years}$

$4.50 \text{ in medical cost savings for each dollar invested}$
Choose one audience and goal and ask what do they need to hear?

What data do you have to support this?

What are the specific data points?
• Define your goal and action.
• Identify your audience.
• Craft a clear and thoughtful message
• Use data
Review Workbook Part 1

• Define your goal and action.
• Identify your audience.
• What is the message?
• What data do you have to support this message?
Final Thoughts
POLL QUESTION

How comfortable are you using NOE data?
QUESTIONS?
Contact Information

- **Tasneem.Tripathi@icf.com**;
  203.482.6327
- **Candace.Fleming@ucdenver.edu**;
  303-724-1471
- **Taylor.Moore@icf.com**;
  404.320.4425
- **Connie.Maples@icf.com**;
  956-722-0474
- **Sophia.Zanakos@icf.com**;
  301-572-0239
THANK YOU!