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 🙋 and you will be unmuted.
   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.

The views, opinions, and content expressed in this product do not necessarily reflect the views, opinions, or policies of CMHS, SAMHSA, or HHS.
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Meeting Agenda

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

<table>
<thead>
<tr>
<th>WHAT DO WE NEED IN ORDER TO DO WHAT NEEDS TO BE DONE?</th>
<th>WHAT CAN BE DONE?</th>
<th>WHO IS MOST AFFECTED? HOW DO WE REACH THEM?</th>
<th>WHAT ENABLES THE THINGS THAT CONTRIBUTE TO THIS PROBLEM?</th>
<th>WHAT CONTRIBUTES TO THE PROBLEM?</th>
<th>WHAT IS THE SOCIAL, ECONOMIC, ENVIRONMENTAL OR HEALTH PROBLEM?</th>
</tr>
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<tbody>
<tr>
<td>- Resources (time and money) and staff</td>
<td>1. Conduct education &amp; motivation programs in the community</td>
<td>- Black and Hispanic Women</td>
<td>1. Lack of knowledge about diets and physical activity</td>
<td>Lack of physical activity</td>
<td>High rate of obesity, high cholesterol and heart disease deaths</td>
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<tr>
<td>- Educational materials/ books, videos, brochures</td>
<td>2. Build walking trails, police, fitness areas</td>
<td>- Churches, priests and ministers and lay leaders in the community</td>
<td>2. Lack of resource and or place to exercise</td>
<td>Poor diets</td>
<td></td>
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<tr>
<td>- Volunteers</td>
<td>3. Farmers market in area and neighborhood gardens and teach healthy cooking tips</td>
<td>- Community, community centers, worksites, etc</td>
<td>3. Lack of healthy food options</td>
<td></td>
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<tr>
<td>- Equipment</td>
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<td>- Partners</td>
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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

Suicide is the 2nd leading cause of death for young people aged 15-24

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

What questions does this campaign material bring up for you?

*Note: Not an actual campaign material*
Integrating with other efforts

What questions does this campaign material bring up for you?

Note: Not an actual campaign material
Resources

• Framework for Successful Messaging: www.SuicidePreventionMessaging.org

• MassTAPP Communication Toolkit: http://masstapp.edc.org/communications-toolkit


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?
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

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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