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 chat in your favorite childhood TV show or book.

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 \(\text{mute symbol}\) and you will be muted.

- To unmute, click \(\text{unmute symbol}\) and your line will be unmuted.

- To raise your hand, click \(\text{hand symbol}\). Click \(\text{hand symbol}\) again to lower your hand.

- Click \(\text{zoom in symbol}\) on the upper right to make the presentation larger. Click \(\text{zoom out symbol}\) again to return to normal view.
Strategic Communication: From Planning to Action

June 11, 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.
SPRC Content Leads

Irene Cho

Ashleigh Husbands
SPRC Technology Leads

Chelsea Pepi

Sarah Almeida
Meeting Agenda

✓ Group norms
✓ Recap from last session
✓ Knowing your audience and how to reach them
✓ Presentation: Robert Cottingham
✓ Framework for Successful Messaging
✓ Presentation: Stephanie Craig Rushing
✓ Announcements & reminders
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!
Recap from last session

✓ Systematically planned
  • ‘Formative Research’
✓ Communications tied to overall strategy
✓ Clear audiences and goals
  • Clear call to action
✓ Pre-tested
✓ Evaluated
Who is your audience?

Who should change

Who has influence

Communication efforts

Agent of change/secondary audience

Target of change/primary audience
Audience research

- Community assessments
- Focus groups
- In-depth interviews
- Published literature and national surveys
- Polls
- Observation
Use audience research to build motivation

✓ Include content that will increase the likelihood that THIS audience would perform the THIS behavior.

✓ In general, include content that
  • Corrects erroneous beliefs or attitudes
  • Minimize barriers that are impeding the behavior
  • Enables the desired behavior
  • Motivates the audience to take the desired action

✓ Key benefits of performing the behavior—as defined by them!
Characteristics of good messages

- Appealing
- Culturally appropriate
- Audience’s own language
  - Involve target audience/individuals with lived experience in campaign development
- Clear -- don’t trade cleverness for clarity
- Visuals/sounds match and support the message
Cultural and Linguistic Competency

✓ More than just translation!
  • Messages/images should reflect audience’s health beliefs/practices

✓ Consider role of family, community

✓ Consider historical experiences

✓ Consider literacy/numeracy as well as spoken language
Culturally competent suicide prevention materials

Eight Steps:

1. Choose a target population
2. Establish a work group
3. Understand the target population
4. Select appropriate messages and formats
5. Adapt materials into other languages
6. Design materials
7. Plan outreach and dissemination
8. Evaluate
Pre-Test Messages & Materials

✓ Ask target audience for reaction
  • Understandability, clarity, language
  • Does anything distract from the message?

✓ Use broad prompts (don’t lead)

✓ Take pre-testing feedback with a grain of salt
Choosing your channel

✓ Based on audience research:

• How does the audience typically get their information, news etc.?
• What delivery channels best fit your audience and message?
• Does this channel fit the content of your message?
• How will you enable repeated exposure to messages?
Discussion Time: Understanding your audience activity

How does your target audience access news and information?
Social Media Marketing

Robert Cottingham
Suicide Prevention Trainer/Coordinator
South Carolina Youth Suicide Prevention Initiative- Department of Mental Health
robert.cottingham@scdmh.org
Rob Cottingham Interview

Who is your audience?
Audience

Primary audience: Youth aged 10-24

Secondary audiences:
- Adults who have direct contact with youth
- Populations at risk of suicide, in general

Specific audiences:
- LGBTQ+
- Veterans
- Youth with disabilities
“It’s spring, the plants are growing, the flowers are blooming... Even if you are going through tough times right now, you will grow from it. Keep on going! #BeeStrong”
Rob Cottingham Interview

How have you engaged youth in the planning process?
Youth Engagement

The SCYSPI Youth Advisory Board

- Comprised of youth aged 10-24 who come from diverse walks of life (LGBTQ+, persons with physical disabilities or mental illnesses, etc.)
- Convenes at least once a month
- Serves as a focus group for SCYSPI endeavors, including social media, which they’re more familiar with than we are
- Input has a direct effect on what we do as an agency
Rob Cottingham Interview

How have you incorporated cultural considerations into your work?
### Cultural Considerations

**Person-first language**

- “We’re talking to people, not objects, categories or demographics.”

<table>
<thead>
<tr>
<th>We say this…</th>
<th>...instead of this</th>
</tr>
</thead>
<tbody>
<tr>
<td>Persons/people/individuals with serious mental illness</td>
<td>The mentally ill</td>
</tr>
<tr>
<td>Persons/people/individuals with physical disabilities</td>
<td>The handicapped, the disabled</td>
</tr>
<tr>
<td>Persons/people/individuals who identify as LGBTQ+</td>
<td>(insert list of misnomers here)</td>
</tr>
</tbody>
</table>

We also strive to avoid using other off-putting terms, such as “**Those** who suffer…” as these words imply a sense of isolation or abnormality. It’s also wise to research preferred terminology for a particular community before creating social media posts.
Cultural considerations – Resources

In addition to using person-first language and the proper terms for certain populations, it’s vital to provide the appropriate resources for these audiences.

“@trevorproject is a valuable resource that provides a lifeline, a text line, a social networking site, and a support center for LGBTQ youth! There is also a section devoted to education, as well as volunteer opportunities! Their lifeline is 1-866-488-7386, and for the text line, text “trevor” to 1-202-304-1200. The call line is operational 24/7, and the text line is available Monday through Friday between 3pm-10pm Eastern Time, and 12:00pm-7pm Pacific Time. Please call or text if you need help!!!!!!”
How did you choose the channel you utilize?
Posting across multiple platforms - Facebook
Posting across multiple platforms - Instagram

- Treat Instagram like a photo gallery
- More youth focused, so use language appropriate for teens to late 20’s.
- Always include an appealing picture — something to catch the eye
- You can include links, but the only way people can click on them is through your Instagram profile.
- Try to shorten your posts from Facebook, a little.
Posting across multiple platforms — Twitter

Because each “tweet” has a limited number of characters, it is important that you pare down your message to its most important components.

It’s also vital to use appropriate hashtags on Twitter — more so than the other platforms — because you can place more hashtags in the comments on Facebook and Instagram.
How do you know you are reaching the youth? What method(s) have you used to evaluate this?
Facebook insights

South Carolina Youth Suicide Prevention Initiative

Overview
- Promotions
- Followers
- Likes
- Reach
- Page Views
- Page Previews
- Actions on Page
- Posts
- Events
- Videos
- Stories
- People
- Local
- Messages

Insights

Page Summary
- Last 7 days

Results from May 23, 2018 - May 29, 2018
Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Actions on Page
- May 22 - May 28

Page Views
- May 22 - May 28

Page Previews
- May 22 - May 28

Page Likes
- May 22 - May 28

Reach
- May 22 - May 28

Recommendations
- May 22 - May 28

Export Data
- Organic
- Paid

We don't have data to show you this week.
SCYSPI
Mental Health Service
South Carolina Youth Suicide Prevention Initiative
Our vision is a South Carolina free of suicide in youth and young adults.
SCYSPI.org
afsp.org/campaigns/talk-about-mental-health-awareness
2205 Main Street, Columbia, South Carolina 29201
Twitter analytics

28 day summary with change over previous period

- Tweets: 35 (10.3% down)
- Profile visits: 110 (52.4% down)
- Mentions: 1 (75.0% down)
- Followers: 112 (2 up)

May 2018 - 29 days so far...

TWEET HIGHLIGHTS

Top Tweet: earned 331 impressions
The full discussion guide for 13 reasons why (provided by AFSP), is there to start productive conversations about some of the tough topics he series raises and how these situations can be addressed if experienced. #suicideawareness #13reasonswhy afsp.org/wp-content/upl...

Top Mention: earned 8 engagements
Our thanks to all Prevention Education Round Table partners who joined today’s Lunch-n-Learn. Taylor Davis of SC Youth Suicide Prevention Initiative provided amazing insight and inspiration! Let’s bring these practices to our kids! @scyspi #BeTheChange

Top Follower: followed by 35.8K people

Grow your audience

Get your Tweets in front of more people
Promoted Tweets and content open up your reach on Twitter to more people

MAY 2018 SUMMARY

- Tweets: 37
- Profile visits: 119
- Mentions: 1
- New followers: 2
Questions?
Garrett Lee Smith Suicide Prevention Grantee Meeting

✓ Closing Plenary featuring John Draper (National Suicide Prevention Lifeline), Shelby Rowe (Oklahoma Department of Mental Health and Substance Abuse Services), and Craig Miller (Massachusetts Suicide Prevention Coalition)
Convey a Positive Narrative

✓ Counter the "negative narrative"

✓ In every message: help the public to *envision* prevention
Convey a Positive Narrative

- What we know about successful prevention
- Stories of people who were helped/ your own story
- Concrete actions people can take
- Program successes

“Make the Connection” campaign
US Department of Veterans Affairs
Convey a Positive Narrative

But wait, aren’t statistics about suicide important?
Use Applicable Guidelines

**Mesurers**
- Best Practices for Survivor/Attempt Stories

**Channels**
- AAS Video Guidelines
- Working with the Media
- Social Media Guidelines for Mental health & Suicide Prevention

**Goals**
- Increase help-seeking

**Populations**
- Talking About Suicide & LGBT Populations

And more!
Resources


• Framework for Successful Messaging: www.SuicidePreventionMessaging.org


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

• Using science to improve communications about suicide among military and veteran populations: Looking for a few good messages: http://www.sprc.org/resources-programs/using-science-improve-communications-about-suicide-among-military-veteran
Overview of *We R Native*

Stephanie Craig Rushing

Project Director

NW Portland Area Indian Health Board

scraig@npaihb.org
Established in 1972, the Board is a non-profit tribal organization serving the 43 federally recognized tribes of Oregon, Washington, and Idaho.
MISSION:
To assist Northwest tribes to improve the health status and quality of life of member tribes and Indian people in their delivery of culturally appropriate and holistic health care.
#4MIND4BODY
Health is more than maintaining your body

learn more
Make a Plan

XYZ Tribe’s/Organization’s
Social Marketing & Social Media Campaign

Development Plan

May 2017 – May 2018

1. What is your campaign’s primary goal?
   - Reduce underage drinking among American Indian and American Indian (AI/AN) youth.
   - Reduce prescription drug abuse among young adults 12-25 years old.
   - Improve cultural pride, self-esteem and resilience among AI/AN youth.
   - Others:

   Does your campaign have any secondary goals?
   Consider other factors that are driving local prevalence.
   - Change social norms surrounding house parties.
   - Change social norms surrounding purchasing/serving alcohol to minors.
### Timelines

<table>
<thead>
<tr>
<th>Media Training</th>
<th>X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify audience, goals, behaviors...</td>
<td></td>
</tr>
<tr>
<td>Develop and test messages, slogans, designs...</td>
<td></td>
</tr>
<tr>
<td>Produce materials</td>
<td></td>
</tr>
<tr>
<td>Place materials; evaluate campaign</td>
<td></td>
</tr>
</tbody>
</table>
Chapter 45. Social Marketing of Successful Components of the Initiative

Learn how to use social marketing to make behavior easier and more rewarding.

- Section 1. Understanding Social Marketing: Encouraging Adoption and Use of Valued Products and Practices
- Section 2. Conducting a Social Marketing Campaign
- Section 3. Listening to Those Whose Behavior Matters
- Section 4. Segmenting the Market to Reach the Targeted Population
- Section 5. Promoting Awareness and Interest Through Communication
- Section 6. Promoting Behavior Changes by Making It Easier and More Rewarding: Benefits and Costs
- Section 7. Supporting and Maintaining Behavior Change
Developing a Campaign

1. Define campaign goals & objectives.
2. Engage potential partners in the campaign.
3. Collect/Review Data:
   1. Select the target audience.
   2. Identify risk and protective factors related to the problem.
4. Identify messages that address risk/protective factors.
5. Tailor/design campaign materials to the audience.
7. Pretest and revise materials if needed.
8. Implement the campaign.
Define your Target Audience

- Age, Gender, Behavior
- Location – Where are they?
- What are their needs? Wants? Interests?
- What do they think about this issue?
- Who influences the behavior?
- What are their barriers to the desired behavior?
Define Campaign Goals

- Reduce MH stigma among AI/AN youth 15-24 years old.
  - Increase help-seeking among AI/AN youth.
  - Improve cultural pride, self-esteem and resilience among AI/AN youth.
Developing a Campaign

1. Define campaign goals & objectives.
2. Engage potential partners in the campaign.
3. Collect/Review Data:
   - Select the target audience.
   - Identify risk and protective factors related to the problem.
4. Identify messages that address risk/protective factors.
5. Tailor/design campaign materials to the audience.
6. Select *product* and *placement* strategies.
7. Pretest and revise materials if needed.
8. Implement the campaign.
Gather Information

- **Formal**
  - Surveys
  - Key Informant Interviews
  - Focus groups

- **Informal**
  - Meetings attended by target audience or campaign stakeholders
  - Friends/Colleagues
YOUTH HEALTH
TECH 2016

Thanks for your participation!!!

We had participation from 29 States with Arizona coming in with the highest # of participants.
Where do Native youth say they get "a lot" of health information from?

- Social networking sites: 36%
- The internet: 36%
- Parents: 35%
- Friends/siblings: 31%
- Medical staff: 22%
- Text messages: 21%
- School & health class: 19%
What percent of Native youth say they do the following on a DAILY basis?

- 76% Go online from a phone or mobile device
- 63% Visit Facebook
- 62% Use Snapchat
- 53% View Instagram
- 44% See people stirring up drama on social media
- 45% See references to drugs or alcohol on social media
- 35% See references to violence on social media
- 29% See people posting concerning messages (depression, suicide, self-harm, etc.)
- 24% Experience people supporting them through tough times on social media
Information Gathering: What?

- **Audience** – Needs, Wants, Behaviors, Readiness (Stage of Change)
- **Messages, Campaign Tone, Slogans**
- **Visual Concepts** – Mock ups
- **Final Drafts**
- **Completed Campaign** – Satisfaction, campaign reach, behavior change.
Information Gathering: WHEN?
Two Spirit: loved & accepted. #weneedyouhere
wernative.org/blog-posts/sheanorris
We would like to recognize those who have served in the Armed Forces. We thank you Veterans, active duty, and the families. #ArmedForcesDay

YOU PROTECTED US.
LET US WALK WITH YOU.
#WENEEDYOUHERE

Prevent Veteran Suicide
To Give Help or Get Help:
- Call 911 if you or someone you know is in immediate danger.
- Visit www.veteranscrisisline.net to learn about suicide risks and resources.
Text
NATIVE
TO
97779
WE NEED YOU HERE. Together we can support each other & heal. What would your sign say to give hope? Enter to win up to $75 [http://ow.ly/R3Sgd](http://ow.ly/R3Sgd)

Take a walk - It's a wonderful way to blow off steam, talk, & think.
I'm worried about a friend who keeps posting depressing music lyrics and sharing posts about dying. Do you think I should be worried?

Hey there. Thank you for caring enough about your friend to write in. If something is worrying you, listen to that, don’t shrug it off. Trust your gut and have confidence you’re doing the right thing.

It sounds like your friend might be reaching out by sharing posts around depression and death. Here are some other warning signs to look out for:

- Talking about wanting to die or to kill themselves
- Looking for a way to kill themselves, such as searching online or buying a gun
- Talking about feeling hopeless or having no reason to live
- Talking about feeling trapped or in unbearable pain
- Talking about being a burden to others
- Increasing the use of alcohol or drugs
- Acting anxious or agitated; behaving recklessly
- Sleeping too little or too much
#RESPECTOURELDERS
#NATIVESTRONG
#KEEPITALIVE
#WERQUILEUTE
Suicide

Suicide is a troubling topic that most of us would rather not deal with, but suicide is more common than we would like to think. By reaching out and that we are not alone. By paying attention to warning signs, talking
<table>
<thead>
<tr>
<th>Morning Post with relation to the Content Calendar</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content Calendar Tommy</td>
<td>Content Calendar Tommy</td>
<td>Content Calendar Tommy</td>
<td>Content Calendar Tommy</td>
<td>Content Calendar Tommy</td>
<td>Content Calendar Tommy</td>
<td>Scheduled Post</td>
<td></td>
</tr>
<tr>
<td>Afternoon or Evening</td>
<td>Fun, Internships, Scholarships, Academic studying tips</td>
<td>Mental Health Tip – Stress, Pressure, Sleep, OR Youth Activism/Youth doing good things</td>
<td>#WellnessWednesday</td>
<td>Social Health Tip – Dating, Relationships, Parents, Friends, Promote Orgs we like...... W/GIF’s</td>
<td>We R Native Contest</td>
<td>Physical Health, Nutrition, Activity Tip, Fun Misc Scheduled Post</td>
<td>Ask Auntie Scheduled Post</td>
</tr>
<tr>
<td>Non-Scheduled</td>
<td>Tana</td>
<td>Danica</td>
<td>Ethan + WW ladies</td>
<td>Celena</td>
<td>David</td>
<td>Tommy</td>
<td>David (Ask Auntie)</td>
</tr>
</tbody>
</table>

*The morning post will be done by Tommy based off of that month’s Content Calendar*

*Sunday will be a scheduled Ask Auntie response*

*If you would like an image w/your post, David, Celena, & Ethan are pros at Imagery Creation... Just give them a heads up*

*No need to ask before posting. I trust your content will be relevant to the above calendar*

*If a significant event is during your day, feel free to post the trending stories, same goes w/ Observance Days (i.e. Indigenous Peoples Day)*
Social Media Analytics

- Breadth
- Depth / Viewing
- Engagement
- Loyalty
- Customer Experience
- Campaigns
- Strategic Outcomes

Google Analytics
SOCIAL MARKETING CAMPAIGNS

To develop health promotion messages and campaigns that resonate with AI/AN communities, our team uses social marketing, an evidence-based planning process that improves the impact of health promotion messages. The model uses formative research to identify priority populations, segment the community into distinct audiences, pretest messages, materials and strategies with the audience, and then monitors the campaign to assess its effectiveness.

We’ve used this community-driven process to design social marketing campaigns addressing health topics important to AI/AN communities, including:

- Drug and Alcohol Use
- Sexual Assault

www.npaihb.org/social-marketing-campaigns/
Northwest Portland Area Indian Health Board

Indian Leadership for Indian Health

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This project is funded by SAMHSA, and the Indian Health Service HIV and behavioral health programs. This work is also supported with funds from the Secretary’s Minority AIDS Initiative Fund.
Questions?
Announcements & Reminders

Coming to you via email:

1. Session 2 Meeting Summary
2. Get Ready for Session 3 "Evaluating your communication efforts"
3. If you want to share any communication materials for feedback or to highlight how you have applied the concepts from the workshop series, please let Ashleigh Husbands (achusbands@edc.org) by 6/22

Next meeting: July 9, 2018, 2:30-3:45 PM ET
Thank you!

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