

Making a Difference: Training Gatekeepers on a Broad Scale

Donna Soileau
Suicide Prevention Coordinator
dsoileau@mha-sc.org

Joy Jay
Executive Director
jjay@mha-sc.org



Mental Health America of South Carolina

Planning, Planning, Planning

- Objectives (goals)
 - Measurable, specific and realistic
 - Example: Train specific # gatekeepers
 - trainers needed
 - other resources needed
- Priorities
 - Determined by goal strategies
 - Always changing, depending on evaluation and results



Planning, Planning, Planning

- Anticipate Obstacles
 - Money
 - Infrastructure
 - Time
 - Trainer accountability



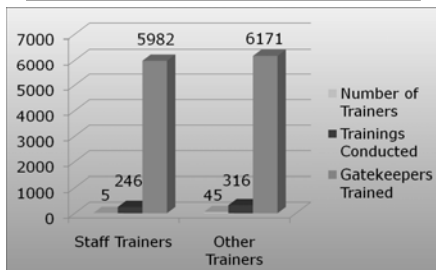
"It will not do to leave a live dragon out of your plans if you live near one."
J.R.R. Tolkien, *The Hobbit*

Gatekeeper Instructors

- Best Qualities
 - Passionate (survivors)
 - Dedicated (volunteers)
 - Believe in mission (advocates)
 - Accountable (staff)
 - Available time (retirees)



MHASC Instructor Accomplishments



Motivating Instructors

- Site Visits
 - Training & feedback
 - Leadership
 - Technical support
- Incentives
 - Money
 - Personal satisfaction & recognition



Motivating Instructors

- Communication
 - Written, verbal
 - Story sharing

"Just wanted to say THANK YOU for arranging Michelle Morton from Mental Health America to speak to our group last night!! She is a dynamic speaker. One of the best we have ever had!! I would highly recommend her!!"
Julie W.



Reaching Gatekeepers

- Know Target Audience
- Develop Partnerships
- Communicate/Advertise
 - emails, e-newsletters, news alerts
 - phone calls, letters
 - website, social marketing
 - cold calls
- Referrals



Empowering Gatekeepers

- Strategies
 - During trainings
 - valuable opinions
 - become part of movement
 - After trainings
 - create database with profile card
 - maintain communication
 - immediate, consistent



Gatekeeper Profile Card

Name: _____

Address: _____

Email: _____ Phone: _____

Profession: _____

If affiliated with academic institution, name of school: _____

I am interested in: **Thank you for your interest!**

receiving updates and announcements by email


hosting a training for my workplace, associates, constituents, etc.

participating in awareness walks, health fairs, mental health screenings

becoming a suicide prevention gatekeeper trainer

participating in the South Carolina Suicide Prevention Coalition


facilitating a support group other: _____

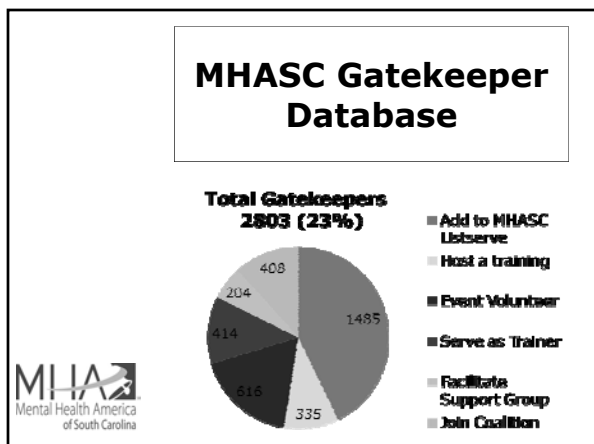


For follow up interview, best to contact me by *email *phone

Gatekeeper Database

- Advantages
 - Expands agency outreach
 - education
 - advocacy
 - fundraising
 - Builds coalitions
 - Identifies volunteers
 - Leads to additional trainings
 - Built in EIRF





**Making a Difference:
In 10 Words or Less**

**Plan Carefully...
Choose Instructors Wisely...
Keep Gatekeepers Engaged!**