

Pain Isn't Always Obvious

KNOW THE SIGNS

suicideispreventable.org



Targeted Suicide Prevention Materials for the API Youth Community in California

WORKGROUP REPORT DRAFT
FINAL

Know the Signs >> Find the Words >> Reach Out



WELLNESS · RECOVERY · RESILIENCE

I. Introduction

The Know the Signs suicide prevention social marketing campaign prepares Californian's to prevent suicide by encouraging them to **know the signs, find the words** to offer support to someone they are concerned about and reach out to **local resources**. Campaign materials range from print ads, TV and radio spots, to outreach materials available in several languages. All campaign materials refer individuals to the campaign websites:

- www.suicideispreventable.org
- www.elsuicidioesprevenible.org

All campaign materials can be viewed, customized and downloaded from the Resource Center on Your Voice Counts (www.yourvoicecounts.org). This is an online suicide prevention forum designed to facilitate a dialog about suicide prevention in California and to engage stakeholders in the development and distribution of the Know the Signs campaign materials. The Know the Signs campaign is part of statewide efforts funded by counties through the Mental Health Services Act, formerly known as Prop 63.

II. Members

Workgroup participants for the Asian and Pacific Islander (API) youth cultural workgroup guided the development of a digital ad through their collaboration and participation in two webinars (September 4 and October 30) as well as periodic discussion posts on the Your Voice Counts website. Members contributed their knowledge of this group's cultural characteristics based on their personal and professional expertise in related fields such as: mental health services, social services, advocacy, crisis response and intervention, suicide prevention, community outreach and healthcare (see Appendix B for Workgroup Member roster).

Members were recruited through ethnic service managers and CalMHSA program partners and county liaisons were asked to refer community members representing this community or engaged in outreach to the API youth community.

A total of 8 members participated in the API youth cultural workgroup representing the following counties: **Yolo, Los Angeles, San Bernardino** and **El Dorado**. Members working in both public and private sectors and who have had an opportunity to offer services either directly or indirectly to members of their community receiving resources for various needs related to mental health through various organizations including Pacific Clinics, Suicide Prevention of Yolo County, Los Angeles County Department of Mental Health, Mental Health Systems of San Bernardino, the Center for Pacific Asian Families, Cal Optima and Visions Unlimited.

III. Background

“Suicide was the 10th leading cause of death for Asians/Pacific Islanders and the 2nd leading cause of death for youth ages 15 to 24.”

Source: Suicide Prevention Resource Center. (2013). *Suicide among racial/ethnic populations in the U.S.: Asians, Pacific Islanders, and Native Hawaiians*. Waltham, MA: Education Development Center, Inc.

“The Centers for Disease Control and Prevention’s National Center for Health Statistics reports that API males and females between the ages of 15-24 consistently have the highest suicide rate of all ethnic groups in that age range.”

Source: <http://minoritynurse.com/providing-culturally-competent-mental-health-care-to-asian-americans-and-pacific-islanders/>

“In a national population-based study, about 62% of Asians who attempted suicide reported that their first suicide attempt occurred when they were under 18 years of age.”

Source: Cheng, J.K., Fancher, T. L., Ratanasen, M., Conner, K.R., Duberstein, P.R., Sue, S., & Takeuchi, D. (2010). Lifetime suicidal ideation and suicide attempts in Asian Americans. As referenced in *Asian, Pacific Islanders, and Native Hawaiians*. SPRC.

IV. Workgroup Discussions

Workgroup members were asked to contribute an estimated time commitment of 10-15 hours between September 1 and November 30, 2013. Participation included one-on-one phone calls with campaign team members, conference calls, webinars and participation in periodic discussions on the Your Voice Counts website to provide input and review creative materials as well as assist in the development of a distribution plan (see Appendix C Recruitment Flyer). All participants received a \$300 stipend for their time.

The workgroup first launched with an introductory webinar that provided background information about the Know the Signs campaign and the workgroup purpose and process. Members were engaged through a series of discussions on Your Voice Counts regarding the following discussion questions (see Appendix A Discussion Posts on Your Voice Counts):

- ❖ Are API Youth appropriate “gatekeepers of information” to reach non-English speakers in their community? Who would they be able to reach as gatekeepers?
- ❖ How is suicide perceived among API youth?
- ❖ How is suicide discussed or not discussed among API youth?
- ❖ What are the barriers to seeking help for themselves?
- ❖ What are barriers for API youth to help others?
- ❖ What type of resource is most likely to engage API youth in learning about suicide prevention?
- ❖ What type of crisis resource are API Youth more likely to remember and endorse with other people?
- ❖ What imagery is most appropriate to engage API youth?
- ❖ What language is most appropriate to engage API youth?

V. Digital Ad

A second webinar on October 30, 2013 was held to ask workgroup members to review samples of digital ads in various styles and levels of interaction. Some options included an interactive ad, an animated ad and an animated-video ad. Workgroup members found the interactive ad to be fast-paced and engaging and was the overall preferred format although it was suggested to reduce the amount of information presented to keep the young audience engaged. The third example provided, animated-video ad, was presented as an example for an expandable format in which links within the video would guide viewers to videos of the student video contest, Directing Change. From all the suggestions provided an interactive ad in Anime-style was developed.

Style

The recommendation from the workgroup was to develop an interactive digital ad in Anime-style as the best strategy to make the approach relevant to API youth. This style seemed the most appropriate to reach youth and young adults between the ages of 15-24.

Format

The media buy for the online ad is an “interactive pre-roll unit”. “Pre-roll” is the name of an online video commercial that appears prior to an online video and is typically 10 -15 seconds in duration. When a viewer clicks on certain online video links they are required to watch a short commercial before the video content. “Pre-roll” looks the most like traditional TV commercials, and it is claimed to be better for three main reasons: 1) it has increased accountability (viewers are required to watch it), 2) it targets a more engaged user due to its on-demand format (click on the link to see it), and 3) it has a handy interactive component (take an action regarding the ad if the viewer is interested). Some websites allow viewers to skip over the commercial spot, but most do not.

Expandable/Interactive elements

The interactive elements were designed to expand the content to appear on separate slides not as dialogue, but rather as information for the viewer to read and act on. The expandable slides show three captions: 1) do you think a friend is in pain?, 2) how do you ask them about suicide? and 3) what if someone tells you they are thinking about suicide? Each of these captions will expand once the viewer clicks on it and a list of suggested steps is provided.

Script

Workgroup members were also asked to review the script that resembled a casual dialogue between two young girls. The colors and facial expressions used for the two different characters emphasize the direction of the dialogue. Workgroup members were asked to offer feedback on the appropriateness of the scenario and the cultural appropriateness of the dialogue for API youth.

VI. Focus Group

A focus group took place on February 22nd with 16 API youth between the ages 15 and 22 in attendance. They provided very useful and clear direction to adjust the opening of the video to make it immediately clear that this is an ad about suicide prevention. They provided positive feedback about the overall format and dialogue of the ad. Whereas a few participants really liked the anime style, there were those who felt the style did not entirely match the seriousness of the topic and several who explained they did not watch a lot of anime-style movies. A key take-away from the group was that as long as the message was clear that the ad is about suicide prevention and being there for a friend, a topic that all participants took seriously, the look of the ad was secondary. None of the participants brought up that they felt the ad was racist or stereotyping API youth (see Appendix D Focus Group Notes).

VII. Strategies for Promotion of Digital Ad

The media buy will target video channels that are used by API youth in this age range. The ad went live May 2014.

APPENDIX A: Discussion Posts on Your Voice Counts

WORKGROUP DISCUSSION: Welcome! To the API Youth Workgroup!

Welcome to the API Youth Workgroup!



[Theresa Ly](#)

Welcome to the API Youth Workgroup! Please leave a quick "hello" along with your name so I know you have successfully accessed the workgroup and know how to post comments. The Know the Signs Campaign is very excited to have you on board to help create culturally-relevant materials to reach the API Youth community.

Sincerely,

Theresa Ly

PRIVATE FEEDBACK (6)

13 comments

POST COMMENT

(#COMMENT-FORM)



[jd77](#)

November 20, 2013 - 1:53pm

Hello, I'm James Diokno and I am Program Supervisor for Children & Youth Development with the Union of Pan Asian Communities, the lead Health and Human Service Provider for the Asian/Pacific Islander Community in San Diego since 1974. The focus of the programs I run is prevention and early intervention of high-risk behaviors as well as emphasizing safe, positive, and empowering choices, activities, and lifeways for our children and youth.

I am interested in suicide prevention for several reasons. I am Filipino American and Filipino youth have traditionally ranked at the top in San Diego county for suicide ideation and attempts. Although I did not grow up in San Diego (I was raised in Washington, D.C.), I battled with suicidal thoughts and attempted several times as a youth but found reasons to move forward with my life and embrace the positives. I hope to help others do the same. I have also known colleagues and friends who have left us as a result of suicide and hope to be a part of preventing further tragedies in our communities.



[tfowler](#)

October 17, 2013 - 12:03pm

Im looking forward to the new webinar for API cant wait to chat with y'all again.



[phoang](#)

August 26, 2013 - 9:02am

Hello everyone,

I hope to enhance my approaches to working with individuals who are suicidal from our group discussion and this study.



[phoang](#)

August 26, 2013 - 8:59am

Hello everyone,

This is Paul Hoang...hoping our collaboration and efforts will help our community address and prevent suicide.



[tfowler](#)

August 26, 2013 - 8:29am

Hello everyone my name is Tee and im glad to be apart of the group. Thanks for having me.



[andyvuanh3](#)

August 22, 2013 - 8:40am

Hello everyone, I am Vu-Anh(Andy). I am so happy to join this workgroup and working with all of you.



[tamiknockout](#)

August 21, 2013 - 2:25pm

Hello All I'm Tamiko and I look forward to working with all of you.



[lien.trinh](#)

August 21, 2013 - 2:16pm

Hi I'm Lien. Look forward to working with you all.



[lien.trinh](#)

August 21, 2013 - 2:16pm

Hi I'm Lien. Look forward to working with you all.



[svadharmakeerthi](#)

August 20, 2013 - 10:29pm

Hi everyone,

I'm Svadharm. I'm looking forward to working with you all!



[ChangeAgent101](#)

August 20, 2013 - 3:47pm

Greetings: This is Tom.



[gardnerp23](#)

August 20, 2013 - 1:40pm

Hello Everyone,

Pamela



Sky
August 19, 2013 - 1:51pm

Hello I'm Sky,

Thanks for having me on board!

WORKGROUP DISCUSSION: Thank you for participating on the Orientation Webinar on Wednesday!

Thank you for participating on the Orientation Webinar on Wednesday!



[Theresa Ly](#)
Hi everyone,

Thanks for joining us on the webinar on Wednesday to get an orientation of the Know the Signs Campaign, Your Voice Counts, and your role as a workgroup participant. The initial discussion questions gave us an early sense of how we should frame our outreach materials. Attached is the PowerPoint presentation used at our September 4th webinar.

Moving forward, we will post some follow up questions on this workgroup for us to continue the discussion. Please note that this is a *discussion*, so please keep track of other people's comments as they come in and respond with comments and additional feedback as appropriate. We will be actively participating in this conversation as well.

The commenting period will go from now until September 13th. After September 13th, the feedback will be packaged by the Know the Signs Campaign team will be used as a foundation to develop our first set of ads.

Please keep your eyes out for discussion questions, and participate as much as you can between now and September 13th! If you have any questions, please feel free to email Theresa Ly (tly@edc.org) or call (916.494.9616) at any time.

Thanks,

Theresa & Jana

PRIVATE FEEDBACK (#)

Attachment:

 [API Youth Workaroup Orientation Presentation - 9/4/13](#)

http://www.yourvoicecounts.org/sites/default/files/topics/API_Youth_Workgroup_Orientation_Presentation.pdf

1 comments

POST COMMENT

(#COMMENT-FORM)



gardnerp23
September 18, 2013 - 1:05pm

Thanks Theresa for positing the slides.

WORKGROUP DISCUSSION: Who do API Youth serve as "gatekeepers or "helpers" for?

Discussion Question: Who do API Youth serve as "gatekeepers" or "helpers" for?



Theresa Ly
Hi everyone,

From our early conversations addressing these questions, a few key points seemed to emerge:

- If API Youth reach out to non-English speakers, especially older adults, they would have to translate language such as "suicide" or "mental health issues" into something more somatic such as "I am sick"
- Having API youth reach older adults would be trickier than reaching their own peers - reaching out to their own families is difficult.
- Because of the stigma and shame about talking about suicide, API Youth may have less awareness about suicide or suicide prevention.
- There is a sense that suicide is "someone else's problem" and that it is not an issue that could occur among themselves or their circle of friends and family.
- There is a sense that API Youth don't want to elicit shame or place a burden on someone, which could happen if the API Youth illuminates possible mental health or suicidal thoughts among a peer or an elder.

Follow-up questions for you to consider and discuss here.

Our first piece of Campaign materials to reach out to API Youth in a "helper" role is a **digital ad**. These digital ads require short "catchy" phrasing that immediately speak to the audience (the API Youth) and sometimes includes some imagery. Attached is the digital ad that we currently use for the Know the Signs Campaign. The short phrase we use is: "Pain isn't always obvious, know the warning signs of suicide"

To help us design the digital ad, let's have a discussion on the following questions - remember, there is no right or wrong answer, as long as input is provided!

- With regards to mental health and wellness, who are API Youth naturally concerned about? Are they more in tune with the mental wellness or their peers or their elders? Who are they *most likely* to reach out to?
- If you believe that API Youth are more likely to reach out to **their peers** - what type of **short phrases** would alert the API Youth that their peers may be at risk for suicide?
- If you believe that API Youth are more likely to reach out to **their elders** - what type of **short phrases** would alert the API Youth that their elders may be at risk for suicide?

PRIVATE FEEDBACK (#)

27 comments

POST COMMENT
(#COMMENT-FORM)



tfowler
September 27, 2013 - 12:55pm

Hey everyone I thought this would be interesting for everyone if they can join- The American Foundation for Suicide Prevention is doing an "Out of the Darkness Walk" in Sacramento at the steps of the Capitol on October 5th 2013. there is a link to it as well



tamiknockout
September 27, 2013 - 1:55pm

Thank you for the information. Sacramento is kinda far maybe we can host an event such as the "Out of the Darkness Walk" to increase the awareness of suicide.



tamiknockout
September 27, 2013 - 1:55pm

Thank you for the information. Sacramento is kinda far maybe we can host an event such as the "Out of the Darkness Walk" to increase the awareness of suicide.



gardnerp23
September 27, 2013 - 9:04am

Hello,

Just thought I would share this. The American Foundation for Suicide Prevention is doing an "Out of the Darkness Walk" in Sacramento at the steps of the Capitol on October 5th. If you are interested, here is the link:

<http://www.afsp.org/local-chapters/find-your-local-chapter/afsp-greater-sacramento/upcoming-chapter-events/sacramento-walk> (<http://www.afsp.org/local-chapters/find-your-local-chapter/afsp-greater-sacramento/upcoming-chapter-events/sacramento-walk>)

They will have speakers and events before the walk.

Pamela



gardnerp23
September 27, 2013 - 9:04am



Theresa Ly
September 23, 2013 - 3:48pm

Hi all,

Thanks for all your responses - You've given us quite a bit to chew on!

My apologies for the delay in my response - I was out at a conference all last week, but kept on top of the feedback that was coming in.

Jana and I are going to be taking all this information and putting together a creative brief for the digital ad that we'll create based on your comments. If we have any additional questions or clarifications, we'll post them up here on Your Voice Counts - keep your eyes peeled for additional discussion topics, and if you have any additional questions in the meantime, please don't hesitate to call or email me at 916.494.9616 or tly@edc.org.

Thanks!

Theresa



tfowler
September 19, 2013 - 12:40pm

just to answer a few questions posted:

Are they more in tune with the mental wellness or their peers or their elders? elders or mentally ill individuals because they can relate to them better.

Who are they *most likely* to reach out to? i dont feel as though they would reach out to others very well due to the judgements posted on them.



gardnerp23
September 18, 2013 - 1:28pm

I believe API youth are naturally concerned about their image, peers, and their family. I think many Asian youth are raised to please their parents and do well in school to not bring shame or problems to the family. API youth would most likely confide in their peers before elders in the family. Siblings may be more aware of what is going on in terms of mental health issues with the youth than even the parents at times.

Some short phrases that may alert API youth that their peers may be at risk for suicide would be if the peer was talking about "feeling sad," or "needing help." But the signs would also be in how the youth acts and physically is presenting (i.e. drug or alcohol use, risk taking behaviors, harm to self, appearing sad, crying.) Youth will pick up on their peer's behaviors / physical signs if they know what to look for. I think it would be helpful to educate the elders by sharing the behavioural and physical signs so they know what to look for as well even though I think currently API youth may talk with their peers and pick up on peers indicators of risks of suicide.



gardnerp23
September 18, 2013 - 1:29pm



gardnerp23
September 18, 2013 - 1:29pm



tfowler
September 13, 2013 - 12:27pm

To respond to the above question, I feel that API youth are more likely to reach out to their peers then to others.



tfowler
September 13, 2013 - 12:27pm

To respond to the above question, I feel that API youth are more likely to reach out to their peers then to others.

andyvuanhg
September 13, 2013 - 10:39am



I think youths would contact their best friends or loved ones (parents, siblings, grandparents) and teachers, coaches as "gatekeepers" or "helpers" so that friends or love ones should wonder why youths isolate themselves such as staying in the room and away from others; start drinking or smoking/using drugs; become quietly; loss appetite. Save a friend from suicidal - Be aware of your friend is in mood change, depression, sadness and becomes quiet. Save a child from suicidal - Be aware of your child is in mood change, depression, sadness and becomes quiet.



ChangeAgent1:01
September 12, 2013 - 6:26pm

Hello:

I think stronger language should be used to motivated helpers to offer assistance. Perhaps terms like:

- Urge
- Plead
- Insist
- Compel

Behavioral warning signs including social withdrawal, using substances, self-injurious behaviors, neglecting self-care and sudden change in daily habits may be strong indicators of suicide.

But subtle signs like

comments and thoughts related to poor self-concept, excessive/repeated self-criticisms, pessimistic views of the world and current situations should be noted.

Disclosure of feelings such as hopelessness, chronic sadness, anger and hostility, emptiness are important too.

Subtle statements, terms and phrases could be key warning signs of suicide risk.

- "No one cares or loves me."
- "I never do anything right. I always will be a loser/failure."
- "Soon no one will have to worry about me any further."

Borrowed from the current phrase:

1. BE AWARE
2. SHOW THAT YOU CARE
3. OFFER THE HELPING HAND

Maybe a picture w/ API family w/ peers and a family from all ages should be included in background, while youth in need at forefront.



Sky
September 11, 2013 - 3:30pm

Although I think API youth are more likely to approach their peers, I wouldn't rule out that they may approach their elders too. Many API youth live with their grandparents. The grandparents cook, clean and babysat for the API when they were younger.

I listened to Dr. Firestone's webinar yesterday and she said a lot of suicidal people feel they're alone even when they have friends and family around them. One phrase could be "Tell Them You Care".



Theresa Ly
September 12, 2013 - 3:30pm

That's certainly true, Sky. Do you (or other folks in the workgroup) feel like API Youth, if they were to reach out to their elders, would most likely only reach out to their relatives? Or do you think there would be other people they would reach out to as well?

For those of you who have not yet made a comment on this discussion, please make sure you provide your thoughts by tomorrow, Friday September 13th - We will wrap up commenting at that point and move into generating an outline for what some potential digital ads could look like.



lien.trinh
September 12, 2013 - 9:34pm

if they have a mentor they trust they may reach out to them as well.



Sky
September 12, 2013 - 7:24pm

I feel like they would be more likely to reach out to their relatives, someone they have significant rapport with (grandparents); rather than an elder they're only familiar with. The reason being, if they reached out about a sensitive topic such as suicide to an elder they didn't have significant rapport with it could be a sign of disrespect and not their place to say anything.



tamilnockout
September 12, 2013 - 4:35pm

I believe that they will reach out to someone they have trust and respect as well as their elders.



Theresa Ly
September 11, 2013 - 8:33am

Hi all,

Thank you so much for getting this rich conversation going! It seems that people are on board with the fact that API Youths are more aware of their peers mental health and are more likely to reach out to help them over their elders - especially if they are given the right "nudge" in the right direction to do. It sounds like there are still some internal/mental barriers to reaching out to peers, like being unsure of what to say, or not taking clear warning signs seriously, or just hoping that the person will "get better" and that its just a "phase".

It definitely looks like we're leaning towards creating a digital ad that will alert API Youth Helpers about potential suicidal thinking among their peers - let's continue to flesh this out a little more. For example, how strongly should our language "encourage" them to take a peer's warning signs seriously? I notice that some people have suggested some warning signs for helpers to look for, like self-harming behavior, using substances etc... but should we also consider the more subtle warning signs or "red flags" that were discussed on the webinar (like missing school, social withdrawal) - if so, what other subtle signs should we highlight?

Put yourself in the shoes of an API Youth helper - who are they thinking about, and what would catch their eye?

Let's keep the conversation going! We have until Friday to wrap up comments. Thanks!!



lien.trinh
September 12, 2013 - 9:27pm

Other subtle signs like isolation by being addicted to playing videogames in combination with missing school and lack of motivation to do anything., subtle message posts on fb/social media, physical sx: such as insomnia, eating habits, etc...

ALSO I found this article to be very helpful and relevant to my experiences with API youth and being one myself: <http://newamericamedia.org/2013/09/cultural-stigma-hurts-asian-american-teens-with-depression.php> (<http://newamericamedia.org/2013/09/cultural-stigma-hurts-asian-american-teens-with-depression.php>)

One of the key points they made was the feeling of **pressure** API youth to succeed in the midst of their parents dealing with acculturation issues. There is feelings of **GUILT** when not succeeding or meeting standards of their parents, or fear of **disappointing** parents' who sacrificed life in Asia to come to America for their children. Instead of using the word depression "they will say that they feel bad all the time and don't see the point in doing anything. Or some of them feel that they are a disappointment to their parents, so they don't actually feel depressed, but guilty"

Another interesting point that this article points out is the cultural stigma of mental illness that influences API youth and faulty belief of using good grades as a measure of their well being.

Being a part of two cultures with sometimes conflicting ideals and expectations can be a struggle for many api youth and addressing this early may help them to catch early signs.

Also I had a conversation with one of my colleagues who works in prevention with API youth and he tells me awareness is key. If they are given an idea of what to look out for and what to say, they are more likely to address the situation.



svadharna.keerthi
September 10, 2013 - 1:39pm

Sorry, this was a repost of my first response, but I don't know how to delete this comment



svadharna.keerthi
September 10, 2013 - 1:39pm

Currently, suicide is an issue that's still largely not discussed amongst API youth, but based off of experience in high school and college, API youth would more likely want to discuss things with their peers over their elders, as peers tend to be more similar in API American culture than their elders.

Another thing I think is common in youth in general is the difficulty they face in speaking out due to peer pressure and the desire to fit into the normal. I think it's important that we not only encourage API youth to recognize the signs, but also to listen and reach out in our ad.

Some phrases I think could be a good starting point could be:

Have [your friends] been acting different lately? Listen and reach out, know the warning signs of suicide.

Do you think [your friends/parents] are in pain? Listen and reach out, know the warning signs of suicide.

My thoughts are only along those phrases right now, I'll try and think of more and contribute more to the discussion.



lien.trinh
September 9, 2013 - 10:32pm

I agree that API youth are mostly attuned to their peers rather than their elders as I have seen with the youth that I have worked with in the past, and thus are more likely to reach out to their peers than their elders.

I don't have a particular phrase that comes to mind, but I think one of the hardest things not just for youth, but the general public is asking the direct questions and seemingly overlooking the signs in hopes that the person is ok. I think a phrase about having the courage to ask and potentially saving a life would be a good theme for a phrase.

I like the above idea about giving api youth some questions to think about to help them identify symptoms, and at the end add an additional phrase about how they can help.



ChangeAgent101
September 9, 2013 - 9:59pm

Hello Everyone: I hope you are well.

- I'm thinking a particular segment of API youths could be conscious and concerned with the mental health of both their peers and elders.
- if I had to choose, I would say the youths are more conscious of their peers.
- I think API youths would first contact peers and/or teachers.

I like the question approach:

For peers:

Is a friend suddenly drinking and/or using drugs?

Is a friend repeatedly cutting and injuring themselves?

Is a friend repeatedly talking about death and dying?

For the elders:

Is your relative suddenly sleeping too much or too little?

Is your relative crying daily for unknown reasons?

Has your relative had sudden changes in their appetite?

Has your relative lost interest in things he/she previously enjoyed very much?



tamiknockout
September 9, 2013 - 4:15pm

To respond to the above discussion questions I feel API youth are more likely to reach out to their peers short phrases "your not alone and don't have to be alone survive together". "you can HELP, know the signs".



andyvuanh3
September 9, 2013 - 1:04pm

I would like to have 2 short phrases for bullets 2 and 3: Save a friend from suicidal - Be alert (or aware of) one's in mood change, depression, sadness and becomes quiet. Save a child from suicidal - Be alert (or aware of) your child's in mood change, depression, sadness and becomes quiet.

WORKGROUP DISCUSSION: Register for our next webinar on October 30th



YOUR VOICE COUNTS

WORKGROUP DISCUSSION

Register for our next webinar on October 30th



Theresa Ly
Hi all,

Thanks for all the feedback that you've provided so far on Your Voice Counts. Our next webinar will be on **Wednesday, October 30th from 12-1pm**. At this webinar, we would like to show you some examples of what digital ads look like, and get your feedback on how we could apply digital ads to reaching out to API Youth. The feedback from this webinar, combined with the discussions that we had on Your Voice Counts, will provide us with direction on how our digital ad will be created.

Please register for this webinar here:

<https://attendee.gotowebinar.com/register/8039320413331963905>

If you have any questions, please let me know!

PRIVATE FEEDBACK (#)

3 comments

POST COMMENT
(#COMMENT-FORM)



gardnerp23
October 29, 2013 - 1:10pm

Thank you. I will be at the next webinar tomorrow.

Pamela



gardnerp23
October 29, 2013 - 1:09pm

Thank you. I will be at the next webinar tomorrow.

Pamela



tfowler
October 17, 2013 - 12:00pm

Thank you i have signed up for the upcoming webinar.

WORKGROUP DISCUSSION: Notes from our webinar discussion today (Oct 30, 2013)



WORKGROUP DISCUSSION

Notes from our webinar discussion today (Oct 30, 2013)



Jana_YourSocialMa...
Hello,

Thank you for your time today. As a follow-up to our discussion today, below are the different online ads we reviewed. One of the questions we explored was how to make the ads relevant to API youth and one suggestion included to use anime (japanese style animation). Another idea was to use text to make it relevant such as "In the Asian community we don't always talk about suicide, but his doesn't mean it isn't on our mind..."

Animated Ad: This example was developed for helpers of middle aged men. Some of us liked that it is quick and engaging and might catch the attention of a young person. http://www.adease.com/_digidept/calm/display_ads/v1.html
(http://www.adease.com/_digidept/calm/display_ads/v1.html)

Interactive Ad: This ad is very interactive. This was overall the preferred format with feedback that it should have less information to keep the interest of youth. http://www.adease.com/_digidept/calm/sept_13/v1_filmstrip.html
(http://www.adease.com/_digidept/calm/sept_13/v1_filmstrip.html)

Nemo Video Ad: "Nemo" is short movie that provides viewers the opportunity to click on a "more" button. Once they do it expands to a bigger screen with an option to watch additional videos. For our ad this could feature an animated ad and then offer youth the opportunity to view winning videos from our Directing Change video contest, where youth produced short (60 second) movies about suicide prevention.

Sample Ad: <http://demo.tremormedia.com/creative/cat/demo/index.php?cu=13114>
(<http://demo.tremormedia.com/creative/cat/demo/index.php?cu=13114>)

Sample Videos: <http://www.directingchange.org/directing-change-regional-winners/>

One of the key decisions we made as a group was that our online ad will reach peers of API youth.

Again, thank you for your time and insights!

PRIVATE FEEDBACK (#)

7 comments POST COMMENT
(#COMMENT-FORM)



jd77
November 21, 2013 - 3:24pm

I do like that the ads are not 'doomy' and somewhat lighter and approachable in addressing this topic. While the obvious point is to cater to the API youth audience, I think it should be done in a more subtle way than making any statements such as 'we Asians' or in the 'Asian community' unless they are backed by some visible statistics that may be surprising to some in the intended audience. Part of the problem with this is, who is the audience (read: who is

considered A/PI? Are we targeting SE Asians, South Asians, Middle Eastern etc.?) For example, if there was an anime-themed ad, it would only really speak or appeal to certain audiences of 'Asians' (in my experience Far Eastern, SE Asian, and Filipino youth). Also, would this sort of ad appeal to say, a youth gang member, who is very likely to experience symptoms of suicide ideation?



gardnerp23
November 17, 2013 - 9:57pm

Hello... I watched a couple of the directing change videos. The winner, Allen's video was similar to what I mentioned may be catchy to API Youth during our workgroup discussion (similar to the draw my life video's that are very popular on You Tube.) Maybe there could be a link to this video or something similar to this. I think that Allen's was informative, direct and catchy to help with suicide prevention. The others were good to but I really liked Allen's animation / video.



Jana_YourSocialMa...
November 20, 2013 - 8:53pm

That is a great video!



andyvuanh3
November 5, 2013 - 9:17am

After watching them again, I like the Animated Ad the most. Messages are so obvious and condensed compare to other two ads, but it appears fast so I can't read all information.



Jana_YourSocialMa...
November 20, 2013 - 8:53pm

Thanks



tamimnockout
November 2, 2013 - 9:02am

I enjoyed the animated signs. I liked that they acknowledged that suicide is not talked about much but that it doesn't mean that it's not on someone minds. The information appeared fast maybe slow it down a little. I really liked the interactive ad, very informal and suggestions on how to approach someone experiencing depression very helpful. The videos posted by students was very empowering. I would recommend the "Hey Allen" one they did an awesome job capturing the physical complaints used as a symptom of depression as well as other warning signs. The Tell Someone video the information and poem were faced paced. The Reach Out video was great at demonstrating the thoughts of the friend of someone who might be thinking about suicide. It was great that all the videos were produced by youth of different cultures. Don't worry I will not comment on all the videos posted by the students last one I do want to comment on would be the Just Takes One Video, the idea of splitting the screen to show the difference of feeling hopeless, depressed, and isolated versus how the student presented self when not feeling depressed. I would recommend that if a video is considered for the API youth to use not only peers but family members as well. Many API have a strong value on family so representing the family being supportive or responsive would be beneficial for the video ad. For the ad's I would agree to use anime to appeal to the API youth. I would use family as well because API youth may feel shame or guilt of disappointing their parents/elders and displaying support from respected adults could reduce the stigma and resistance of talking about depression/mental illness, and suicide. Also, creating information for API adults on the severity of the issue of suicide with statistics, prevalence, risk factors, and protective factors.

WORKGROUP DISCUSSION: Workgroup Update



WORKGROUP DISCUSSION

Workgroup Update



[Jana YourSocialMa...](#)
Hi,

I just wanted to give you a quick update and let you know that we are working on creating the digital ad. We are exploring a modified version of the interactive ad using the anime style that was suggested by the group. I hope to have a draft in the next 2-3 weeks. So stay tuned!

In the meantime, my colleague Eunice will be emailing all of you to confirm your mailing address for the stipend.

PRIVATE FEEDBACK (#)

1 comments

POST COMMENT
(#COMMENT-FORM)



Sky
November 21, 2013 - 6:04pm

Thanks for the update. I look forward to seeing the digital ad!

WORKGROUP DISCUSSION: Please provide feedback on script by 5pm Tuesday January 14th



WORKGROUP DISCUSSION

Please provide feedback on script by 5pm Tuesday January 14th



[Jana YourSocialMa...](#)
Hello,

Please take a look at the this script (also as a pdf below) and offer feedback. The script will be turned into a digital video/ad with anime illustrations as the workgroup suggested. There will be three "buttons" that expand to reveal information interspersed throughout the video/ad. The content for these buttons is provided below.

Is the scenario appropriate?

Is the dialog culturally appropriate for API youth?

Please provide feedback by 5pm Tuesday January 14th.

In advance, thank you for your time.

Background

Setting perhaps a street or outside a school location. Two girls.

Script:

GIRL 1: "Finally! The weekend's here! Let's do something"

GIRL 2: "I'm not in the mood" (And the at-risk person clearly is withdrawn)

GIRL 1: Is everything okay? You haven't wanted to do anything for awhile now.

GIRL 2: "I don't know. Compared to everyone else, I just feel like such a failure"

GIRL 1 "I'm sorry you feel that way". But things will get better".

GIRL 2: But I feel so trapped. I'm letting everyone down.

GIRL 1: "No, you're not." "But I can tell something's wrong. How can I help? What can I do?"

Girl 2: Nothing. There's no point.

Girl 1: "I have to ask you something because I care about you - Okay? I need to know if you're thinking about ending your life?"

Expandable/Interactive pieces

Content would appear on separate slides with an anime background. This is not dialogue, rather information for the viewer to read and act on.

BUTTON: Do you think a friend is in pain?

REVEAL: Pain isn't always obvious. If you have a friend that expresses that they feel overwhelmed by stress, like a disappointment to their family, feel trapped, or don't know how to accept small failures, you may want to follow up with them and ask if they are thinking about suicide. Visit URL for a list of warning signs.

BUTTON: Are you worried about a friend?

REVEAL: Start a conversation. Be direct when asking about suicide. If you don't feel comfortable asking, find a trusted adult who can. Actively listen to your friend's concerns. Let them know they are not alone and you are there to help. "You're not alone, I'm here for you."

BUTTON: What if the answer is yes?

REVEAL: If so, get help. Don't worry about saying the wrong thing. Just show them you care and are there to help. Stay with the person (unless it is a dangerous situation), and get them to help. No one will get "in trouble", your friend needs help. You can't do this alone, and you don't have to. Go to a trusted adult, a mental health professional, or call a crisis line. Call 911 if the situation is critical.

PRIVATE FEEDBACK (#)

Attachment:

 CALM Anime Copy Rev.pdf (http://www.yourvoicecounts.org/sites/default/files/topics/CALM_Anime_Copy_Rev.pdf)

11 comments

POST COMMENT

(#COMMENT-FORM)



Stan_YourSocialMa...
January 14, 2014 - 9:17am

Thoughts on Script:

I agree with previous comments that recommend avoiding "blanket" statements as responses to someone expressing invitations for follow-up (warning signs).

Script revision *suggestions* below:

GIRL 2: "I don't know. Compared to everyone else, I just feel like such a failure"

GIRL 1: "~~I'm sorry you feel that way. But things will get better.~~ What is making you feel this way?"

GIRL 2: "I just feel so trapped, like I can't keep up with things. I'm letting everyone down."

GIRL 1: "~~No, you're not. But I can tell something's wrong.~~ I can't imagine how hard this must be for you, but I want to understand and I am here for you. How can I help? What can I do?"

Girl 2: Nothing. There's no point.

Girl 1: "I have to ask you something because I care about you - Okay? I need to know if you're thinking about ending your life?"

Thoughts on Expansive/Interactive Pieces:

Overall, I think the format is effective and the information useful. I recommend a few minor edits with some of the wording.

Button 1

- Current: Do you think a friend is in pain?
- Recommendation: Do you think a friend is in emotional pain?
- Current: Pain isn't always obvious.
- Recommendation: Pain isn't always obvious. *Emotional or mental pain is just as real, and needs to be addressed.* If you have a friend...
- Notes: Pain is mentioned in both the question and the first line of response BUT not after that. I think it may be valuable to mention what is meant by pain.

Button 2:

- Current: Start a conversation. Be direct when asking about suicide...
- Recommendation: Start the conversation. *Be direct and ask "Are you thinking about ending your life (less direct approach)?"*...

- Notes: It may be valuable to actually model how the question will sound/look. Based on previous feedback regarding API youth, it may be more realistic to use the words "ending your life" instead of "suicide".

Button 3

- Current: What if the answer is yes?
- Recommendation: *What if someone tells me they are thinking about suicide?*
- Current: If so, get help...
- Recommendation: *If someone tells you they are thinking about ending their life, here are some ways to help.*



Sky
January 13, 2014 - 9:49pm

I think the dialogue looks great! But I have some suggestions about a few of the lines in the dialogue. I think these may have a stronger impact on API reading the script:

Line 2 is a little general, perhaps to demonstrate that she's "not in the mood" she could say something along the lines of: "I just want to stay at home. I don't feel like going out." (Cleary withdrawn)

Line 3 to put in words that an API youth might use: "Is everything okay? You haven't wanted to hangout with anyone lately."

Line 5, I agree with Theresa about omitting the "But things will get better." On the Suicide Prevention crisis line we're supposed to validate the callers feelings instead of saying positive blanket statements because it makes the caller feel defensive and not understood.

Line 7, the response "No, you're not" after Girl 1 says "I'm letting everyone down," has the same issue as line 5. The response is dismissive of how Girl 1 feels, so I would recommend omitting "no, you're not," and leave it as "I can tell something's wrong. How can I help? What can I do?"

For the Expandable/Interactive Piece:

When the visitor clicks on the URL for suicide warning signs, I think the warning signs should be in bullet points, big font, and easy to read. The visitor should be able to easily scan through the signs.

Also there was mention of calling a crisis line for the last button "what if the answer is yes." I'd like to mention that a crisis line phone number should be easily visible on the page.



new
Jana_YourSocialMa...
January 15, 2014 - 3:39pm

Thank you. These are excellent suggestions and I appreciate that you provided such specific suggestions.



Theresa Ly
January 13, 2014 - 10:52am

Here are my general thoughts about the script & interactive pieces.

Script

- GIRL 2 line #2 ("I don't know... compared to everyone else, I feel like such a failure") -- the "failure" piece here is coming out of nowhere. Can we contextualize that a bit in this line? For example, we could say something like, "I don't know. I feel like there's too much going on and I just want to be at home. I'm sorry I can't go out - I feel like I'm failing you and everyone else". GIRL 1 response could be something like, "You're not failing me. Is something wrong?"
- As a general rule and in following with some suicide prevention gatekeeper trainings, it's

important to not jump to the "But things will get better" language when someone has opened up and said that they are feeling depressed/a failure/wanting to kill themselves. I would take that sentence out.

Interactive piece

- To respond to the comment that we should include more signs of suicide, I think it's important to highlight the warning signs that are more likely to be exhibited by API youth (as we have discussed in this workgroup) - these are things that are close to their heart, and they will be more sensitized to them. To learn more about other warning signs, people can visit the suicideispreventable.org website, which lists many more warning signs that are less tied to cultural groups.
- For the Reveal section for the button "Do you think a friend is in pain" - I suggest the last sentence should be Visit URL for a list of signs to look for that could indicate that your friend is thinking of suicide" (or something to that effect - people may not understand what "warning signs" mean)
- For the Reveal section for the button "Are you worried about a friend", I would change the button to "How do I ask them about suicide?" (since "Are you worried about a friend" basically sounds like the first button, "Do you think a friend is in pain"). Also refer people to the URL for the "Find the Words" section.
- For the Reveal section for the button "What if the answer is yes?" - Take out the "Just" in the third sentence (so that the sentence reads: "Show them you care and are there to help". Using the word "Just" seems to trivialize the whole act of helping someone who says that they are suicidal.



andyvuanhg
January 13, 2014 - 8:40am

The script is good but I agreed with Sakim that we should have more information about warning signs of suicide instead of just focusing on specific scenario.



sakim
January 12, 2014 - 9:59pm

The scenario appears to be a common theme among API youth, the feeling of "failure" and constant strive for success. It is culturally appropriate and many API youth may identify themselves with such scenario. However on the expandable interactive piece section, I would be more general about the warning signs of suicide rather than being too specific about the scenario since feeling like a failure or stress may not be the only warning signs. Maybe adding a comment such as: there are many warnings signs which may indicate that your friend may be in pain... Some of the signs include etc.. Since depression and mental health issues are the leading cause of suicide, it would be also maybe informative to provide some information about depression and link to suicide. I think since the API community continues to have some stigma attached to depression or mental illness, it can be helpful to provide more psycho education about mental health... Indicating that obtaining therapy is not for "crazy" people.

in the section which talks about

: what if the answer is yes? I would recommend to put more explanation about mental health professionals. It is quite unlikely of API youth to seek a mental health professional due to the stigma around mental health. Also instead of mental health professional, the word counselor may sound more approachable.

thanks for all your work :) it's great that you are working on this project for API youth.



new
Jana_YourSocialMa...
January 15, 2014 - 3:37pm

Thank you- these are excellent suggestions and we can integrate them into the script. I think we have received a lot of feedback to focus on the warning signs or risk factors that are specific to API youth and refer individuals to the website for a complete list of warning signs.

Our goal is to encourage people who click on our ad to visit the website. I am also not sure that this ad allows us enough space to also focus on depression and the link to suicide and messaging around reducing this stigma, but this is a very important point and should be considered for future efforts.



ChangeAgent101
January 12, 2014 - 6:31pm

Hello: the scenario and information/resource section are excellent. The content used in the scenario is appropriate because it demonstrates the seriousness of situation while maintaining consistency with the type of words API youths may use or may not use when discussing mental health concerns. I think the final product will be great!



new
Jana_YourSocialMa...
January 15, 2014 - 3:37pm

Thank you!



lien.trinh
January 10, 2014 - 2:19pm

I would say instead of the line "things will get better" because for depressed people they may not feel that way is to ask "you want to talk about it?".

are there ones geared toward males as well? I feel like just focusing on females may stereotype this as more of a female issue.



Theresa Ly
January 13, 2014 - 10:37am

Hi Lien,

Thanks for your response here. I like this idea of asking "Do you want to talk about it" instead of "things will get better" - the language sounds much more empathic.

With regards to the focus on females - unfortunately, we are limited to only doing ONE digital ad to reach ALL API Youth, and we're also limited to having only one person portrayed as being "at-risk" and one person who acts as the helper. The Know the Signs team made the call on this, since we didn't have an explicit conversation about it here on the workgroup, but according to data (<http://www.sprc.org/sites/sprc.org/files/library/API%20Sheet%20August%2028%202013%20Final.pdf>), API female youth report more suicidal thoughts and behaviors than Asian males. That's why we decided our "at-risk" person should be a female to reach that audience. We also decided that young women are more likely to speak to other women as well, which is how we came up with two girls portrayed in the digital ad. **However, if you have some other thoughts about the gender of these actors, please provide your input here (anyone else in the workgroup can also discuss this as well!)**

WORKGROUP DISCUSSION: Storyboard-Please provide Feedback



WORKGROUP DISCUSSION

Storyboard- Please provide feedback



Jana_YourSocialMa...

Hi,

Here is the storyboard for the digital ad reflecting the many great suggestions you



http://www.yourvoicecounts.org/sites/default/files/topic-images/API_Interactive_Anime_Boards_012114_v1_Page_1.jpg

provided for the script. The script is now finalized, and we would like your feedback on the storyboard and images. The final product will be a video and throughout the video a person can click on the "expandable pieces" to get more information.

Please provide feedback at your earliest convenience and no later than 1.24.2014. You can view it by clicking on the pdf below.

PRIVATE FEEDBACK (0)

Attachment:

[API_Interactive_Anime_Boards_012114_v1.pdf](#)

http://www.yourvoicecounts.org/sites/default/files/topics/API_Interactive_Anime_Boards_012114_v1.pdf

5 comments POST COMMENT

[@COMMENT-FORM](#)



new

ChangeAgent101

January 24, 2014 - 7:01pm

The animation compliments the revised script well. After reading the script, I felt that the girl on the left needed urgent attention. I like how the resource section is concise and direct about what to do in this situation. Perhaps a couple of tears on her would amplify the critical need for intervention. Great job Everyone!



new

Jana_YourSocialMa...

January 27, 2014 - 1:06pm

Thank you!



new

lien.trinh

January 23, 2014 - 2:44pm

It looks good to me. Love the animation :)



new

Jana_YourSocialMa...

January 27, 2014 - 1:07pm

Thank you!



new

Theresa Ly

January 23, 2014 - 2:18pm

Hello everyone! Just a reminder that we need your input about the attached story board by **TOMORROW**. All comments are welcome!

WORKGROUP DISCUSSION: Please offer your thoughts on these concerns about the ad



WORKGROUP DISCUSSION

Please offer your thoughts on these concerns about the ad



Jana_YourSocialMa...
Dear Workgroup members,

We received feedback from a young API woman on the storyboard for the online

http://www.yourvoicecounts.org/sites/default/files/topic-images/API_Interactive_Anime_Boards_013014_v4_Page_1.jpg



ad. She was concerned that the storyboard comes across as internally racist, assuming all API youth will be interested in something that is drawn in anime style. She feels that some API youth might even be turned off by it, because it is so commonly stereotyped towards API.

We are in the final stages of production and are scheduled to go live at the beginning of March. And while I understand that not every API youth is going to like or prefer this style, I do want to be sure that it is not perceived as racist or offensive.

Please let me know your thoughts at your earliest convenience and, if at all possible, gather additional feedback from API youth. In your notes back to us, indicate their age. As a reminder, our target audience are peer helpers (not the person at risk) ages 16-24.

In addition, we are working on gathering feedback from API youth in a focus group next week and will report those findings to you as well.

Thank you for your time!

PRIVATE FEEDBACK (0)

Attachment:

[API Interactive_Anime_Boards_013014_v4.pdf](http://www.yourvoicecounts.org/sites/default/files/topic-images/API_Interactive_Anime_Boards_013014_v4.pdf)
http://www.yourvoicecounts.org/sites/default/files/topic-images/API_Interactive_Anime_Boards_013014_v4.pdf

7 comments [POST COMMENT](#)
(#COMMENT-FORM)



gardnerp23
February 23, 2014 - 8:58pm

I do not find this ad racist. I am Asian (multicultural) myself. I asked younger API family and friends for feedback and they agree. No ad will be appealing to everyone. I don't think we were assuming all API youth like Anime. Anime is a huge industry that reaches many from many cultures across the board. Other cultures and countries (who are not API) also create and enjoy Anime. I think this format is engaging.



Jana_YourSocialMa...
March 3, 2014 - 6:33am

Thank you! I just posted the results from our focus group with youth and we are going to move forward with the Anime style ad.



ChangeAgent101
February 23, 2014 - 6:53pm

Hello: This anime is racist? That never entered my mind. I wonder what is the racist or stereotypical part? If we changed the physical features of the characters to resemble other ethnic groups...would it also be viewed as racist to that respective group depicted?

All these questions depends on each viewer's perspective. Thus, it is subjective.

I still think the format was a great selection. It is visually appealing and thus has the potential to attract the attention of a wider target audience, not solely API youths.

I surveyed 3 API (Vietnamese and Chinese) young adults ages 18, 19 and 21 currently in college. I also got impressions from 5 individuals who are not of API heritage and beyond the target age range. No one felt the anime was racist. They all gave positive feedback. I believe in this project.

Good day to all...

Tom



Jana_YourSocialMa...
March 3, 2014 - 6:34am

Thank you for your thoughts and also running this by API Youth. I just posted the results from our focus group with youth and we are going to move forward with the Anime style ad.



Sky
February 22, 2014 - 12:39am

I am half Japanese and I don't find this racist either. I don't think anyone will read this and assume it is directed at API unless they were told that it was directed at API.



Jana_YourSocialMa...
March 3, 2014 - 6:34am

Thank you! I just posted the results from our focus group with youth and we are going to move forward with the Anime style ad.



Theresa Ly
February 20, 2014 - 2:46pm

Hi everyone,

As a Chinese-American, I don't perceive these ads to be racist. I wholeheartedly enjoy old school anime style shows and movies like Sailor Moon & the Miyazaki films and I feel like anime is pretty insular to East Asian communities. I'm sure not all API youth will be familiar or drawn to anime-style drawings, but I don't think any one ad could possibly reach the breadth of all API youth that are out there. However, as a group, I think we want to make sure that anime ads are NOT inherently racist. Would appreciate your thoughts.



WORKGROUP DISCUSSION

Results from focus group with API Youth



Jana_YourSocialMa...
Dear Workgroup Members,

I have attached the notes from the focus group with API youth. On Saturday February 22, the focus group took place with 16 API youth between the ages 15 and 22. They provided very useful and clear direction to adjust the opening of the video to immediately make it clear that this is an ad about suicide prevention. Overall they provided positive feedback about the ad and dialog in general. Whereas a few really liked the anime style, there were some that felt the medium did not match the seriousness of the topic and several who explained they didn't watch a lot of anime movies. A key take-away from the group was that as long as we made it clear that the ad is about suicide prevention and being there for a friend, a topic that mattered to all of them, the look of the ad was secondary. None of the participants brought up that they felt the ad was racist or stereotyping API youth.

Next Steps:

- Move forward with the current ad using the anime style, but adjusting it with focus group recommendations.
If there is funding available in the future to develop additional materials, we continue the workgroup and expand members to include a range of API youth. (For those who are interested to continue and with additional stipends)

PRIVATE FEEDBACK (#)

Attachment:

API Youth Focus Group 2 22 2014.pdf (http://www.yourvoicecounts.org/sites/default/files/topics/API_Youth_Focus_Group_2_22_2014.pdf)



WORKGROUP DISCUSSION

Final API Youth Digital Ad



Jana_YourSocialMa...
Hello,

Here is a link to the "staged" interactive digital ad. Click on "rollover to expand" to experience the interactive component.

Link: http://platform.mediaind.com/EyebLaster.Preview.Web/Default.aspx?
previewParams=JMj2C6ing2DJP4IMbeE767ep19jpURHnSVovtdNdVsg7r4uwNan2Wx3v51m9R5EAYfe
US (http://platform.mediaind.com/EyebLaster.Preview.Web/Default.aspx?
previewParams=JMj2C6ing2DJP4IMbeE767ep19jpURHnSVovtdNdVsg7r4uwNan2Wx3v51m9R5EAYfezfIHIFUWUgR3tQm
US)

The media buy for the API youth online ad is an "interactive pre-roll unit". The age group we are targeting is 15-24 and the media buy will target video channels that are used by API youth in this age range. "Pre-roll" is the name of an online video commercial that appears prior to an online video, it is typically :10 - :15 seconds in length. Once you click on certain online video links, you will be forced to watch a short commercial before the video content, in this case our ad. This snippet of online advertising is known as "a pre-roll" or just "pre-roll" (as opposed to a mid-roll or post-roll).Pre-roll looks the most like traditional TV commercials, and online advertisers claim it is better for three main reasons: 1) It has increased accountability (you are forced to watch it), 2) it targets a more engaged user due to its on-demand format (you clicked on the link to see it), and 3) it has a handy interactive component (you can take an action regarding the ad if you're interested). Some websites let you skip over the commercial spot, but most do not.

The ad will go live sometime in May. Thank you for all of your support and input.

PRIVATE FEEDBACK (#)

0 comments POST COMMENT
(#COMMENT-FORM)

APPENDIX B: Workgroup Member Roster

Name	Organization	County	Qualifications
Sky Jacobsen, Crisis Line Volunteer	Suicide Prevention of Yolo County	Yolo	I graduated from UC Davis with a BA in psychology. In addition to volunteering for the SPYC, I was a research assistant for the Self and Social Identity Lab with Dr. Pickett. I would like to participate in the API youth workgroup, as the community I grew up in was mostly Asian and Pacific Islander.
Lien Trinh, Mental Health Therapist	Pacific Clinics	Los Angeles	I have worked with youth in various capacities ranging from summer camp counseling inner city youth, mentoring API youth and counseling high school students at Westchester Enriched Sciences Magnet as a psychiatric social work intern. I have an interest in working with youth suffering from trauma and depression and have a passion for bringing awareness to the issue as well as breaking down stigma. I am currently Mental Health First Aid certified.
Tom Pham, Social Worker	LA County Department of Mental Health	Los Angeles	As a school social worker, I have facilitated support groups involving both API and LGBTQ students. I also have experience working as a community outreach worker conducting workshops on mental health and suicide awareness in the Hollywood area. I hope and believe this opportunity will improve my understanding of how the issue of suicide affects the Asian communities, particularly the Vietnamese community of which I am a member
Tammy Fowler	Mental Health Systems of San Bernardino	San Bernardino	I recently received my BA and have worked with youths for 19 years now. I feel as though this would be an excellent experience.
Tamiko Wiley	Mental Health Systems of San Bernardino	San Bernardino	I have taken courses in working with TAY. I am currently in my last year in the MSW program at APU. This will be a great learning experience. I have also provided some crisis intervention.
Svadharna Keerthi	Center for Pacific Asian Families	Los Angeles	I have gone through the 65 hour training to be an advocate for sexually assaulted and domestic violence survivors especially in API communities. I am excited in contributing what I can to suicide prevention because of people close to me who have been suicidal, and I hope I can be able to assist in any way that I can.
Vu-Anh (Andy) Tran	CalOptima	Orange	I have been providing services for Medi-Cal members at CalOptima, a Medi-Cal office in Orange County, for more than 8 years. Before that, I was a case manager for Family Intervention Program at Lutheran Family Services for 3 years, and a Program Coordinator for Partnership Trafficking Victims in OC for 5 years. As a Family Intervention Case Manager, I assisted Vietnamese Family Members, youth and parents, to adapt to their new lives and resolve the conflicts between them while living in the US. I have been a Vietnamese teacher for several years, and am a Committee member of Boy Scouts of America
Pamela Gardner	Visions Unlimited	El Dorado	I have 8 years of experience working in community mental health settings. I have worked with many clients and families from diverse backgrounds. I have assisted in all aspects of prevention, safety and awareness about suicide as well as have collaborated with other professionals regarding suicide/harm to self situations with clients. I am interested in participating so I can share my knowledge and experience as well as gain knowledge and experience in preventing suicide and eliminating stigma

APPENDIX C: Recruitment Flyer



Workgroup Participants Needed

Contact: Jana Sczersputowski – jana@yoursocialmarketer.com – 858 740 4381.

The Know the Signs suicide prevention social marketing campaign is looking for workgroup participants to assist in the development of culturally and linguistically competent materials. Please recommend yourself, a colleague or community member. Responsibilities include:

- ✓ An estimated time commitment of 10-15 hours between July 1, 2013 and September 30, 2013.
- ✓ Participation in one-on-one phone calls with campaign team members.
- ✓ Participation in conference calls as needed.
- ✓ Provide input and review creative materials.
- ✓ Assist with the development of a distribution plan

We are looking for approximately 5-8 participants in each workgroup. Participants who are selected will be compensated for their time with a \$300 stipend.

First and Last Name:	
Organization (if applicable):	Title (if applicable):
Email:	Phone:
Briefly describe your qualifications for this workgroup and why you are interested in participating.	

We are looking for individuals with experience working with or conducting outreach to these different groups. **Please mark which of these 11 workgroup(s) you are interested in**

- African American
- API Youth
- LGBTQ Youth
- Low literacy Spanish-speaking individuals.

Workgroups for the development of materials reaching individuals who speak these languages:

- Vietnamese
- Tagalog
- Cantonese/Mandarin
- Hmong
- Khmer
- Korean
- Lao

The Know the Signs campaign is part of statewide efforts to prevent suicide, eliminate stigma about mental illness and improve student mental health. The Know the Signs suicide prevention social marketing campaign prepares Californian's to prevent suicide by encouraging them to **know the signs, find the words** to offer support to someone they are concerned about and reach out to **local resources**.



Know the Signs » Find the Words » Reach Out

suicideispreventable.org

APPENDIX D: Focus Group Notes

API YOUTH FOCUS GROUP

PARTICIPANT DEMOGRAPHICS

A focus group was conducted with participants from San Diego County on February 22, 2014. A total of 16 participants representing the Asian Pacific Islander community and between the ages of 15 and 22 participated in the one hour focus group.

Participant demographics:

- Vietnamese, Male (16)
- Chinese, Male (15)
- Vietnamese, Female (18)
- Vietnamese/Korean, Male (16)
- Vietnamese, Male (17)
- Chinese/Vietnamese, Female (17)
- Filipino, Male (15)
- Filipino, Female (18)
- Vietnamese, Male (20)
- Laos, Female (18)
- Vietnamese, Female (17)
- Korean/Vietnamese, Male (15)
- Filipino, Male (16)
- Laos, Male (22)

DISCUSSION ABOUT SUICIDE PREVENTION

The following are some of the responses provided by the participants.

Question 1: If a young person is going through an emotional crisis and even has thoughts of suicide, who would they be most likely to turn to for help?

Participants suggested they would turn to a close friend or a mentor.

Question 2: If you were concerned about a friend, what would you do?

Most participants stated that they would talk to their friend directly. A little over half of the participants agreed that they would feel comfortable asking a friend if he or she was thinking about suicide if they were really concerned about the person. One person also suggested that they might share their concerns with a trusted adult, without revealing the name of the friend, to get advice about what to do.

Question 3: Are peers appropriate as “helpers” of a young person in need, meaning are they in a position to recognize that something might be wrong and to alert a trusted adult?

For this question participants were offered 3 choices for the “helpers” of a young person in need: parents, peers (youth), both.

2 participants believed **parents** would be the appropriate “helpers”.
5 participants believed **peers** would be the appropriate “helpers”.
9 participants believed **both** would be the appropriate “helpers”.

Participants felt that peers were in the best position to notice warning signs since they close and know each other well. Three participants also noted that API youth were unlikely to open up to their parents about how they are feeling or would try to hide how they are feeling. However, the majority felt parents should also be educated on the warning signs of suicide since it is such an important topic and because they might be able to pick up on behavior changes that the at risk may only at home.

DISCUSSION ABOUT ONLINE AD

Each participant was provided with a copy of a storyboard of an online ad designed to reach API youth with information about suicide prevention. They were asked to review and carefully read the ad, but not discuss it with anyone else, and then on the count of three to provide a “thumbs up”, “thumbs down” or “somewhere in the middle”.

3 participants gave a “thumbs up” to indicate they really liked the existing ad
2 participants gave a “thumbs down” to indicate they really didn’t like the existing ad
11 participants gave a “thumbs somewhere in the middle”

When prompted those who gave a “thumbs down” or “somewhere in the middle” provided feedback that the opening of the ad was not direct enough. Two participants didn’t like the color and two participants felt that the medium (cartoon/anime style) did not match the seriousness of the topic of suicide. Of those who really liked the ad, two liked the choice of anime and one just liked the ad overall because it is an important topic for young people.

Question 4: In 10 words or less, what is this ad about?

Participants all agreed that it is about a friend being concerned about another friend and noticing signs of suicide.

Question 5: Who is this ad trying to speak to? Who is it relevant for?

Participants all agreed that it was speaking to friends of a person who is sad and depressed and possibly thinking about suicide.

Question 6: Is the dialogue “real” and reflect the way someone like yourself would talk to a friend?

Several participants commented that it did not feel like a natural progression to end the conversation with asking about suicide. They felt this was very unrealistic and abrupt. One participant pointed out that youth would be able to deduct that the ad was providing guidance on what to notice and say and is not intended to be a realistic conversation.

- Suggestions included ending the ad with: Does this conversation sound familiar to you? Find out how you can help.
- All participants felt very strongly about changing the beginning of the ad. To grab their attention and to communicate that this ad is something they should pay attention to, the ad should speak to them directly and immediately get to the point of the ad.
- Suggestions included to begin with a direct statement such as:

- How do you know if a friend is thinking about suicide?

Question 7: The style of the ad is “anime”. Is this an appropriate way to communicate with someone like you?

- Two participants liked the anime style (a boy and a girl) and said they found it appealing.
- The current opening dialog is not engaging and, combined with the style, would make youth believe it is an ad about a TV show, not a topic they should pay attention to.
- Participants felt that anime is for entertainment and might not be appropriate to communicate a serious topic such as suicide prevention.
- Three participants noted that they really didn’t like the yellow, bland colors of the ad and the majority of participants agreed that the font was very hard to read, blends into the background and should be larger.
- A few participants suggested that API youth are drawn to dramatic colors and more exaggerated facial expressions. The ad should be darker, dramatic and facial expressions of the person thinking about suicide should be more intense than those of the youth in the storyboard.
- 9 participants believe the two individuals talking should be the same gender; 7 participants believe the two individuals talking should be a boy and a girl
- One participant suggested the opening should show two friends, one in the front and the other in the back fading away, with a caption that reads something similar to *what if you’re best friend was gone?* or *What if you lost your best friend?* or *“What if your best friend is thinking about suicide?”*
- Alternate suggestions included a video (or photos) of real API youth, talking to those viewing the ad, directly about warning signs and what to do, using a more realistic cartoon style, 3D animation or a typography video illustrating the dialog.

Would you pay attention to this ad?

Overall the group agreed that the ad needed to be more direct and get to the point of the ad right away to draw them in. That would be the hook. Then the rest of the information (warning signs and what to do) would be helpful. They noted that while it is important for the ad to be engaging, if it was clear from the beginning that the topic was about suicide, they would pay attention no matter what the ad looked like.