

Pain Isn't Always Obvious

# KNOW THE SIGNS

Suicide Is Preventable

## Online Advertisement to Reach Helpers of API Youth

Following a collaborative community input process, the Know the Signs suicide prevention campaign developed an interactive online advertisement to reach peers of Asian and Pacific Islander (API) youth who can act as helpers to youth at risk for suicide. The 30-second video is an interactive digital ad that allows the viewer to click on three links that expand to provide more information about suicide prevention and local resources.

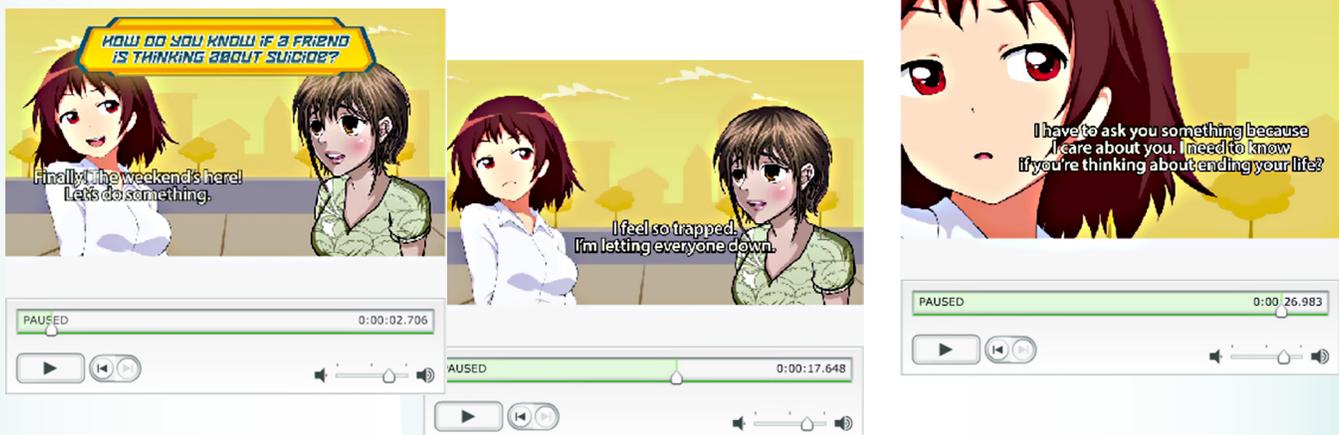
### The Collaborative Workgroup Process

A statewide workgroup guided the development of the digital ad. Workgroup members contributed their knowledge of this group's cultural characteristics based on their personal and professional experience in related fields such as: mental health services, social services, advocacy, crisis response and intervention, suicide prevention, community outreach and healthcare. Workgroup member suggestions aided in the development of an Anime-style interactive ad to capture the attention of API youth statewide. A focus group was held in San Diego County to test the digital ad with a group of youth who provided additional feedback on the style and approach of the ad. The staged interactive ad opens up with casual dialogue between two young girls and develops into one of the girls asking the other about behaviors and warning signs that make her concerned for her friend. Next, the viewer is encouraged to interact with the ad and is presented with a new slide and a 'rollover to expand' button where three options for more information show up:

- Do you think a friend is in pain?
- How do you ask them about suicide?
- What if someone tells you they are thinking about suicide?

### Available Materials

For information about using the online ad please contact: [sherry@civilian.agency](mailto:sherry@civilian.agency).



The Know the Signs campaign is part of statewide efforts funded by counties through the Mental Health Services Act, formerly known as Prop 63. For more information visit [www.suicideispreventable.org](http://www.suicideispreventable.org).

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MATTERS  
California's Mental Health Movement

