Audio Trouble Shooting

• If you are using the audio on our computer (meaning you did not call-in on your phone), check the status of your microphone – it should be unmuted.

• To participate via phone go to the Go2Webinar control panel and under "Audio" and for "Use", click "Telephone" instead of "Mic & Speakers". Then use a telephone to call into the webinar using the phone number provided. You must include the Audio Pin #
Introductions

Anna Vue  
Solsken Public Relations & Marketing  
Sacramento, CA

Christina Nip  
NICOS Chinese Health Coalition  
San Francisco, CA

Eunice Miranda  
Your Social Marketer  
Orange County, CA

Jana Sczersputowski  
Your Social Marketer  
San Diego, CA

Dixie Galapon  
Union of Pan Asian Communities (UPAC)  
San Diego, CA

Stan Collins  
Your Social Marketer  
San Diego, CA
Welcome!

• Please mute your line
• If you have a question, please type it into the “Questions” box.
Share details about the collaborative community input process used for the development of the materials

Provide an overview of available materials

Case studies from community partners who aided in the development and distribution of the materials

Discuss ideas for potential partnerships for future dissemination of the materials
Please tell us a little bit about yourself. Which of the following do you represent?

- Community-based organization
- County agency
- Educational institution
- Research
- Other
EACH MIND MATTERS
California's Mental Health Movement

www.eachmindmatters.org
The Know the Signs 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.

For more information visit the campaign websites:

www.suicideispreventable.org
www.elsuicidioesprevenible.org
Do you work in Suicide Prevention or Mental Health?

- Suicide Prevention
- Mental Health
- Both
- Neither
Using a Community Participatory Process to Culturally Adapt Suicide Prevention Materials
1. Identify areas with highest population concentration
2. Recruit participants
3. Provide stipends and clear participation parameters and expectations
Workgroup Discussion Questions

- Who is at risk in this community and who are potential helpers?
- How is the topic of suicide discussed or not discussed in this community?
- What are existing suicide prevention materials aimed to reach this group?
- What types of materials would resonate or work most effectively for the helper? In what settings/format can we reach the helper?
- What resources should be listed?
- What kind of image/setting would be most appropriate? (e.g. Photo or Illustration?)
- Discuss strategies for distribution of outreach materials.
1. All discussions are housed on Your Voice Counts
2. Introductory Webinar
3. Engagement through different formats
   - Email
   - Phone
   - Online discussions and voting
   - Webinars
4. Community Partnerships
   - Focus groups
   - In language copywriters
   - Partnership with community-based organizations
   - Design
Questions?
Overview of Materials

Lao
Chinese (Traditional)
Cambodian (Khmer)
Vietnamese

Hmong
Korean
Filipino (Tagalog)
Materials for the Lao Community

Materials:
• A bilingual brochure (English/Lao)
• A poster reaching helpers of all ages (Lao)

Community Partner:
Center for Lao Studies
EMM: Materials for the Lao Community

Materials in Lao:
• Television PSAs
• Myth vs. Facts Mental Health Fact Sheet
• Vocabulary Matrix
• Mini-documentary

Community Partners:
• Center for Lao Studies
• Wat Lao Phosiesattanak
• FIRM

Resource: http://www.eachmindmatters.org/great-minds-gallery/
http://www.speakourminds.org/resource-language/lao/
Materials for the Hmong Community

Materials:
• A bilingual postcard (English/Hmong)
• A bilingual tent card (English/Hmong)
• 60-second TV and radio spots (Hmong)

https://www.dropbox.com/s/45soqc18khju3p3/Suicide%20is%20Preventable%20Hmong%20TV60.MPG?dl=0

Community Partners:
Hmong National Development, Inc.
EMM: Materials for the Hmong Community

Materials in Hmong:
- Radio PSAs
- Myth vs. Facts Mental Health Fact Sheet
- Vocabulary Matrix
- Culturally stories – bilingual
- Radio/TV interviews

Community Partners:
- Southeast Asian Assistance Center
- Fresno Center for New Americans

http://www.speakourminds.org/resource-language/hmong/
Materials for the Chinese Community

Materials:
• A poster reaching helpers of Chinese Mandarin-speaking community
• A bilingual brochure
• Print Ads

Community Partner: NICOS Chinese Health Coalition
NICOS Chinese Health Coalition

Mission: To Enhance the Health and Well-Being of San Francisco's Chinese Community.

• Founded in 1985
• Located in San Francisco Chinatown
• Public-private-community partnership of 30+ groups
NICOS Chinese Health Coalition

Community Partnership
From June 15 through October 15 NICOS developed and implemented a multi-tiered outreach effort reaching the Chinese community with a primary focus on the San Francisco Bay Area.

- Enlist the assistance of community-based agencies/sites/venues for KTS promotion
- Conduct direct consumer outreach to build awareness
- Conduct media outreach
- Build agency capacity in suicide prevention
Outreach to Community-based agencies

Wu Yee Children’s Services Center

Chinatown Child Development Center

Chinatown Public Library

Chinatown Recreation Center
Outreach to Community-based agencies

- 23 Community and Public Agencies located in San Francisco and Bay Area
- Agencies included:
  - Community based social service agencies (Self-Help for the Elderly, Chinese Newcomers Services)
  - Public community spaces (Chinatown Recreation Center, Chinatown Public Library)
  - Primary healthcare providers/ health centers (Chinatown Public Health Center)
  - Physician Association (Asian Physician Advisory Committee)
  - Mental health services (Chinatown North Beach Mental Health Services, Richmond Area Multi-Services Inc.)
  - Community Tenant Buildings (Chinatown Community Development Center sites)
Direct Consumer Outreach

19th Annual Chinatown Community Health Fair
Agency Capacity Building

• Through partnership, NICOS received a 2-hour training on suicide prevention from San Francisco Suicide Prevention.
• Through training, NICOS was able to provide introductory presentations on the topic to community partners and community members.
• Conducted three presentations to 114 Chinatown CDC building tenants.
• Facilitated presentations to staff of the Asian Women’s Shelter and medical staff of the Chinatown Public Health Center.
EMM: Materials for the Mien Community

Materials in Mien:
- Myth vs. Facts Mental Health Fact Sheet
- Vocabulary Matrix
- Culturally stories – bilingual

Community Partner:
- United Iu-Mien Community Center

Resource:
http://www.eachmindmatters.org/blog/category/story-of-hope-hmongmien/
http://www.speakourminds.org/resource-language/iu-mien/
Questions?
Materials for the Korean Community

Materials:
- A bilingual brochure (English/Korean)
- A poster reaching helpers of all adults and older adults (Korean)
- Print ads (Korean)

Community Partner: Los Angeles Department of Mental Health
Materials for the Khmer-speaking Community

Materials:
• A bilingual brochure (English/Khmer)
• A poster reaching helpers of all ages (Khmer)
• A poster with tear-offs reaching helpers of all ages (Khmer)

Community Partner:
The Cambodian Family
Community Workshop: June 26, 2014 | The Cambodian Family, Orange County

Outreach Event: October 4, 2014 | The Cambodian Family, Long Beach
EMM: Materials for the Cambodian Community

Materials in Khmer:
• Radio PSAs
• Mini Documentary
• Myth vs. Facts Mental Health Fact Sheet
• Vocabulary Matrix
• Khmer TV interviews, Dr. Keo

Community Partners:
• United Cambodian Community
• The Cambodian Family

Resource: http://www.eachmindmatters.org/great-minds-gallery/
http://www.speakourminds.org/resource-language/cambodian/
Cultural Adaptation Project for the Filipino Community

Materials:
• A bilingual brochure (English/Tagalog)
• A poster reaching helpers of adult/older adults (Tagalog)

Community Partner: Union of Pan Asian Communities (UPAC)
Materials for the Vietnamese Community

Materials:
- A bilingual brochure (English/Vietnamese)
- A poster reaching helpers of older adults (Vietnamese)
- A poster reaching parents of youth and young adults (Vietnamese)

Community Partner: Union of Pan Asian Communities UPAC
Community Partnership:
Union of Pan Asian Communities (UPAC)
San Diego County
Community Partnership:
A partnership was established with the Union of Pan Asian Communities (UPAC) for a pilot implementation to reach the Filipino and Vietnamese communities in San Diego County.

- Hosted a focus group
- Promoted KTS to local businesses by placing materials in their venues
- Assigned staff to perform ongoing venue checks
- Hosted a suicide prevention community workshop
Do you know the warning signs for suicide?

There are people in our community who experience intense sadness every day. They believe that their life has no meaning and there is no hope. And because they are ashamed of what they are going through and they find it difficult to understand their experiences, they hold their pain. The warning signs are there, but not always obvious. If you observe even just one of these signs, reach out to provide help in time.

- Talking about wanting to die or suicide
- Seeking methods for self-harm or suicide
- Feeling hopeless, despair, trapped
- Giving away possessions
- Putting affairs in order
- Riskless behavior
- Anger
- Increased drug or alcohol use
- Withdrawal
- Anxiety or agitation
- Changes in sleep
- Sudden mood changes
- No sense of purpose

National Suicide Prevention Lifeline:
1.800.273.8255

suicideispreventable.org
Questions?
Do you think you will be able to use at least one of these materials?

- Yes
- No
- Maybe
Please type into your **Questions** box one idea of **how you will use these materials** or **who you will share them with**.
Request Materials

All campaign materials can be viewed, customized and downloaded from the Resource Center in the online forum: [YOUR VOICE COUNTS](www.yourvoicecounts.org)

For more information or to receive materials (order form available) please contact eunice@yoursocialmarketer.com
Order Form:

Please enter the quantities you would like to order for each specific item. Posters can be ordered in any quantities; brochures can be ordered in increments of 500.

Submit form to: eunice@yoursocialmarketer.com
Questions?
Jana Sczersputowski:  jana@yoursocialmarketer.com

Stan Collins:  stan@yoursocialmarketer.com

Eunice Miranda:  eunice@yoursocialmarketer.com

Anna Vue:  avue@solskenpr.com

Dixie Galapon:  dgalapon@upacsd.com

Christina Nip:  christinanip@nicoschc.org