Targeted Suicide Prevention Materials for the Chinese Community in California

WORKGROUP REPORT FINAL

Know the Signs >> Find the Words >> Reach Out
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) --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. Background
Among the Asian American groups, the Chinese population is the largest ethnic group in the country and the third largest group in California.


In national comparisons, among “women aged 65 years and older, the suicide rate in Chinese Americans was much higher than among whites” and across all cultural groups “among women ages 15-24, Chinese American girls have higher suicide mortality rates than European Americans in that age range”.


In terms of expressing help-seeking behaviors related to disclosing thoughts of death and suicide, recent research suggests “Asian Americans consistently seek help at lower rates than any other racial or ethnic demographic”.

III. Members

Workgroup members for the Chinese cultural workgroup guided the development of campaign materials through their collaboration and participation in an orientation webinar (October 2nd) as well as periodic discussion posts on the Your Voice Counts website. Workgroup members contributed their knowledge of this group’s cultural characteristics based on their personal and professional expertise (see Appendix C Workgroup Member Roster).

A total of 8 members participated in the workgroup to develop cultural adaptations of the suicide prevention materials in Chinese. Members represented the counties of Alameda, Orange, Sacramento, San Bernardino, Los Angeles and San Francisco from agencies such as the NICOS Chinese Health Coalition, the San Gabriel Pomona Regional Center, Dignity Health Medical Foundation, Reach Out, and Alameda Community Mental Health Services.

Members were recruited in several ways. Ethnic service managers, CalMHSA program partners and county liaisons were asked to refer community members representing or engaged in outreach to the Chinese community. In addition, organizations serving this population were contacted directly and provided with a workgroup recruitment flyer.

Based on 2010 Census data, Los Angeles, San Francisco, Santa Clara and Alameda are among the counties with highest Chinese populations.

Mandarin is recognized as a threshold language in Alameda, Los Angeles and Santa Clara counties.

Metro areas with significant Chinese populations include:
- Los Angeles-Long Beach-Santa Ana (544,000)
- San Francisco-Oakland-Fremont (477,000)
- San Jose-Sunnyvale-Santa Clara (173,000)


10 counties with the highest concentrations of Chinese populations in California:
- Los Angeles County (393,488)
- San Francisco County (172,181)
- Santa Clara County (152,701)
- Alameda County (146,934)
- Orange County (79,835)
- San Mateo County (64,796)
- San Diego County (49,395)
- Contra Costa County (40,360)
- Sacramento County (39,865)
- San Bernardino County (23,143)

Source: California Department of Finance. Demographic Research Unit. State Census Data Center. 2010.
IV. Workgroup Discussions

Workgroup members were asked to contribute an estimated time commitment of 10-15 hours between July 2013 and March 2014, however, several workgroup members continued to stay involved until May 2014. Participation included one-on-one phone calls with campaign team members, conference calls, webinars (October 2 and January 15) and participation in periodic discussions on the Your Voice Counts website to provide input and review creative materials and to assist in the development of a distribution plan. All participants received a $300 stipend for their time (see Appendix B Discussion Posts on Your Voice Counts).

Summary of workgroup discussions:

How is suicide discussed or not discussed in the Chinese community?

Similar to other Asian cultures, suicide and mental illness are topics not openly discussed or directly approached in the Chinese community due to issues related with stigma and shame. Often somatic complaints may offer cues to a person’s overall emotional state including references to neurasthenia. Expressing thoughts of suicide may imply that a person has a ‘weak character’ or is ‘irresponsible’ as suicide is viewed as an ‘easy way out’.

“In Chinese American culture, an individual’s feelings of “integration” might be closely related to their success in keeping up with societal and familial expectations. If this is the case with this particular individual, it might help to make him or her realize that mistakes are inevitable at times, and perfectly normal for human beings.” (Workgroup Member)

Who is at-risk for suicide in the Chinese community and who might their helpers be?

Workgroup participants suggested that women experience more social pressure (taking care of children and parents, health issues, financial issues) and tend to look to teachers (such as English teachers) and other community helpers for resources. Although family members may be the first to notice warning signs, they may not be the first to approach the person because they are unaware of how to do so. Persons at risk may look to faith leaders and community and agency staff as they are highly regarded and respected by the Chinese community for their status and experience. Workgroup members suggested potential helpers in the Chinese community could include church group elders, teachers, social workers, immediate family members, close friends, physicians and authority figures in the community.

“Overall, those who have these thoughts and feelings [of suicide] probably will not initiate the conversation but it will be displayed in their body language. Especially in the Chinese/Chinese-speaking communities where verbal communication is very limited in my experience being part of the Chinese diaspora, picking up on those non verbal cues: sad eyes, distant look, unwillingness to speak, etc. can allow us to start the conversation.” (Workgroup Member)
V. Development of Materials

A poster in Chinese (Traditional), a bilingual brochure in English and Chinese (Traditional), and print ads were developed following a collaborative community review process (see appendix A Posters and Brochure).

Language Adaptation

Two different styles of spoken language form were suggested for the language adaptation: Mandarin and Cantonese. And two different styles of written form: traditional version and simplified dialect. Workgroup members suggested materials should be in Mandarin in Traditional version as many Chinese community members who can read Traditional Version can also read Simplified Dialect, but it would not be the case with Simplified Dialect. The language adaptation was provided by Sherry Chin (aka Hsiao-ling Chin) from Taiwan (a Mandarin-speaking country) who finished her Communication Art masters degree in New York. She has been a copy writer for over 10 years, specializing in Chinese language campaigns and further reviewed by Christina Nip and her colleagues from the NICOS Chinese Health Coalition.

Design

Following workgroup member suggestions for poster design, print materials were designed to reach female helpers (ages 40-60) who can recognize warning signs in a younger (ages 20-24) at risk person. Design suggestions included the following: 1) showing two people (one younger, one older) talking intimately, e.g. at a kitchen table drinking tea; 2) showing two people, one person standing in the shadow (in a house, female, older adult 60s plus) and another person reaching out their hand to them (female middle-aged). It was suggested to play with the light to show hope and accentuate the person reaching out as offering that hope; and 3) showing that someone might be perfect on the outside, but different on the inside, having a young person (mid 20s) looking into a mirror with a smile, but with the image reflected back being sad and to show a helper (also female 40-60) in the far background looking into the room seeing the image in the mirror.

Workgroup members were presented with two design style options considering their design suggestions and members chose design style option 1 showing the young woman looking in the mirror and the helper to her side. Workgroup members initially preferred photo images over illustrations, however, after realizing the limited stock images available consensus was reached to go with an illustration in which various cultural concepts could be captured through a customized illustration. Workgroup members were presented with two illustration styles and selected illustration style option 1, Ralph Voltz. A native of Offenbach, Germany, Ralph Voltz started illustrating using traditional painting and drawing media but now creates most of his work digitally. His illustrations have appeared on more than 350 novel and book covers, and he has worked with a variety of agencies, companies and publishers. Ralph is an instructor of graphic design at King’s College in North Carolina, specializing in digital and traditional art.

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

Members were also asked to choose a poster headline from the following options. The options highlighted in bold reflect the top choices identified by workgroup members. Out of these choices: “The pain could be hidden in another side of the smile” was selected because it most appropriately complimented the selected illustration.

1. 關心，就要説出口 (If you’re) concerned, (you should) speak it out
2. 用心聆聽，提供正面能量 Listen with your heart to provide positive energy
3. 誠摯的關心，可振奮生命力量 Sincere concern can encourage the power of life
4. 關懷傾聽，開啓心靈之鎖 Open the lock of a heart by being concerned and listening
5. 心中的陰影，需要有人伸出援手！ The shadow in the heart needs someone to give a hand！
6. 你的一臂之力，可助人走出陰影 Your "one-arm strength" (a Chinese idiom that means “help”) can help someone walk out of a shadow!
7. 伸出援手，點亮他人內心陰暗角落！ Give a hand to light up the shadowed corner in someone’s heart!
8. 笑容的另一面，也許暗藏痛苦 The pain could be hidden in another side of the smile
9. 笑容，不見得反映真實內心 The smile may not reflect the true feelings of the heart
10. 笑容下的痛苦，需要你正視！ You need to look squarely at (attach importance to) the pain under the smile!

笑容的另一面，也許暗藏痛苦
The pain could be hidden in another side of the smile

“For me this message is quite strong and direct. I think it is good to use a clear strong concept of "pain" or "hidden pain" which conveys gravity of observing, caring and acting on observations. This heading is good because it is informative. I think a follow up sentence stressing the fact that the helper has the "power" to "act" to "help" to "reach out" would make it even stronger.” (Workgroup Member)
Final Design -- Draft 1
The Know the Signs campaign contracted with workgroup member Christina Nip, along with her colleagues Kent Woo and Michael Liao from NICOS Chinese Health Coalition, to guide the final illustration and poster design.

“The individuals don’t look very Chinese to me quite yet. Their body shape is slightly too stocky. The hair of the girl in the mirror (standing and smiling) also seems uncharacteristically wavy.

The clothes of the helper don’t seem to fit the attire of those in that age group. The T-shirt and jeans is not what the helper group typically wears in my experience. People in the helper group I have interacted with tend to wear more loose fitting shirts/blouses and slacks. They rarely wear jeans or fitting pants like depicted above. It might make more sense if the clothes were switched between the two.

The setting does not feel like a typical Chinese household. The furniture design of the rectangular mirror with the wide wooden frame, the dresser and the decorative plant are not commonly found in a Chinese household. Please consider removing the dresser and plant, and making the mirror full length. Or consider placing Chinese decorative images such as the New Year fortune paper cutting decorations on the wall. Or if the layout has to be kept, consider switching the plant to those typically displayed in Chinese families, such as lucky bamboo plants, or orchids.”

(Workgroup Member)
“I think this second draft of the illustration is much improved when looking at cultural appropriateness! I like the changes made to the mirror, the plant, and the faces, hair and overall look of the characters.

The mirror design and the bamboo plant are something that many Chinese—our target audience—would recognize and find familiar and are clear signifiers of who the picture is addressing. The clothes of the characters are also appropriate for their age. The faces, hair and body shape of characters are also appropriate and familiar looking to our experience. Overall, I think the changes are great.

I am wondering if you all are still working on changing anything else about the illustration. My main feedback now comes from the girl’s reflection in the mirror. Currently the heading reads "Behind the other side of a smile may be hidden pain." The strength of the heading in the word "pain" is not conveyed in the reflection. That reflection seems mildly sad, but doesn’t convey the feelings of hidden pain. Perhaps, the reflection can be more dramatic. The character can be hanging her head, crying, burying her face in her hands, hunched over, having greater facial expression, or physically embodying the many "signs" we want people to know about suicide. Currently, there is not very much emotion conveyed to me through the illustration. The emotions of the characters seem muted, which is actually all right for the two outside of the mirror, but I think the illustration would speak a clearer and stronger message if the emotions of the character in the reflection can be emphasized and heightened.”

(Workgroup Member)
“I much prefer this new version with the more dramatic expression of pain and sadness. All the graphic details look great to me! I am excited to see the finished product.”

(Workgroup Member)
VI. Distribution

Workgroup members suggested outreach strategies could include education workshops at churches, temples, community agencies and schools, Chinese radio, TV and newspaper ads, outdoor ads, take-away items (flyers), bus ads and displaying outreach materials in community venues such as libraries, health clinics, family service agencies and ESL schools. In an effort to recognize the best outreach strategies to reach the Chinese community in California, we interviewed several organizations statewide who have in the past implemented the lay health worker model as a strategy to reach this community with public health campaigns. Organizations contacted included the NICOS Chinese Health Coalition, the Chinatown Public Health Center, the Chinese Community Health Resource Center and the Healthier Living Project. Although a lay health worker model approach may be an effective strategy for direct consumer outreach for the Chinese population, due to limited time and funding it did not present itself as a feasible strategy for our efforts (see Appendix D for Summary of Interviews).

A partnership was established with the NICOS Chinese Health Coalition in San Francisco to distribute and disseminate the materials in San Francisco, the surrounding Bay Area and statewide through their network of health and human service organizations, Asian-physician organizations, participation in community events, health and wellness fairs, and media outreach to Chinese news media.

As of October 31st, NICOS has received commitments to display and distribute materials for 23 partner agencies located in the San Francisco Bay Area and throughout Southern California and has fielded requests for a total of 3,285 bilingual brochures and 103 Chinese posters. In addition, NICOS created a bilingual press release on suicide prevention and the Know the Signs campaign in the context of Mental Health Awareness Week which was printed in 2 resources—World Journal and 21city.com on Oct. 10th and announced in 1 radio station—Singtao Radio. NICOS has also conducted outreach to the Chinese community during 8 community events including the 19th Annual Chinatown Community Health Fair, the World Journal Health Expo and the San Francisco District Attorney’s Office Chinatown Resource Fair among others. Six NICOS staff members and interns also received a 2 hour training on suicide prevention from San Francisco Suicide Prevention and as a result, NICOS staff have in turn been able to provide basic training and introduction on the topic of suicide prevention to community members and partners. So far, NICOS has presented to 114 seniors at the Chinatown CDC tenant buildings, 8 staff members of the Asian Women’s Shelter and to 30 staff members of the Chinatown Public Health Center.

In addition to outreach materials a media buy for print publications was implemented in July 2014 in The China Press (Los Angeles and San Francisco counties), Epoch Times (Los Angeles county) and Sing Tao (San Francisco county).

The campaign team will reach out to county behavioral health agencies, ethnic service managers and other CBOs for additional distribution of the materials.

Know the Signs >> Find the Words >> Reach Out
The pain could be hidden in another side of the smile

The warning signs of emotional pain of someone are not always obvious, but if you do observe them, you can provide the help in time.

If you observe closely and find that they have any of the following warning signs, and if they have unusual behaviors, please give a helping hand to provide help in time.

- Talk about wanting to die or suicide
- Look for ways to harm themselves
- Feel depressed or unable to deal with the burdens of stress or feel trapped
- Sleep too much or unable to sleep
- Has mood swings, is frustrated or angry
- Lose interest in things that they usually love
- Put themselves in danger by engaging in reckless behaviors
- Increase in use of alcohol and drugs
- Give away their personal belongings
- Feel they have become a burden to others
- Arrange or place their affairs in order

If you see any of the above signs in your family or friend, don’t hesitate. Please consult with a doctor or call the National Suicide Prevention Lifeline at 1.800.273.8255 for more information.
K n o w  t h e  S i g n s  >>  F i n d  t h e  W o r d s  >>  R e a c h  O u t

Every day, there are friends, family or co-workers around you who are struggling with their mental health. Be aware of these signs:

- Not taking care of their usual personal hygiene.
- Not eating or sleeping correctly.
- Not showing up to work or school.
- Not caring for themselves or their belongings.
- Being angry and argumentative.
- Not participating in activities they usually enjoy.
- Not using their money wisely.
- Not using their leisure time in the usual way.
- Not following rules.
- Not communicating normally.
- Not being able to complete physical tasks.

If you find any family member shows any of the following signs, speak to them. If they’re acting in ways that are not typical, reach out to provide help in time.

- Showing signs of wanting to die or suicide.
- Seizing methods for self-harm or suicide.
- Feeling hopeless, overwhelmed by shame, trapped.
- Changes in sleep.
- Mood swings, anger, anxiety.
- Withdrawn.
- Redness, delirious.
- Increased drug or alcohol use.
- Giving away possessions.
- Feeling like they are a burden to others.
- Putting affairs in order.

PAIN ISN’T ALWAYS OBVIOUS

THE SHADOW IN THE HEART NEEDS SOMEONE TO GIVE A HAND!

尋找適當語言

尋求外報

REACH OUT

FIND THE WORDS

瞭解徵兆

每天，身邊的任何朋克或人類都可能面臨著心理健康的挑戰。當你看到某人表現出以下的症狀時，請

- 有精神的年長者或沒有表現出抑鬱症
- 表現出擔心的表現
- 無助感，不再反應或與人疏遠
- 一直提防别人
- 有心煩的事情
- 無理無由的改變
- 有自殺的行為
- 有無主的物品
- 有特定的使某人不放心的事情
- 有吃藥的特質

要幫助他人，請務必做好準備和預備。當某人

- 非常關心朋友或家人的感情
- 堅持不要引起他人注意
- 親人的同學或朋友

- 建議與當地的許可

- 免費電話1800.273.8255

- 請撥打免費電話1800.273.8255

- Call

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Know the Signs

Every day, friends, family members, even co-workers around us may be in pain and dealing with emotional struggles, they may even have suicidal thoughts, but they may appear normal.

If a friend or family member shows any of the following, especially if they are acting in ways that are not typical, reach out to provide help in time.

- Talking about wanting to die or suicide
- Looking for ways to harm themselves
- Feels depressed or unable to deal with burdens of stress or feel trapped
- Sleep too much or unable to sleep
- Has mood swings, is frustrated or angry
- Lose interest in things that they usually love
- Put themselves in danger by engaging in reckless behaviors
- Increase in use of alcohol and drugs
- Giving away their personal belongings
- Feel they have become a burden to others
- Arrange or place their affairs in order

Find the Appropriate Language

It is not easy to talk about suicide with someone you care about. But for suicide prevention, it is very important that you talk to someone you care about for the warning signs that you have noticed. If you are looking for appropriate ways to begin the conversation, below are some practical suggestions:

- Try to Begin the Conversation

TRADITIONAL CHINESE

The Shadow in Someone’s Heart, Needs a Helping Hand!

心中的陰影，需要有人伸出援手！

瞭解徵兆

每天，身邊的朋友、家人或同事，都有可能正在痛苦的情緒中掙扎，甚至內心產生自殺的念頭，他們有可能只抱怨身體上的疼痛及苦痛，甚至外表卻似乎若無其事。

若你朋友或家人出現以下任何警告徵兆，並出現不尋常的行為，請伸出援手，及時提供協助。

- 談過想尋死或自殺的念頭
- 尋找傷害自己的方法
- 深感沮喪、不堪壓力負荷或陷入情緒困境
- 一直嗜睡或失眠
- 經常驚恐無常、煩躁或憤怒
- 對自己原本喜歡的事物失去興趣
- 作冒險的行為讓自己陷入危險之中
- 增加酒精或藥物的用量
- 將自己的財物贈與別人
- 感覺自己成為別人的負擔
- 安排整理自己的事務

Seek Additional Help

Please call the National Suicide Prevention Lifeline 1.800.273.8255
Many well trained counselors can provide you with assistance 24/7.
In addition, you can visit the English website Suicidepreventable.org
Visit “Reach Out” content to find helpful resources near the location where you live.

在對話中提到你所注意到的警訊

探問自殺傾向

“我真的很在乎你，所以我需要知道，你是不是在考慮結束自己的生命？”

用心傾聽

表達關心並安撫對方的情緒

列為可協助支援他們的有效方法：

- 陪伴在側，並表達你的關心及隨時從旁相助的意願
- 安撫並讓他們瞭解尋求幫助並非可恥的事
- 與精神健康臨床專家或醫師、社區領袖或其他家庭成員討論一個步驟

尋求外援

請撥打全美自殺預防生命線
1.800.273.8255
多位訓練有素的輔導員可為你提供每週7天、每天24小時的全天候支援。

此外，你亦可瀏覽英文網站 Suicidepreventable.org上，“Reach Out”（尋求外援）
內容，尋找關於你居住區域所提供的援助資源。

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

Finding the Words

Reach Out

Every day, there are friends, family, or coworkers around you who could be struggling with emotional pain. They may even have suicidal feelings, but don’t show them or they may only complain of physical aches and pains.

If a friend or family member shows any of the following, especially if they are acting in ways that are not typical, reach out to provide help in time:

- Talking about wanting to die or suicide
- Speaking methods for self-harm or suicide
- Feeling hopeless, overwhelmed by past, trapped, or helpless
- Changes in sleep
- Mood swings, anger, anxiety
- Withdrew
- Irritability behavior
- Increased drug or alcohol use
- Giving away possessions
- Feeling like they are a burden to others
- Putting affairs in order

Know the Signs

Pain Isn’t Always Obvious

The Shadow in the Heart Needs Someone to Give a Hand!

心中有陰影，需要有人伸出援手！

自杀是可以预防的

K o w n   t h e   S i g n s   >>   F i n d   t h e   W o r d s   >>   R e a c h   O u t

如果发现朋友、家人或同事有可能正在经历的情感或心理健康问题，或出现上述非典型的行为，请伸出援手，及时寻求帮助。

Customized materials for Los Angeles County (LADMH)
Customized materials for NICOS Chinese Health Coalition

Know the Signs >> Find the Words >> Reach Out
Appendix B: Your Voice Counts Discussions

Welcome! Please respond to this post.

WORKGROUP DISCUSSION

Welcome! Please respond to this post.

Maximiliano
August 28, 2013 - 8:50am
Hi, I’m Christina Nova, I look forward to meeting you all.

marina_48
August 28, 2013 - 8:50am
Hello everyone, my name is Marina Garcia. I am a LSIP, working for Kaiser Permanente and teaching at Sacramento State. I hope I get a chance to meet everyone.

marina_48
August 28, 2013 - 8:50am
Hi everyone, my name is Marina! I am a second generation/Asian American and look forward to serving on this workgroup.

Christina Nip
August 28, 2013 - 12:00pm
Hi everyone,
My name is Christina and I am excited to be a part of this workgroup. I look forward to getting to know you and working with all of you.

Espera,
Christina Nip

Rob
August 28, 2013 - 1:00pm
Hello Everyone!
My name is Roberto, and I am very happy to get to know you all and work with you! Hope your days are going good!

Rob
August 28, 2013 - 1:26pm
Hello everyone!
My name is Roberto, and I am very happy to get to know you all and work with you! Hope your days are going good!

akuyah
August 28, 2013 - 1:55pm
Hi everyone! I am excited to be on board with this project.

akuyah
August 28, 2013 - 1:55pm
Hi everybody,
My name is Anna and thanks for having me participate in this group. Looking forward to working with you all.
Have a great day!
Anna

Theresa Ly
August 29, 2013 - 4:10pm
Hello everyone! Thanks for participating in this workgroup, and I’m looking forward to chatting with you all.
- Theresa

maximiliano
August 28, 2013 - 8:46pm
Hi, Theresa, looking forward to working with you. Miss you!

POST NEW COMMENT

YOUR NAME:

K n o w t h e S i g n s >> F i n d t h e W o r d s >> R e a c h O u t
Preparing for our orientation webinar

WORKGROUP DISCUSSION

Preparing for our orientation webinar

Theresa Le
Hi everyone,

I'm looking forward to sharing with you all on Wednesday, October 16th and to get you introduced to the Know the Signs Campaign. Chinese Workgroup to create suicide prevention outreach materials for the Chinese-speaking community. I'm excited for your input in providing valuable feedback to this project.

Here are a few housekeeping items to share in preparation for next week:

Technology:

After you register for the webinar, you will receive an email with webinar access information from GoToWebinar, which includes a webinar and a conference number to call into.

If you do not have this webinar access information, please email me (th@w@card.org), as I can give you your unique access information.

At the time of the webinar, please make sure you meet a computer with an internet connection, as you will need to follow the presentation that I will be sharing on the screen. Click on the provided website link that will install and open the GoToWebinar screen and the GoToWebinar Control Panel.

If you have a computer with a speaker, please make sure you use a headset in order to reduce background noise.

If you would rather speak via phone, please go to the GoToWebinar Control Panel, under Audio, and choose “Telephony.” Make sure to type in the audio PIN provided in the GoToWebinar Control Panel.

Questions for Discussion:

Here is a pretty comprehensive list of discussion starters that we will talk about either during the webinar, or afterwards as we continue the conversation here on the Your Voice Counts Chinese Workgroup. Please take a few moments to consider these questions before the orientation webinar.

Discussion Question One:
- How is suicide perceived among the Chinese-speaking community?
- How is suicide discussed, or not discussed among the Chinese-speaking community?
- What are barriers for helping in the Chinese community to help others?

Discussion Question Two:
- What existing suicide prevention materials aimed at helpers (not those in crisis) exist to reach this group?
- What types of materials would resonate most effectively for the helper?
- What resources should be listed? What mental health-related resources are accepted by the Chinese community locally, statewide, or nationally?
- Throughout the state of California, what organizations should receive these materials?

Discussion Question Three:
- What kind of imagery/setting would be most appropriate?
  - Photo or illustration?
  - Who should be portrayed as “the helper” and who should be portrayed as the “person who needs help”?
- What is an appropriate headline?
How is suicide discussed, or not discussed in the Chinese community?

WORKGROUP DISCUSSION

How is suicide discussed, or not discussed in the Chinese Community?

Thomas Li

October 24, 2013 3:24 pm

Hi all,

Sorry for being a little absent on these comments - I just got back from vacation to see this very rich discussion! Thanks for being so active on this forum so far.

I think we have a great deal of information to work off here with regards to how a helper could offer assistance and some behavioral change to look out. All of this information will help us with the language that well verbally had on and the emotions that the marketing piece will attempt to convey.

To answer Murad’s concerns and questions directly - thank you for underlining the need for bilingual materials and for not using “Chinese-specific terminology” in the marketing materials. I don’t believe it was ever our intent to directly call out the Chinese community with these marketing materials (we’ll be more likely to do it with imagery than text), but I still think it’s an important thought to bring to the table, just to be sure.

We will wrap up this conversation and pass it on for the second set of discussion questions, which will come out shortly.

Thanks,

Thomas

macmillan

I appreciate the comments regarding how our outreach materials should also reach those who do not consider themselves to be part of the Chinese community, but do speak Chinese. Are there any unique approaches we should take to reach out to the group?

Because the Chinese and Chinese-speaking communities are a diaspora, I believe we should have the outreach materials be bilingual to encompass all.

I think a way to do this would be to not designate a specific population or refer to Chinese people directly in the printed or spoken materials. Instead of saying “If you are a Chinese family with a family member that may be feeling suicidal,” just say “If someone in your family,” and skip the specifier. Don’t use specific terms like homogeny.

In print materials there is the additional complication of there being two different writing systems used by the Chinese-speaking community: traditional and simplified Chinese. Depending on the target audience and the content of the printed materials, you have to make your best judgment to decide who one or the other, optionally. You could include the materials on how they are printed both in traditional and simplified Chinese.

Additional thoughts:

Maybe something around how to engage someone you know is “withdrawing from life.” The concept of “withdrawing or pulling away” may be more easy for people to engage with than the concept of being “suicidal.” Still stigmatized around depressive symptoms.

For older immigrants there may be the additional factor of isolation and changing expectations of what their life would look like as an older person... perhaps they thought they would live with extended family until they get older, instead they are living in a residential care facility, etc.

There may be additional etiologic variables for younger individuals or younger family member asking about someone’s suicidality versus coming from a named age peer.

With younger individuals they may not feel like they can talk to their parents or family about suicide. Is there a campaign that makes it easier for family members to have these conversations, or is there a need to remind individuals that they may access to other resources of support if family is not available?

Filip

October 24, 2013 11:10 pm

Hi to everyone,

In regards to the first question “talking to someone about suicide” it is important that the topic be approached indirectly. Unfortunately, there is a lot of stigma against mental health issues in the Chinese community (as well as in most other communities) so using words like “suicide”, “depression”, “mental health” etc. might make the person feel uncomfortable and scared. Maybe one could start the conversation by talking about a personal experience so that the person is not immediately on the person with suicide ideation, but on the person who is trying to reach out to them. Not only will this possibly bring up the topic, it will also make the person feel that they are not the only one that struggles with these types of things. In order to change the conversation to them, they are more likely to want to talk about “you know what something similar” or even just a similar “what do you think?”

Once the conversation gets started, it is important to make the person feel like they are not alone. In Chinese American culture, individual feelings of “shame” might be closely related to their success in keeping up with societal expectations and family expectations. If that is the case with this particular individual, it might help to make them or their reality that minimalized is acceptable at times, and perfectly normal for human beings. The person might want to share his or her own experiences with failures so that the person does not feel isolated. This person will likely believe that he or her mistakes are normal in comparison to the person they bring up, and that might make them more ready to open up. The important thing in this situation is to make the person feel important and that despite all their mistakes, they matter to you and many other people, otherwise you wouldn’t be there to try and help.
Overall, these are my suggestions:
- Approach the topic indirectly
- Talk about your own stress and try to soothingly get the other person to talk about their struggles
- Talk about mistakes and failure, and how they are not the only ones experiencing this
- Let the person know how much they matter to you and other people.

In regards to the second question “how can a person with suicidal thoughts express this to someone else”, I suggest once more that the individual bring the topic up with ease. The individual might have this idea in their head that in order to talk about the issue, they need to be in a very serious setting where the person has to come to what they are going through in a very straightforward manner. It is completely acceptable to approach the topic lightly. The person can find someone they can trust and put together for something unrelated to the issue, such as the lunch, bowling, etc. Make sure the person plans to have some time (such as waiting to and from a certain place, or sitting down to eat) to talk about what they’ve been going through. If the person is struggling to bring the topic up, they can try to talk about their symptoms instead. “I haven’t been able to sleep, eat, or have fun.” If the individual chooses to take this indirect approach, he or she has the chance to make very obvious indirect comments and signal that the person they are trying to reach out to is able to decipher their meaning. They should also not feel sad if person does not understand. It does not mean that they don’t care about you, they just can’t decipher what you are trying to say. Over time, the individual should allow their signs to become more forward, up until the point that the person is able to talk about what they are going through.

I really enjoyed reading what you all had to say. I urge you to be part of such a compassionate group of people that are working for this serious cause. I hope my suggestions are useful.

Thank you,
Roberto

References:
http://www.suicide.org/Resources/SuicidePrevention/RespondingtoPeopleConcernedaboutSuicide/ (http://www.suicide.org/Resources/SuicidePrevention/RespondingtoPeopleConcernedaboutSuicide/)


Someone who is having suicidal thoughts can express their feelings by talking about the changes they have felt emotionally, physically, spiritually, which have brought on a sense of hopelessness. The helper can encourage the person in learning how to respond and identify risks for the person with suicidal thoughts.

Theresa

October 25, 2013. 0:46pm

Great stuff everyone! Anna, thank you so much for giving us someone a little insight into how you have helped your friend and sister through some difficult times. Those are incredibly powerful stories.

There are still a few people who haven’t responded to this discussion thread yet - Lai Meng, Roberto, Maximo - do you have any thoughts to share?

Lai Meng

October 11, 2013. 10:35am

• How would someone who is concerned about another person start a conversation about suicide?

Definitely not direct like “Are you suicidal?” The person would first see how life is going for the other person and see how he or she has been up to lately. If they notice that the person has not been doing their normal daily routine or is feeling helpless then that is definitely a sign that he or she is suicidal. I think a big component of starting a conversation about suicide is by not drill them with questions, but more so listening. Listening gives the person the comfortability to open up on their own time.
Another great way to start a conversation about suicide is to be reliable. The helper should maybe give an example of a time he or she felt down and low.

- How might a person who is having suicidal thoughts express this to someone else?

They may be too ashamed to admit the truth (that they are suicidal), and cover it up with "I am fine." Or they may be too overwhelmed to know where to start. Or they may just not want to talk about it at all.

abigail
October 11, 2013 - 11:39 AM

First off, thank you, Marissa and Christina for your research and insights. I do agree on what you both said.

Here are my responses:

I appreciate the comments regarding how our outreach materials should also reach those who do not consider themselves to be part of the Chinese community, but do speak Chinese. Are there any unique approaches we should take to reach out to this group?

Because the Chinese and Chinese-speaking communities are a diaspora, I believe we should have the outreach materials be bilingual to encompass all.

How would someone who is concerned about another person start a conversation about suicide? How might a person who is having suicidal thoughts express this to someone else?

When I was in high school, my friend contemplated committing suicide. I actually asked her how she was feeling, and why she was feeling that way initially, after she discussed with me about her feelings, she admitted to not wanting to be in this world, to just leave and forget about this life. I knew she was considering suicide. I asked as much empathy as possible, told her how much I and everyone else cared for her, and all the things she can be do have if she did not and her life. We talked for a long time and finally came around. Luckily, she did not do it and is doing well.

Last year, my older sister was very depressed due to chronic health conditions which resulted in her having to quit her job. She harbored a lot of guilt, shame, pain and I could see her going in a downward spiral. I lived with her then, and I was able to observe all the negative mood changes and behaviors. She would cry hysterically at times, seemed lifeless, and would not talk. We were very close so we could always talk with each other. I constantly cussed and consolled her asking her what she was feeling, why and talking her to forgive herself if she blamed herself a lot.

Through talking, she also said that she didn’t want to live anymore. I urged her to seek professional help, gave her numbers to call, and encouraged her that counseling and medication together will help her feel better. Luckily, she too did not do it and is doing well.

Overall, those who have these thoughts and feelings probably will not initiate the conversation but it will be displayed in their body language. But it is the surrounding support who has to initiate that verbal communication to get them talking about what is going on, especially in the Chinese/Chinese-speaking community where verbal communication is very limited in my experience or being part of the Chinese-Diaspora. Picking up on those non-verbal cues, as you did, can allow us to start that conversation.

Please let me know if there were other questions I need to respond to.

Thanks and have a great day everybody!

Anna

Theresa Y
October 11, 2013 - 8:35 AM

Hi All,

Marissa & Christina - thank you for your very thoughtful comments above (and Marissa - thanks for the great research! I know there’s not a lot of state-wide representative research out there about suicide specific to Chinese community, but I think there’s a lot in looking at what has been done in other countries with shared cultural and traditional values).

I appreciate the comments regarding how our outreach materials should also reach those who do not consider themselves to be part of the Chinese community, but do speak Chinese. Are there any unique approaches we should take to reach out to this group?

I welcome everyone’s comments on this question as well as the other questions posed above.

Christina
October 10, 2013 - 7:55 PM

Hi Marissa and everyone,

Thank you so much Marissa for sharing the interesting study findings with us. I certainly find the points you shared with us interesting. I was born in Hong Kong and spent my early childhood years in Hong Kong and moved to Singapore when I was seven. I grew up in Singapore, and moved to San Francisco 9 years ago. I have work with the Chinese community in San Francisco. From my personal experience as a Chinese person and a part of Chinese community in these three cities, I strongly agree with your observation that the topic of suicide carries a heavy burden of irreversibility or "shameful", there is also a kind of judgment attached that suicide is morally wrong, and only someone who is irresponsible, morally and mentally weak, or trying to escape from problems would do.

I also sometimes feel that suicide can become semi-normalized in some Chinese media portrayal too. Cases of suicide are depicted in tabloid story, or in a way that semi-normalizes the case instead of understanding the motivations or the mental health aspect of suicide. Discourse of suicide becomes a place for gossip judgment and criticism. Suicide or suicidal behavior is often seen as "shameful". There is a belief that something must be wrong with the person or the family of the person who attempts suicide. "Normal, people don’t think about or talk about suicide" is a common belief.

How would someone who is concerned about another person start a conversation about suicide?

I think this conversation would start off with showing concern "Are you okay?" and then discussing the well-being of the person (including physical, mental and emotional health). It would ask about stress, feelings, any different situations the person might be in, sense of isolation, hopelessness, and observations that something seems to be bothering the affected person. "Something is bothering you, I can’t really imagine the opening of this conversation to be "have you been contemplating suicide?" I think it would be more along the line of "How are you feeling?" "Do you feel like your situation is?" and a whole series of "feelings". I am not sure if it is easy.

How might a person who is having suicidal thoughts express this to someone else?

This might be difficult to be expressed verbally as Marissa already noted. I agree this might be expressed in other non-verbal ways. It might be sudden change of mood (suddenly happier after feeling depressed), withdrawal from friendship, isolation. If verbally expressed, it might be the conversing a sense of focus, hopelessness, sadness, anger, or a loss of control over their situation, a sense of isolation, or that no one understands their situation. I agree that we might be able to brainstorm some other signs. Any other thoughts everyone?

marginalia
October 10, 2013 - 5:44 AM

Hi, I just wanted to check in to clarify what we mean when we talk about the Chinese community (I think the category is so broad and on the other hand also oddly exclusive.

As I am not a member of the Chinese community, but am a member of a Chinese-speaking community, I also wanted to advocate that since none of us this materials the campaign ends or distributing will be written or presented in the Chinese languages, it may be wise to extend the context of those materials to be inclusive of Chinese-speaking communities that are not Chinese. Many non-Chinese Asian American individuals will still be able to understand and be moved by the materials (eg, communities with some people who are fluent in Mandarin or
other Chinese dialects such as the Malayans, Taiwanese, Singaporean, and Cambodian communities.

Regarding rates of suicidality in the Chinese American community, here are some of the resources I have found:

Suicide among Asian Americans (American Psychological Association 2007 data)
[link]
- Among all Asian Americans, those aged 20-24 had the highest suicide rate (2.9 per 100,000).
- Among females from all racial backgrounds, the age of 25-29 had the highest suicide rate.
- US-born Asian American women had a higher lifetime rate of attempted suicide (15.9 percent) than that of the general U.S. population (13.5 percent).
- Among Asian American adults, those aged 15-24 had the highest rates of suicidal thoughts (11.9 percent), intent (5.4 percent) and attempts (2.8 percent) compared to other age groups.

Powerpoint on suicide statistics in Asian American women by Eliza H. Ph.D. at USC.
[link]
Dr. Noh is a famous Asian American advocate and expert on suicidality and Asian Americans.

Lifetime Suicidal Ideation and Suicide Attempts in Asian Americans
[link]
- In the NLAS study, Asian American Journal of Psychology (2010)
- Estimated lifetime prevalence of suicidal ideation was 8.8%
- Estimated lifetime prevalence of suicide attempts was 2.5%
- Suicidal ideation differed significantly by age group and marital status.
- Women were more likely to report suicidal ideation than men.
- The prevalence rates of suicidal ideation did not differ by gender, ethnicity, or level of education, or household income.
- A higher proportion of women had attempted suicide than men.
- Chinese Americans were more likely to report suicidal ideation than those in the other Asian category (e.g., Asian Indian) and those from Vietnam and Philippines (although these differences did not reach statistical significance).
- A high level of ethnic identity was found to be associated with lower rates of suicide attempts for Asian Americans.
- In the NALAS study, 3 in 10 Asian Americans who attempted suicide had no evidence of DSM-IV depressive or anxiety disorder.
- Suicide and Twelve-Month Prevalence Rates of Major Depressive Episode and Suicidality Among Chinese Americans in Los Angeles (1998) from the Chinese American Psychiatric Epidemiological Study.
- The most common correlates of lifetime and 12-month depressive episodes and ideation were social stress, measured by past traumatic events and recent negative life events.
- Substance use, a culture-bound syndrome including addictive disorders and depression, as well as fatigue, inadequate sleep, and anxiolysis,

Chang in Methods of Suicide by Race and Sex
[link]
- Notes that Asian Americans are more likely to use hanging than fire arms (again, this study is very old and old).

Thoughts on Suicide in Chinese-speaking communities outside of the United States

My current interest is to find the words >> Reach Out

- 38.8% agreed that the act is "unbearable." (To me it is interesting that the concept of "shame" that we discussed is not as strongly endorsed as "irresponsible" or "weak.
- 37.5% said that suicide should be publicly discussed and for 3.8% expressed a willingness to contribute to suicide prevention efforts.

Most of the conversations around suicide that I heard growing up in my family were around the idea of family humiliation (media covered trends in Chinese-speaking countries in the early 1990s, continues to occur) and societal trends towards suicide (a popular way to commit suicide in the late 1990s/early 2000s, through hanging was the most commonly used method). Regarding family humiliation, Taiwanese parents who commit suicide are more likely to kill their children, compared to American parents who commit suicide.

Here are some slides from the Beijing Suicide Research and Prevention Center.
[link]
Just to quickly summarize these stats are pretty striking, it's the number one cause of death for young people in this country, most completed suicides are by men and the most common cause of death is pesticides or rat poison, etc. Many had children or relatives with history of suicidal behavior. Decreased participation of social activities in the month prior to death. The end of the slides talks about increasing outreach to Chinese students living in America which may be relevant to our goals.

To answer the two discussion questions:

1. How would someone who is concerned about another person start a conversation about suicide?

I don't know how relevant the results of this survey are to the Chinese community but my intuition is that there may be some similarities between the two communities. I think it can be very difficult to talk to someone about suicide because of the aforementioned reasons.

2. Suicide ideation is often used as a figure of speech so there's a risk of not realizing the other person in serious. Suicide is also stigmatized so people may react the same way Americans react which is to not take it seriously or laugh it off. It is difficult to engage someone in this conversation so maybe we can be an adult.

In my personal experience, I think there's a temptation by others to bring up the "irresponsible" or "be strong" or "brag it out" messages as noted in the survey above. So just as in the United States there probably has to be a way to encourage people to talk about suicide without increasing the stigmatization of feelings or increasing shame and guilt.

How might a person who is having suicidal thoughts express this to someone else?

I don't think these behaviors are necessarily expressed verbally so we may have to brain storm some common warning signs (e.g. withdrawing from social activities, refusing to go out, etc.). There may also be expressions of physical or emotional discomfort such as being forgetful, experiencing serotonin, headaches, "hang in," etc.

POST NEW COMMENT

YOUR NAME: eval

[Submit]
Who is at-risk for suicide in the Chinese community, and who might their helpers be?

**PRIVATE FEEDBACK**

November 1, 2013 - 2:30am

Don’t forget to partner with informal Parent Teacher Organizations (PTOs) in Chinese language schools. This is often a social gathering place for women in this demographic while their kids are at school.
Know the Signs >> Find the Words >> Reach Out
Thank you for reading my comments.

Mastino A. Garcia V, LCSW

Jaka_YourSocialMa_ November 19, 2013 - 10:51pm

Hi,

Thank you for your insightful comments! One of the challenges we will face is the distribution of these materials. You suggested providing the materials to teachers, doctors, medical providers, youth group supervisors and school officials. Since we don’t have the resources to research, identify and reach out to all of these individual groups as part of a statewide project, do you have an idea of larger groups or organizations throughout the state that we might engage as partners to distribute the materials? For example, if you had to answer this question specifically to your county, what are a few of the places/people/organizations that you would advise us to try to engage as partners to distribute any outreach materials we create?

Jaka_YourSocialMa_ November 4, 2013 - 7:48pm

Who is most likely to notice warning signs for suicide in someone else?

I believe an individual most likely to notice warning signs for suicide in another individual would be someone who is close to the other person and who has known the person for awhile. Someone who sees the person often—like at home, work or school. For example, a mother who is knowledgeable about the warning signs of suicide would be able to notice the difference in her child’s behavior.

Who would be most comfortable to bring up their concerns and offer support to a person who might be at risk for suicide?

An authority figure or close friend would be most comfortable. Someone trustworthy like a teacher, school guidance counselor, a long-time neighbor, aunt, uncle etc.

Since we don’t have the resources to do outreach with these materials ourselves, how can we reach these “helpers” across cities with high numbers of Chinese community members across the state? Who would be a good partner? (E.g., ESL teachers?)

Outreach materials should be worded with care and thoughtfulness. For example, phrases like “positive growth” may be used in exchange for the phrase “mental health” to reduce the sense of stigma.

Libraries, health clinics in Chinatown, family service agencies, possibly an advertisement on a bus, university dining, recreation centers are great ways to reach “helpers” across cities.

WebTap

curtistVOTE

Thank you for your thoughts!

abbyyn November 1, 2013 - 4:06pm

Hello Everybody,

I completely agree that these at risk for suicide are both young Asian women and the elderly Asian women.

Besides the peers of these two groups who would notice these signs, but also the middle aged Asian women would notice and even possibly be more comfortable to offer support and provide resources.

Providing these outreach materials to teachers at all levels of secondary and post secondary schools as well as ESL schools, church, temple, and government agencies, especially the social service sector as there are more women who happen to work there. Also agencies, especially the non profits that focus on the Asian community, would be a good place. Three settings all have service minded professionals and moisture who have many resources and know how to approach someone who could be suicidal.

If possible, also running the ad in the Chinese newspapers are a great way to reach the monolingual Chinese speakers.

Hope this is helpful?

Aria

Jaka_YourSocialMa_ November 19, 2013 - 9:43pm

Thank you for your thoughts! I wanted to follow-up on a few of your suggestions. I am not sure that we have the budget to create and run ads in Chinese newspapers, but this is something we can at least look into. Do you have the names of a few newspapers that I could use as a starting point?

In regards to your suggestions for ESL schools, do you have more information about how to access them? For example, I am not sure we could research and contact every ESL school in the state, but maybe there is a statewide directory? Or an association? How do you suggest we would go about enlisting them as a partner?
What are your thoughts on some of the ideas presented so far?

WORKGROUP DISCUSSION

What are your thoughts on some of the ideas presented so far?

Theresa L.
Hi everyone!

Sorry for the delay in getting a new discussion question up - remember it has been quite busy for June and 3.

Thank you for your comments so far on this thread. From the discussion, it sounds like potential helpers within the Chinese community are:

- Church/religious leaders
- Teachers/social workers
- Immediate family members (especially women ages 40-60)
- Close friends (especially women ages 40-60)
- Physicians/figures of authority

Ways to reach the Chinese community and engage potential helpers include:

- Education talks at churches, temples, community agencies and schools
- Newspaper ads
- Chinese radio ads (following the example of using radio to address problems generating among the Chinese community)
- TV ads
- Bulletin boards
- Flyers
- Posters
- Community venues such as libraries, health clinic, family service agencies, ESL schools

Here are some follow-up questions for you to consider:

Which of the distribution strategies suggested so far do you think is the most promising?

1. Creating an advertisement that can be placed in Chinese newspapers. (Keeping in mind that we might only be able to create the ad and make it available to county and community agencies to place the ad.)
2. Creating a radio advertisement. (One of the considerations here is what recourse to provide for when Chinese community members can go or call for more information.)
3. Engaging and preparing Chinese community members to facilitate a series of talks about suicide prevention in Chinese churches and community centers key cities throughout the state. (What type of materials should be created as hand-outs after these presentations? Maybe a brochure, small card, magnet or other giveaway?)

Please expand on ways in which we can reach helpers within the Chinese community.

Using the list that we know already generated (such as community forums and workshops, health clinics, ESL schools, etc.), please provide names and locations of where a large majority of the Chinese community often frequents. Perhaps there is a Chinese-specific health center in your region that you are familiar with, or a statewide Chinese ESL language organization? Please be as specific as possible when describing possible partners for the Know the Signs Campaign to engage in to distribute our outreach materials to reach helpers.

PRIVATE FEEDBACK (0)
I think all 4 ideas are great. For the newspaper, I think targeting newspapers (The Daily Recorder) that Chinese communities read in the Sacramento area. Further, collaborating with church leaders in another idea. Churches are the Sacramento Chinese Grace Bible Church, The Chinese Community Church and the Chinese Immunal Church.

I believe the most promising distribution strategy is a messaging and preparing a Chinese community member to facilitate a sense of social prevention in church/synagogue/community centers in key cities throughout the state. What types of materials should be created and handed out after these presentations? Maybe a brochure, small card, magnet or other give-away?

This strategy may be used as a bootstrap presentation which can be quite effective, especially when participants are given handouts/ resource lists at the end.

I feel like the radio advertisement can be big or small, with who is listening at the exact moment. Also, I do not know how likely someone is willing to jot down information from an advertisement.

I love the poster/billboard idea. In fact, every time I am on bike riding through Fruitvale I see the Know the Signs billboard for the Hispanic community and it makes me happy.
You can contact the following agencies for more information on Community Lay Health Workers in the Chinese community in San Francisco:

NICOS Chinese Health Coalition
2008 Mason Street, San Francisco, CA 94108
(415) 988-8426

NICOS is an agency and we have a partner agency with UCSF in a Lay Health Worker Project. We have been working on this project for 5 years now, and have been instrumental in recruiting and training LHWs and coordinating the project from the community aspect with UCSF.

Chinatown Public Health Center
2400 Mason Street, San Francisco, CA 94108
(415) 284-7700

The Chinatown Public Health Center is a San Francisco Department of Public Health clinic, and they too have used the Lay Health Worker model and may have data built on previous and current Lay Health Workers.

Chinese Community Health Resource Center
380 Jackson St #325, San Francisco, CA 94103
(415) 677-0473

Chinese Community Health Resource Center has partnered with EPHI and have also used the Lay Health Worker model in a project to help smokers in the Chinese community in San Francisco quit smoking.

The Healthier Living Project
Contact: Kenneth Liu
320th St, Senior Center On Lok
225 32nd St, @ Dolores, San Francisco, CA 94131
415 755-6000
http://www.canethealth.org/north/sanfrancisco/dsp/ (www.canethealth.org/sf cannetworks.org)

Based on a project by Stanford University, this project also utilizes a Community Health Worker model to promote healthy living.

For the giveaway items, yes, it will be important to have a clear line with Chinese language capabilities (if you choose to have it published on premise items in Chinese). From my experience working with the Chinese community in San Francisco, online websites may not be as accessible as a phoneline, as a large portion of the Chinese clients we work with still do not use internet.

That said, there are portions of Chinese who are both online survey they are the same group will most probably would be locate in English as a proficient level as well. So an English website may be accessible for this same group.

shuyuh
November 28, 2013 - 8:52pm
Hi All,

I think the 2 most promising are running a print ad in the Chinese Newspaper. (I'm easier for the helper to have all the information (contact number, for example) already there and can refer to it; and creating a poster and brochure to mail out to our partnerships. I believe that since these organizations get it, maybe we can add them to engage in the Chinese community to provide talks at any place and further help to dispense the materials??)

Some key organizations in Southern CA:
Chinatown Service Center, LA
Little Tokyo Service Center, LA
Yu Chiu Medical Clinic, Alhambra, San Dimas, and South El Monte
Herald Chinese Health Center, San Gabriel
Pacific Clinic, Rosemead and Pasadena
Asian Pacific Family Center, Rosemead
San Gabriel Pomona Regional Center and East LA Regional Center (these are the two that cover the majority of the Asian communities in LA County)

Thanks!

Anna

Jana_YourSocialMedia
November 28, 2013 - 8:48pm
Hi,

I am looking into it, but I don't think we have the budget to run print ads. But if we create a poster and brochure, we can modify the poster to also work as a print ad and make it available to organizations to use in that way. Do you have any specific newspapers in mind?

shuyuh
November 28, 2013 - 9:37pm
Hi Jana,


Thanks!

Anna

Jana_YourSocialMedia
November 9, 2013 - 6:22pm
Thank you!
What language should print materials be written in? Traditional

**YOUR VOICE COUNTS**

**WORKGROUP DISCUSSION**

**What language should print materials be written in? Traditional**

**Jen:** YourSocialMedia

Hi,

For any materials in Mandarin that we develop, should they be in the traditional version or the simplified Chinese?

As always we appreciate your time.

**Theresa Ly:**

December 4, 2013 - 12:44pm

Hi everyone,

Thanks for your feedback on this. It seems like we’re rather split on the issue, but after doing some research and weighing your concerns, it sounds like Traditional might be the way to go if we don’t have the budget to do traditional and simplified, which is definitely something we need to look into.

From our discussions so far, the Chinese community in the US is written in traditional characters. I also agree with Marissa’s comment that it is easier for individuals who usually read traditional characters to read simplified characters, but not the other way around.

Does anybody have any other thoughts to share or strongly advocate for the use of simplified characters?

**Christina H:**

December 4, 2013 - 9:56am

Hi! I agree with the others that it depends on who the target audience is. Is there a budget for creating both traditional and simplified text?

The reason I ask is because even though people who typically read traditional text may be able to understand or guess at the meaning of simplified text or vice versa, I think it is not only the issue of whether the message can be understood that is at stake here, but also a sense of who the message is for.

As someone who typically reads traditional Chinese text, I may sometimes pay less attention to noticing simplified Chinese.

Online Chinese newspapers also rarely provide both traditional and simplified versions of the same articles.

Just a thought. It would be great if there is enough resource for both text versions. But if not, I also agree that simplified text may be more universal.

**Siuina:**

December 2, 2013 - 8:55pm

The materials should be printed in Mandarin, not simplified, and I strongly agree. If just one or two simplifications are used, the hope is to pass a conversation between people. Thanks.

**Christina H:**

December 2, 2013 - 12:28pm

If the target readers are from mainland China, materials should be printed in simplified characters. If the readers are from Hong Kong, Taiwan, Singapore, Malaysia and other Asian Chinese, I would suggest to print the materials in traditional characters. But no matter which type will be used, Chinese readers could understand for most of the characters are the same, and so the interaction is closer and more frequent, I don’t think it is either simplified or traditional is a big deal.

**Siuina:**

December 2, 2013 - 12:05pm

I’ve noticed that a large amount of advertisement directed at the Chinese community in the US is written in traditional characters. I know that simplified was not promoted until about 1950s or 1960s and it probably took a while to become compulsory, so it might be more convenient to use traditional if we are trying to attract an older audience.

On another note, I’ve also noticed from observing my Chinese teachers and tutors that it is easy for someone whose first writing system is traditional to read simplified, while the opposite is a bit more difficult.

**Siuina:**

December 2, 2013 - 12:20pm

I’ve noticed that a large amount of advertisement directed at the Chinese community in the US is written in traditional characters. I know that simplified was not promoted until about 1950s or 1960s and it probably took a while to become compulsory, so it might be more convenient to use traditional if we are trying to attract an older audience.

On another note, I’ve also noticed from observing my Chinese teachers and tutors that it is easy for someone whose first writing system is traditional to read simplified, while the opposite is a bit more difficult.

**Marissa:**

December 1, 2013 - 2:05pm

FYI: Traditional Chinese characters are currently used in Hong Kong, Macao, and Republic of China (Taiwan). While traditional characters can be read and understood by many mainland Chinese and Singaporeans, these groups generally retain their use of simplified characters. To accommodate users of both scripts, Overseas Chinese communities generally use traditional characters.


**Marissa:**

December 1, 2013 - 2:16am

It depends. Where will the written materials be published? Who is the target audience? Can they be written in such a way to maximize the commonality between the two writing forms (if they are not dialectal)?
Workgroup Update and please review suicide prevention language

Dear Workgroup Members,

The stipend checks were mailed out last week. Please let us know if you receive them!

Thank you for your dedication around what language the materials should be in. Attached below please find two brochures. One is our campaign brochure in English. The second one has been translated into traditional Chinese. Although we have not decided on the outreach strategies and materials that we will create, it will be helpful to engage in a discussion around the language. If you can read Chinese, please review the brochure and offer feedback on the language. Please note that the design will be different, so just comment on the language at this point. Please be as specific as possible.

1. Is the language appropriate and culturally relevant?
2. Is anything stated incorrectly? How should it be said instead?
3. The brochure provides a blank panel on the back where organizations can post their contact information. Should we also include the website www.niceisrepresentable.org (http://www.niceisrepresentable.org)? Note though it is only available in English?

We appreciate your thoughts, peaceful holidays, and looking forward to working with you next year to finish up this project.

PRIVATE FEEDBACK:
Attachment:
- Kerry_Brochure_TCM.pdf
- English_Suicide_Prevention_Brochure.pdf
- Chinese_Suicide_Prevention_Brochure.pdf

shysh
January 16, 2014 - 8:30am

Hi Everyone,

I just wanted to throw out another idea for the visual image:

On a blank white background, there can be a photo of a young Asian woman to the right and in the left will be the older Asian woman, both looking sad and distraught. They both will share a thought bubble in the middle of the page with statements of suicidal ideations, for example:

I hate my life.

I feel no shame.

I wish I could die.

(maybe written in this fashion inside the thought bubbles)

We think that more on the top background, in the bottom front will be a photo of the helper (middle-aged Asian woman) with a confident look and her thought bubble will be in red color. At the bottom of the page will be:

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

Know the signs.
You can help.

Thanks for the good discussion last night. Sorry I couldn’t help out more with the actual wording as my Chinese grammar is not that good.
Anna

Christina Ny
January 2, 2014 - 11:44am

Happy New Year everyone! Thank you Anna, I received the stipend.

Regarding the translation of the text, I have the following feedbacks:

Front page (Extreme Left Panel)
- The last sentence: "The power to save a life didn’t translate very well into Chinese, as it is logically incomplete. In Chinese, the "power to save" would make more sense as in English. I suggested making it a complete sentence, "the power to save lives" which stresses the importance of saving lives in English." rephrasing it.

Front page (Second Left Panel)
- The sentence: "To learn the warning signs of suicide, visit" for the website, the word "visit" was translated as "观察", which read a little strange to me. Perhaps it is because I am a Cantonese speaker, and the translator might have been translating into Mandarin. Even though the meaning is visit, the word "观察" is not commonly used this way. I suggest using another word, perhaps "访问" or "査看".

Back page ("Know the Signs" Panel)
- The second warning sign: "Feeling hopeless, desperate, trapped" was translated into "感到絕望, 沮喪, 被困", which has more of a meaning of losing control to even "becoming addicted" and doesn’t convey the feeling of feeling trapped. Perhaps, we can use a more-direct translation of "感覺絕望, 受困", or consider other translations.

Back page ("Reach Out" Panel)
- The sentence: "If you even see one warning sign, step in or speak up." Warning sign was translated to "警訊" which means "danger signal", "warning sign" can be more accurately translated as "警示牌".

Back page (Two Right Panels)
- I had the same issue as above with the word choice "くん" for "visit" before listing of the website. It is more commonly used for "interview" so I suggest finding another translation.

Aly
January 1, 2014 - 6:48pm

Hi everyone,

Happy New Year!

After reviewing the brochure, I think the translation works, gets the idea across, and is

understandable. It’s great that there will be a lot of local organizations that people can turn to.

I agree too that it is necessary that the hotline have language assistance. I think the websites should be on the brochure even if it is only in English. Is there a way for the website to have it in the Chinese language too? It would be more effective that way.

Thank you also for the stipend check!

Anna

marisla
December 30, 2013 - 3:56pm

I can provide more input later but my first instinct is to demphasize the focus on websites (do include, but demphasize) and provide a stronger emphasis on the hotlines. My instinct is that this paper brochure will be read by a lot of people who do not get most of their information from the internet and may have easier access to the phone than the internet. That being said, does the hotline have culturally competent language capacity?

POST NEW COMMENT

YOUR NAME:

em
Please register for webinar on January 9th

WORKGROUP DISCUSSION

Please register for webinar on January 9th

finty

During this webinar we will review the discussion so far and discuss the suggested strategies and materials that should be developed. We will also review the language for the materials.

To register:
January 9th 11:00 am to 12:30 pm:
https://attendee.gotowebinar.com/register/5477408548532201301
(https://attendee.gotowebinar.com/register/5477408548532201301)

PRIVATE FEEDBACK (Y)

Christina N.

January 9, 2014 - 4:49pm

Hi, I too have work during the scheduled time for this webinar and will not be able to attend. But if you have an alternative time for the webinar (after or before office hours), I will be very happy to participate.

ahyunh

January 1, 2014 - 11:16am

Hi Jan, I would like to attend the webinar, however I have to work during those hours. Will there be another webinar maybe in the evening? Or something I can review on my own and provide feedback. Please let me know and sorry for the inconvenience. Happy new year! Anna

marinames

December 30, 2013 - 3:59pm

Hi Anna,

As my availability in January is different from the availability I had in October and November when I first signed on to the project, I will not be able to participate in this webinar. I would be happy to review the slides/documents if you email them to me, though. Thanks.

POST NEW COMMENT

Alternate webinar date poll: Please let me know what date/time will work best for you

WORKGROUP DISCUSSION

Alternate webinar date poll: Please let me know what date/time will work best for you

finty

Hi,

Since Wednesday the 9th at 11:00 am does not seem to work for anyone, please let me know which of these alternate dates/time would work better:

Wed January 9th at 6:00pm
Wed January 9th at 4:00pm
Wed January 15th at noon
Wed January 17th at 6:00pm

Thank you!
Anna

marinames

January 1, 2014 - 9:38am

Wed January 15th at 6:00pm would work for me, though I may be late if there is bad traffic on my way home.

ahyunh

January 1, 2014 - 12:59am

Hi everyone,

Wed 12/31 at 9:00pm or later works
Wed 1/2/14 at 9:00pm or later works
or 1/17/14 anytime.

Thank!
Anna

srilakshy

January 1, 2014 - 8:18pm

Yup.
Please register for new webinar on January 15th at 6:30 pm

WORKGROUP DISCUSSION

Please register for new webinar on January 15th at 6:30 pm

Jana_YourSocialMa... Hello,

It seems that this date and time works best. The webinar on the 9th will be cancelled and instead we will plan to meet on Wednesday, January 15th at 6:30pm. Please register for Know the Signs Campaign - Chinae Workgroup on Jan 15, 2014 6:30 PM PST at:

https://attendee.getgo.webinar.com/register/564191445627639003

During this webinar we will review the discussion so far and discuss the suggested strategies and materials that should be developed. We will also review the language for the materials.

POST NEW COMMENT

YOUR NAME:

email

Thank you!

Jana_YourSocialMa...
Please provide feedback on two poster options

WORKGROUP DISCUSSION

Please provide feedback on the following options:

- Photo was preferred over an illustration.
- Design suggestions: Two Chinese people talking intimately, e.g., at a kitchen table drinking tea. Should show two females, one 40-60, one younger (20-24).
- Design suggestions: Two people, two people standing in the shadow of a house, female older adult 60 plus and another person reaching out their hand to them (female middle-aged). Something with lighting to show hope and a person reaching out as offering that hope.
- Design suggestions: To show that someone might be perfect on the outside, but different on the inside: person looking into mirror, show her (male 20s) smiling into mirror, but image making back is sad. Show a helper (also female 40-60) in the far background looking into the room, seeing the image in the mirror.

Requested feedback:

Please note that there will be additional text on the poster and that the text across the image will disappear once the photo has been purchased. You can view the images by viewing the attached pdf file below.

1. Which of the two options (“drinking tea” or “looking in the mirror”) is more appropriate to reach our target audience?
2. Is there anything that you would change?
3. Does the headline go well with the image?
Which headlines do you like?

Jang_YourSocialMs...  
March 12, 2014 - 11:06am

We worked with a copy writer to come up with a few possible headline options for our poster. Please review this and reply back with your top three options and why you like those. These are intended to speak to the potential helper.

1. 麥心 - 搭車街口
   - If you're concerned, you should express it out.
   - Abbreviation, proper way.
   - Listen with your heart to provide positive energy.
   - 言語的關懷, 可謂無形的力量
   - Sincere concern can encourage the power of life.
2. 麥心 - 搭車街口
   - Open the lock of a heart by being concerned and listening.
   - 心中的關懷, 激勵他人伸出援手!
   - The shadow in the heart needs someone to give a hand!
3. 麥心 - 搭車街口
   - Your "concern strength" (a Chinese idiom that means "help") can help someone walk out of a shadow!
4. 麥心 - 搭車街口
   - You are a light that can shine through the darkness.
   - The pain could be hidden in another side of the smile.
5. 麥心 - 搭車街口
   - The smile may not reflect the true feeling of the heart.
6. 麥心 - 搭車街口
   - You need to look around or attach importance to the pain under the smile.

POST NEW COMMENT

YOUR NAME:  

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

Please provide feedback on brochure text

YOUR VOICE COUNTS

WORKGROUP DISCUSSION

Please provide feedback on brochure text

Jana_YourSocialMedia

March 14, 2014 - 5:58pm

Thank you!

skynah

March 17, 2014 - 8:10pm

Hi All,

My top three choices:

5. The shadow in the heart needs someone to give a hand.

I like the one because it speaks to the helper to proactively help someone out since those who really need help are stuck in the shadows.

6. Give a hand to light up the shadowed corner in someone’s heart.

I also like this one because it goes along with the theme of proactively helping as in #5.

9. The smile may not reflect the true feeling of the heart.

I like the one because it goes well with the mirror pro and our theme of how appearances are deceiving.

Thank you!

Anna

Christina

April 7, 2014 - 10:02pm

Hi all,

Sorry for the late response, but the Chinese text looks good to me.

Regards,

Christina

Jana_YourSocialMedia

March 22, 2014 - 2:48pm

Thank you! Just a note that the English is a rough "back translation" of Chinese version. He will not use it on any workgroup materials. It’s just for those of us who don’t read Mandarin Chinese to have an idea of what is being communicated in Chinese.

skynah

March 22, 2014 - 1:18pm

Hi Al,

Since my reading Chinese level isn’t that great, I had my mom help me and she said that it was fine.

Moreover, with the English, I did notice some things that are a little awkward such as "The shadow in the heart needs someone to give a hand! I know this is a direct translation of the Chinese, which sounds fine, but in English sounds a little weird to me.

they are indeed there with some tweak sounds weird, I would omit with some tweaks.
If you can recognize the signs, use the proper words to start a conversation and reach out to local resource organizations for help, you have the power to make a change. This is the power to save a life. I would end the sentence at help. I would change the next sentence to: You have the power to make a change and save a life. Omit the rest.

Under Use the right words section, I would avoid starting sentences with And or But.

Thank you.

Anna

POST NEW COMMENT
YOUR NAME: 

K n o w t h e  S i g n s  >>  F i n d  t h e  W o r d s  >>  R e a c h  O u t

Vote on illustration style

WORKGROUP DISCUSSION

Vote on illustration style

Ann YourSideEd.

Hello,

Since we cannot create the “perfect” poster with stock images, we are going to...


move towards an illustration. We have narrowed it down to two illustrations. Please let me know which style you prefer. The illustrator will then create the setting of the young woman looking into the mirror and the helper supporting her.

In addition I just attended an AFT conference where I attended a workshop featuring posters and brochures developed to educate the Chinese community about depression. I liked how their poster lists symptoms on the bottom and a path leading towards wellness.

Requested Action:
1. Vote on preferred illustration style. Click on the images above to enlarge them. Then vote.
2. Do you recommend that we move forward with the mirror setting we chose or do you prefer the direction of adapting the path towards wellness poster for suicide prevention? See pdfs below.

Which direction do you recommend?

☐ OPTION ONE (JAN FEHRER) ON LEFT
☐ OPTION TWO (RALPH VOLZ) ON RIGHT

VOTE

PRIVATE FEEDBACK

Attachment:
☐ OFFICIAL Poster All Ages! (html)
http://www.ourworkisbuildingtrust.org/Uploads/ArtFactory/042105.htm

☐ Poster Outline_Looking into mirror.pdf
http://www.ourworkisbuildingtrust.org/Uploads/ArtFactory/ArtOutlineC1er.pdf

6 comments POST COMMENT
Know the Signs >> Find the Words >> Reach Out

Christina H.  
April 27, 2014  - 10:00am

Hi everyone,

I definitely prefer the style of Ralph Volz and think that his style will speak more to the cultural and age group we have identified as helpers. I feel that Jan Fein's style would speak much more to a younger audience. Just the graphic style alone would speak tons about who the poster is speaking to so I vote for Ralph's work.

Also, I think the mirror concept would speak more powerfully and directly about the message of identifying someone at risk to a helper rather than the path to wellness message that it feels speaks much more generally about understanding suicide and suicide prevention to a much wider population. In other words, I feel that the mirror message may be more specific and can target our helper group more effectively.

Jana, YourSocialMedia...

April 7, 2014  - 5:00am

Thank you for your thoughts!

ahmuth  
April 5, 2014  - 7:30pm

Hi all,

I still prefer the mirror idea especially if the illustrator is able to portray those heavy emotions on the mirror side and the cheery expression on the man's face. I also prefer if we can see a clear side of the face of the helper/observer rather than a blurry image.

Thnaks!

Anna

Jana, YourSocialMedia...

April 7, 2014  - 3:00pm

Thank you!

mattreal  
April 4, 2014  - 2:00pm

Is it possible to commission artwork from Chinese American artists or artists of Chinese descent?

Jana, YourSocialMedia...

April 7, 2014  - 10:13am

Hi,

AllNew, the advertising agency, that is designing all of the campaign materials has spent a lot of time researching and reaching out to artists who have a skill set for the particular styles we think we work best for the project, e.g., they are both great with facial expressions and settings. They are also used to working with an advertising agency and the requirements that come with having to accept very specific direction from both workgroup members and the creative director who will ultimately turn the illustration into finished outreach pieces. One of the things I have found is that artists from a specific cultural group don't always specialize in the genre of their cultural background, but rather a specific style. So the agency focused on identifying a style they thought worked best for what we have in mind. Does this make sense? That being said, if you have an illustrator in mind who you would like to refer, please send me his/her information and I can send it on to the agency. We hope to make a selection this week so we can move forward with creating the pieces.

POST NEW COMMENT
YOUR NAME:  

First draft of illustration for our poster

WORKGROUP DISCUSSION

First draft of illustration for our poster

Jane_YourSocialMedia

May 6, 2014 - 7:21 am

Here is the draft of the illustration we will be using for the poster. As a next step, I would like everyone to look at the image above, write down your thoughts on the worksheet attached to this email, and then email it back to me.

Kendra Melendez

May 1, 2014 - 7:26 am

Hi Jane,

I'm still working on the poster. With the new features we are adding, I think it will be better to have the characters be more similar in size to make the poster more effective. What are your thoughts on this?

Jane_YourSocialMedia

May 6, 2014 - 7:21 am

Hi Kendra,

I agree with you. The size of the characters will be increased so that they are more visible.

PRIVATE FEEDBACK (7)

5 comments

POST COMMENT

abuyuk

May 20, 2014 - 2:05 pm

Hi,

When I say isolate the picture, I meant to place that image more on the background while the helper is more on the foreground. Hope that makes more sense.

Thanks!

Anna

Christian Nip

May 6, 2014 - 10:00 am

Hi Anna,

I couldn’t find a PDF link so I looked at the image above, and hence I am not sure if my feedback might be affected by the image I was looking at, but my final initial feeling about the draft is that the characters don’t look very close to the target group of possibly monolingual middle-aged female Chinese audience, and hence the effectiveness and impact when targeting the group may be lessened.

The reason I say this comes from a few factors,

1) The characters don’t look very Chinese to me. Their body shape is slightly too stocky. The hair of the girl in the mirror (standing and smiling) also seems uncharacteristically wavy.

2) The clothes of the helper don’t seem to fit the attire of those in that age group. The T-shirt and jeans is not what the helper group typically wears in my experience. People in the helper group I have interacted with tend to wear more loose-fitting shirts/shorts and t-shirts. They rarely wear jeans or fitting pants like depicted above. It might make more sense if the clothes were mixed in between the two.

3) The setting does not feel like a very Chinese household. The furniture design of the rectangular mirror with the wooden frame, the dresser and the decorative plant are not commonly found in a Chinese household. Consider removing the dresser and plant, and making the mirror full length. Or consider placing Chinese decorative items such as the new-year fortune paper-cutting decorations on the wall. Or if the layout has to be kept, consider switching plant to those typically displayed in Chinese families, such as lucky bamboo plants, orchids.

Jane_YourSocialMedia

May 27, 2014 - 9:42 am

Hi Christian,

We passed on your feedback to the illustrator and your thoughts were very helpful.

POST NEW COMMENT

YOUR NAME: Jane_YourSocialMedia

Add your comment here.
Appendix C: Member Roster

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
<th>County</th>
<th>On behalf of</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lai Meng Jieang</td>
<td>AlMHS (Alameda Community Mental/Health Services)</td>
<td>Alameda</td>
<td>I believe my language capacity (Cantonese &amp; Mandarin) and working experience as a Mental Health Clinician can help develop the materials that require culturally and linguistically competence. I would like to assist the team to help Chinese people understand more about suicide prevention.</td>
</tr>
<tr>
<td>Erica Thompson</td>
<td>ReachOut</td>
<td>Alameda</td>
<td>I am currently a psychology student at Lassen College in Oakland, one unit shy of transferring to San Jose State University. I recently work at ReActOut as a social media content developer for their Facebook and Tumblr. At ReActOut, we are committed to reducing the stigma that is often related to people who struggle with mental illness. I also intern at the Mental Health Association of San Francisco as a Youth Investigator where I focus on program evaluation, technical assistance, and stigma reduction in different cultural communities across California. Identifying myself as African American I would be delighted to be a part of the African American workgroup. I half African American half Chinese.</td>
</tr>
<tr>
<td>Roberto De La Peña Jr.</td>
<td>ReachOut</td>
<td>Orange County</td>
<td>I believe that every challenge is an opportunity. Not only do challenges make us stronger, but they give us knowledge that we can share with others who are struggling through similar situations. As a gay youth who has overcome severe identity crisis and self-esteem issues, and as an immigrant Mexican boy who struggled with discrimination based on language and culture, I know that I have a lot of insight to offer to your campaign. I want to be able to share something good of my struggles, for myself and for others, I knew that this is the perfect opportunity to do that. I would also be glad to participate in the Chinese speaking work group. Although I am not of Chinese descent, I am very well aware about issues that Chinese and Chinese Americans go through. I am currently learning Mandarin Chinese and am about to start volunteering at the San Diego Chinese History Museum. I am not fluent in Chinese, but I speak enough to understand a bit about the culture and have simple conversations.</td>
</tr>
<tr>
<td>Christine Naka</td>
<td>Dignity Health Medical Foundation</td>
<td>Sacramento</td>
<td>Has experience working with Chinese population.</td>
</tr>
<tr>
<td>Marino Garcia</td>
<td>Kaiser Hospital</td>
<td>Sacramento</td>
<td>I am a CNW, working for Kaiser Permanente Crisis Team. Specialist in completing psychiatric emergency assessments, which includes suicide and homicide assessments. I am trained and specialized in working with multicultural families. Furthermore, I am an Adjunct Professor at California State University, Sacramento. I teach a Multicultural Therapy class. I am requesting to be assigned to the Chinese population group.</td>
</tr>
<tr>
<td>Anna Hayes</td>
<td>San Gabriel Pomona Regional Center</td>
<td>San Bernardino</td>
<td>I currently work with diverse clients, especially with the Mandarin speaking population, in coordinating services for the developmentally disabled. Often times, I do come across clients and their families who also have mental illness and would always encourage them to seek help. I am interested because I have a background in Adult Education and have a holistic view of the client. I am also fluent in Mandarin Chinese and am a great advocate for mental health in the community.</td>
</tr>
<tr>
<td>Marina Lee</td>
<td>Los Angeles</td>
<td></td>
<td>Recently graduated from UCLA with a Masters Degree in Social Work. I have been on several cultural competence committees including the California Mental Health Oversight and Accountability Commission’s committees. My subject matter specializations include social services for Asian Americans and LGBT individuals and the intersection between these groups. I have previously participated on grant reviews and have experience with social media campaign design.</td>
</tr>
<tr>
<td>O Ying Nip (Christina)</td>
<td>NCOS-Chinese Health Coalition</td>
<td>San Francisco</td>
<td>I am fluent bilingual in English &amp; Chinese and read and write traditional and simplified Chinese text. I was born in HK and grew up in Singapore. I moved to the US with my family 6 years ago. I currently work with the Chinese population, many with limited English proficiency. I also work with youth as a supervisor through the MYP program in SF, which places youth from at risk and low income families into work experience. Suicide prevention and mental health and well-being is something I care about as part of my work relating to the overall well-being of my community’s health. Having cultural and linguistically competent materials is especially crucial in reaching out to address health issues. I am very interested in being part of this workgroup, and hope that I can put my own language and cultural skills to good use.</td>
</tr>
</tbody>
</table>
## Appendix D: Summary of Lay Health Worker Model Interviews

<table>
<thead>
<tr>
<th>Organization</th>
<th>Contact Name/Title</th>
<th>Contact Info</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>CCCHS Chinese Health Coalition</td>
<td>415.736.9425</td>
<td>Edward Kim</td>
<td>Left message for coordination. Email: <a href="mailto:edwardkim@ccchs.org">edwardkim@ccchs.org</a></td>
</tr>
<tr>
<td>Christian Health Network</td>
<td>415.736.9400</td>
<td>Milton Ng</td>
<td>Left message, C.C.C.H. Left message for medical information. 01.01.04</td>
</tr>
<tr>
<td>Chinese Community Health Resource Center</td>
<td>415.747.0475</td>
<td>Program Manager</td>
<td>Email to arrange 01.08.04-01.09.04, 01.30.04 for cohort survey</td>
</tr>
<tr>
<td>The Healthlinking Project</td>
<td>415.333.0000</td>
<td>Karen Hing</td>
<td>Voices 06.08.04</td>
</tr>
</tbody>
</table>

The outreach process is ongoing and includes recruiting by leaders to lead the workshops. By recruiting organizers to host the workshops with their recruiting participants, they can involve other volunteers on staff members who will be interested. They will continue to place in the NCW library or contact list to let the community know of upcoming workshops. The library also has an online resource in which they allow information to be posted. They also reach out to hospitals and health care sites who have a direct connection with the community and also share information.

The workshops include a variety of topics ranging from physical wellbeing to personal skills.

Yes, although their main focus is on offline workshops where they provide information on the topic of the specific program they are teaching and for which they have a license. The organization will evaluate its success and make improvements as necessary.
Appendix E: Recruitment Flyer

Workgroup Participants Needed
Contact: Jana Szczesniewski - 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.

<table>
<thead>
<tr>
<th>First and Last Name:</th>
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<tbody>
<tr>
<td>Organization (if applicable):</td>
<td>Title (if applicable):</td>
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<tr>
<td>Email:</td>
<td>Phone:</td>
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</table>

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