Pain Isn’t Always Obvious

KNOW THE SIGNS
suicideispreventable.org

Targeted Suicide Prevention Materials for the LGBTQ Youth Community in California

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

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

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

II. Background
Workgroup members were asked to contribute an estimated time commitment of 10-15 hours between July 1, 2013 and September 30, 2013, however, the workgroup process took longer than anticipated, until January 2014. Participation included one-on-one phone calls with campaign team members, conference calls, webinars and participation in periodic discussions on the Your Voice Counts website to provide input and review creative materials (see Appendix C Recruitment Flyer). All participants received a $300 stipend for their time.
The main goal of the LGBTQ youth workgroup was to create an online digital ad specifically reaching the helpers of LGBTQ youth to augment the statewide Know the Signs advertising campaign. Workgroup members offered input on identifying the helpers of LGBTQ youth and also reviewed and provided feedback on various digital ads including a discussion on the addition of a particular section regarding warning signs for LGBTQ youth. Members also expressed their thoughts about the resource link to the Trevor Project website.

“LGB youth are 4 times more likely, and questioning youth are 3 times more likely, to attempt suicide as their straight peers.”


“Each episode of LGBT victimization, such as physical or verbal harassment or abuse, increases the likelihood of self-harming behavior by 2.5 times on average.”


### III. Members

Members for the LGBTQ youth workgroup guided the development of an online digital ad through their collaboration and participation in three webinars (July 25th, September 3rd and December 5th), 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 from their involvement in community and/or government agencies.

A total of 13 members participated in the LGBTQ youth workgroup representing the following counties: San Francisco, Los Angeles, Yolo, Calaveras, Sacramento, Orange, and San Diego. Members working in both public and private sectors have had an opportunity to offer services either directly or indirectly to members of their community receiving resources for various needs related to mental health.
Organizations and program partners included the Trevor Project, the Los Angeles County Department of Public Health Injury & Violence Prevention Program, San Francisco Suicide Prevention, Victor Community Support Services, the California Network of Mental Health Clients, Calaveras County Behavioral Health, Mental Health America of Northern California, Orange County Behavioral Health Agency and Citizen Paine. The following three members provided their insight through the collaboration and partnership with The Trevor Project: Brock Dumville, Arquimides Pacheco, and Jenessa Connor (marketing director). Since the goal of this project was to find culturally sensitive ways in which to reach the LGBTQ youth community with relevant messaging it was key to collaborate with an established LGBTQ-focused organization such as the Trevor Project which already has the expertise and a customized website for this audience. Members highlighted the importance of addressing the particular stressors LGBTQ youth face, such as adversity at home and school, in addition to the challenges this age group already experiences.

“LGBTQ youth appear to be at a higher risk than heterosexual youth for suicidal ideation, suicide attempts, and possibly suicide completion...The risk factors associated with suicidal behavior in LGBTQ youth include experience of past victimizations, coming out stressors, history of rejection and abuse related to gender nonconforming behavior, exposure to anti-gay religious teachings, internalized homophobia, and previous suicide attempts.”


“LGBTQ youth do not contemplate, attempt or complete suicide because they are LGBTQ. They do so because their family, peers, teachers, counselors, and/or religious leaders have exposed them to rejection, hostility, harassment and abuse—all environmental factors which could be ameliorated or prevented.” “...LGBTQ young adults with low levels of family acceptance were over 3 times more likely to report suicidal thoughts and suicide attempts compared to peers with high levels of family acceptance.”

IV. Workgroup Discussions

Workgroup members actively discussed ways to focus the language on the existing campaign to particularly address stressors directly affecting LGBTQ youth and made suggestions on the text for the digital ad message and the animation. The workgroup first launched with an introductory webinar on July 25, 2013. This webinar provided background information about the Know the Signs campaign, the workgroup purpose and process. Members were engaged through a series of discussions on Your Voice Counts including: (see Appendix A Discussion Posts on Your Voice Counts):

- One of the first discussions was focused around whether a section with warning signs specific to LGBTQ youth should be added to the Know the Signs website www.suicideispreventable.org. The discussion resulted in the recommendation that it was not necessary to add a separate section, but that the online ad developed by this workgroup should refer individuals to the Trevor Project website, where all content is already customized for this target group.
- Identifying who the helpers are of LGBTQ youth where the workgroup determined that the helpers of LGBTQ youth are adults, not necessarily always other youth.
- Reviewing and providing input on digital ads to be included in a statewide digital (online) advertising campaign: during a webinar workgroup members had an opportunity to review and provide feedback on static and animated digital ads including two interactive examples, the “Nemo” and “shopping” that incorporated a short animated video with more opportunities to promote the campaign website as well as the Trevor Project or other resources. Workgroup members preferred the “shopping” ad style because it wasn’t as flashy or busy as the other options and it mirrored a traditional website with navigation options at the bottom. Workgroup members Brock and Arquimides from the Trevor Project suggested linking the Know the Signs website to the “Get Help” page on the Trevor Project. Workgroup members also suggested images that could show diverse cultures and ages and stay away from stereotypical portrayals.
Overall, the recommendation was to use illustrations or animated text instead of images. Also, a few suggestions included integration of the rainbow colors and/or rainbow flag into text or illustrations. Group discussion indicated that the flag might be more appropriate for adults than for youth. Providing feedback on the initial ‘look and feel’ of the online ad. Providing input on the storyboard for the introduction video in which the following edits were addressed: 1) removing "the need for help" statement from the storyboard, 2) adding a sentence that acknowledged the violence and discrimination LGBTQ youth experience and 3) reincorporating the focus on LGBTQ youth in the storyboard and on the static ad. Establishing an implementation plan to identify partners who might benefit from collaborating in the dissemination of the digital ad.

V. Implementation Plan
Media objectives and strategies to promote the digital ad included utilizing Rising Star/Sidekick inventory online to increase impact during flight in addition to ad units that could provide a micro-site experience for the intended target audience. The purpose was to determine the best partner(s) for the implementation plan based on the targeting ability within the state of California, RFP logistics, and the ability to run the Rising Star/Sidekick units. Various media partners included:

- **Gay Ad Network** which represents some of the largest and most respected gay and lesbian brands in the world.
- **GayCities.com** is a guide to gay bars, restaurants, hotels and events with reviews, maps and photos in cities wherever you travel.
- **HereMedia.com** is a public media and entertainment company exclusively targeting the lesbian, gay, bisexual and transgender (LGBT) demographic. Properties include: Out, TheAdvocate, HereTV, Gay.net, Plus, OutTraveler, SheWired.com, Gay.com
- **TowleRoad** is an online blogging news source offering a broad range of information on politics, pop culture, gay culture, media, entertainment, photography, fashion, technology, men, music, and travel. This blog offers a new (and more fun) way to reach the high-end demographic, the influencers leading the gay market and the media world.
APPENDIX A: Discussion Posts on Your Voice Counts

WORKGROUP DISCUSSION: Welcome! Please respond to this post.

Welcome! Please respond to this post.

**Jana YoursocialMa...**
Welcome to the Workgroup Materials for LGBTQ Youth. Please respond to this post and introduce yourself.

We look forward to working with you.

**PRIVATE FEEDBACK:**

8 comments

POST COMMENT

(COMMENT FORM)

**Delphine_Brody**
August 28, 2013 - 10:20am

Hi all,

I should introduce myself also. My name is Delphine Brody. I'm a public policy advocate and peer support specialist with lived experience in mental health (and other) systems, based in Sacramento. I am also queer and trans, and a survivor of interpersonal and institutional violence, the completed and attempted suicides of at least three friends, and my own suicide attempts. My work focuses on trauma-sensitive practice, health equity, social justice, peer-run alternatives to suicide groups, peer-run warm lines, and peer-run crisis services.

I look forward to collaborating with you all on LGBTQ youth-specific messaging for K-6 and on trauma-sensitive, culturally responsive approaches in suicide prevention.

Delphine

**David_SPsuddlePr...**
July 23, 2013 - 2:49pm

Hello. This is David Palesky at San Francisco Suicide Prevention. I'm the Deputy Director and have been with the agency for 26 years. And not too far over personal, but... I'm a gay guy that grew up in a rural community and attempted suicide three times as a late teen, trying to reconcile family, religion and my romantic feelings for my best friend - who to this day is still a great friend - although I ended up getting married to a more appropriate guy. I look forward to working with everyone.

**Delphine_Brody**
August 28, 2013 - 10:20am

Hi all,

I should introduce myself also. My name is Delphine Brody. I'm a public policy advocate and peer support specialist with lived experience in mental health (and other) systems, based in Sacramento. I am also queer and trans, and a survivor of interpersonal and institutional violence, the completed and attempted suicides of at least three friends, and my own suicide attempts. My work focuses on trauma-sensitive practice, health equity, social justice, peer-run alternatives to suicide groups, peer-run warm lines, and peer-run crisis services.

I look forward to collaborating with you all on LGBTQ youth-specific messaging for K-6 and on trauma-sensitive, culturally responsive approaches in suicide prevention.

Delphine

**Jana_YoursocialMa...**
July 26, 2013 - 6:00am

No problem, they can attend!

**Sani**
July 18, 2013 - 6:49am

Good day, I am very excited to be a part of the LGBTQ Workgroup.

I am the Volunteer Regional Coordinator for the Trevor Project and a founding member of the Tulare-Kings County Suicide Prevention Task Force in the LGBTQ Community. So I schedule, coordinate, lead workshops for school campuses in Central CA and help educate and do outreach to the former group of LGBTQ youth and allies in crisis intervention and suicide prevention. So I feel this is an important part of that outreach. Not only for LGBTQ Youth but all youth, young adults and adults.

Looking forward to working with you and the members of this workgroup.
Hi, My name is Juliet Evans. I just graduated from UC Davis with a history major and a minor in psychology. I currently volunteer at the Suicide Prevention office in Yolo County.

It's great to be a part of this Workgroup and I look forward to working with you all!

Nicole Perras
July 9, 2013 - 2:16pm

Hello,

I am excited to be a part of the LGBTQ Workgroup!

My name is Nicole Perras and I currently work as a research analyst for the Los Angeles County Department of Public Health. My main area of focus is violence prevention. I have been lucky enough to work very closely with our county mental health and office of education on suicide prevention efforts for the past several years.

Additionally, I recently graduated with a masters in psychology, specializing in couples and family therapy.

Dr. KVD
July 9, 2013 - 10:26am

Hi. I am honored and happy to be invited to this Workgroup. My name is Kathleen Dunne. I have been working with LGBTQ 16-25 year old folks for several years as well as suicide prevention. I am currently a clinical supervisor at a contract provider agency in San Bernardino county.

Julia Carson
July 9, 2013 - 10:40am

Hello and thank you for choosing me to be a part of the LGBTQ Workgroup! I am excited to participate!

My name is Julia Carson. I work for a rural Behavioral Health Services Agency, as a Community Services Liaison, in Suicide Prevention. I am currently enrolled in an accelerated BA Program, at CSU Stanislaus campus, in Stockton, and will graduate with my degree in Social Sciences in ten months! I look forward to working with all of you!
WORKGROUP DISCUSSION: Workgroup Goals and Next Steps

WORKGROUP DISCUSSION

Workgroup Goals and Next Steps

Jana_YourSociallya

Thank you to those of you who participated in the webinar today. It was a very passionate discussion, and many were raised that were unfortunately beyond the scope of what this project can do. That being said, I hope that many of us can connect outside of this workgroup to continue those conversations. We will also facilitate introductions to other projects throughout the state that are working with students and provide trainings.

The purpose of this workgroup has multiple components:

1. To assist with the development of materials reaching LGBTQ youth as part of the Know the Signs campaign that can be provided to organizations, schools, and county agencies who are providing outreach to LGBTQ youth. Campaign resources are available to design and print the materials and to provide them to appropriate organizations throughout the state, but we don’t have funds to do outreach ourselves. Part of our workgroup discussion will be to establish a distribution list of who might benefit from receiving a supply of these materials.

As a next step, Sandra and I will research existing materials reaching “helpers” defined as those who can recognize warning signs and offer support and present them to the group for input. Feel free to email any examples of existing outreach materials reaching “helpers” that you feel are effective and might be useful to organizations across the state.

2. In addition, the campaign is implementing a statewide digital (online) advertising campaign and we would like to include digital ads that are specifically reaching helpers of LGBTQ youth. As a group we need to discuss:
   - Who are the helpers of LGBTQ youth?
   - Review and provide input on digital ads (photos and text)

3. We would also like to review the www.suicideprevenable.org/website.
   - Should a section on warning signs specific for LGBTQ youth be added?
   - What additional resources should we add?

We look forward to continuing our conversation with you

PRIVATE FEEDBACK

Jana_YourSociallya
August 13, 2013 - 4:44pm

1. Helpers of LGBTQ Youth
   - school personnel: teachers, coaches, administrators, counselors, school security guards, maintenance workers, all staff students have access to.
   - peers, friends, family, teammates etc.
   - family members, neighbors, homes, co-workers at part time jobs
   - faith based community clergy
   - doctors, nurses, ER staff, mental health professionals, social workers

- helplines, websites, outreach agencies for suicide prevention and LGBTQ support, advocacy and communities

2. As mentioned above warning signs are quite similar so a separate category seems redundant and a little stigmatizing. I like the point Nicole made about risk factors such as the reaction by family, friends, etc. that often create increased isolation, despair, bullying and violence.

One suggestion is to speak openly about the struggles of all teens with self-identity, sexuality, peer and romantic relationships, fitting in, self-esteem, bullying, sexual and physical abuse at home or within a teen’s own dating relationship.

3. Additional resources:
   http://suicidesonline.org/ and Teen Yellow Pages produced by suicideonline.
   http://suicidesonline.org/store/ and Teen Yellow Pages
   Los Angeles County Youth Suicide Prevention Project http://preventsuicide.lacoe.edu

Julie Carson
August 8, 2013 - 8:08am

1. Who are the helpers of LGBTQ youth?

- Mental Health Professionals
- Friends & Family
- LGBTQ groups/organizations
- School Personnel
- Clergy
- After School Programs (Sports, day centers)

Review and provide input on digital ads (photos and text)

We would also like to review the www.suicideprevenable.org/website.

2. Should a section on warning signs specific for LGBTQ youth be added?

Many of the suicide risk factors for LGBTQ youth are the same as non-LGBTQ youth. I know there are added stressors when an LGBTQ youth is struggling. There are certainly risk factors that would add to the level of suicide risk for LGBTQ youth, perhaps there should be a focus on these risk factors?

3. What additional resources should we add?

I am not sure about this one quite yet. I do know that there should be a clear link to The Trevor Project website, as there are many LGBTQ resources available.

Nicole Provost
August 7, 2013 - 9:49am

Thank you for these suggestions. Are you aware of a peer reviewed or evidence-based list of risk factors for LGBTQ youth?

meanmama
August 2, 2013 - 10:02am

Hi all,

I want to address the questions from Jana above.

1. Should a section on warning signs specific for LGBTQ youth be added? 2. What additional resources should we add?
I tend to think, based on my personal experiences and research, that warning signs for LGBTQ youth are similar to that of non-LGBTQ youth. I think that these signs are wide-ranging, such as family and social rejection. Helpers should be made aware that these youth experience minority stressors related to their sexual orientation and gender identity. Perhaps a section on the specific risks for LGBTQ youth would be better than specific warning signs.

I also suggest to assure that there are links to Trevor Project and other LGBTQ-affirming suicide prevention agencies and crisis lines on the resources page.

1. Who are the helpers of LGBTQ youth?
   - Medical and Mental Health professionals (front line staff included)
   - Family and Friends
   - Church officials and parishioners
   - Adult advocates for LGBTQ Youth (could just be supportive adults)
   - Crisis workers
   - Social Workers (public and private)
   - Community Service Organizations
   - LGBTQ Centers - especially youth specific programming

3. Review and provide input on digital ads (photos and text)

Just a general comment for now. We need to make sure that images on any ads are not solely heteronormative. LGBTQ people exist in every part of society and therefore we should reflect this in this campaign. For example, not all Transgender women do not gender conform to society’s view of what “woman” means after transition. Not all gay men are white.

I look forward to continuing this conversation.

Nicole

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WORKGROUP DISCUSSION: Should we add a section with warning signs specific for LGBTQ youth to the campaign website?

YOUR VOICE COUNTS

WORKGROUP DISCUSSION

Should we add a section with warning signs specific for LGBTQ youth to the campaign website?

Jana YourSocialWorker...

Please have a look at: [www.suicideprevention.org](http://www.suicideprevention.org) specifically the section “Know the Signs”. You can see that we have a section for teens and older adults. Should we also add a section with warning signs for LGBTQ youth? And if yes, what would these be? Does a peer-reviewed or evidence-based document with these signs exist?

Here is what is posted on the Trevor Project website, which is pretty consistent with what we have so far: [http://www.thetrevorproject.org/warning-signs](http://www.thetrevorproject.org/warning-signs)

A few of you have suggested focusing on risk factors. Here is what the Trevor Project has linked to: [http://www.thetrevorproject.org/healthy%20living%20and%20well-being%20risk%20factors](http://www.thetrevorproject.org/healthy%20living%20and%20well-being%20risk%20factors)

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PRIVATE FEEDBACK

16 comments

Jana YourSocialWorker...

August 7, 20...

Thank you for these thoughts!

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brook.dunville

August 11, 20...

Hi everyone!

Reading through everyone’s great comments, I am leaning towards not adding a distinct section of warning signs for LGBTQ youth because, as many of you have pointed out, the warning signs for this group aren’t actually different from other youth. It is in fact the additional risk factors and need for a tailored response that put LGBTQ youth at increased risk of considering suicide.

With this in mind, I’d suggest we consider adding an element to the “Find The Words” section that gives simple phrases for normalizing validating LGBTQ identity specifically. This seems like it would be the most helpful for our target population of helpers. Highlighting LGBTQ-affirming resources under Reach Out would be great too.

I’m not sure that adding a section on risk factors specific to LGBTQ youth may be all that helpful, especially since risk factors for other populations don’t seem to be listed on the site. The relationship between risk factors and warning signs can sometimes be confusing, and there’s a danger of folks misinterpreting risk factors as warning signs. That said, if there is consensus that we want to include LGBTQ-specific risk factors, I’d recommend (at the risk of speaking outside of the scope of this working group) that we add a section of risk factors for each of the specific populations included in the “Know The Signs” section - as well as a good explanation of what risk factors are and how they relate to warning signs.

Thank you!

Brook
Thanks for the great comments. We definitely need to balance keeping the sections of Know the Signs consistent with the need to communicate what is truly unique within the few categories that are included. Within the idea of adding LGBTQ Youth to the others (general, older adults, teens), I like your suggestion of including phrasing that points to the factors that are unique for this group. We will be talking more about this on our webinar call on 9/7, so I hope everyone can bring some good ideas to the table.

Nicole

KOGNITO STEP IN, SPEAK UP: SUPPORTING LGBTQ STUDENTS

Setting
Middle Schools, Junior High Schools, High Schools

Type of Program
Education & Training

2009 NSP Goals Addressed
5a (2010 Goals)

Program Description
Kognito Step In, Speak Up: Supporting LGBTQ Students is a 25-minute, online, interactive training simulation intended for use by teachers and school staff. In the training, users assume the role of an educator and engage in three simulated experiences that address common challenges affecting educators and students who may be struggling with psychological distress and suicidal ideation related to harassment or exclusion related to sexual identity, sexual orientation or other differences. During the simulations users learn about the challenges facing lesbian, gay, bisexual, transgender and questioning (LGBTQ) youth and how to (1) address harassment and homophobic language in the classroom, (2) breach topics such as bullying, harassment and sexual identity with a student, (3) ask a student about suicidal thoughts or plans, and (4) make appropriate referrals, including referrals to supportive adults and mental health or crisis services, on and off school grounds. By addressing the common challenges facing LGBTQ or other vulnerable students, teachers and staff will create a more supportive academic environment for all students and support prevention and early intervention through effective referrals.

The program was developed by Kognito Interactive with input from mental health experts and staff from not-for-profit, LGBTQ youth-serving organizations. Kognito also conducted several face-to-face focus groups with LGBTQ students and educators as part of the development process.

Objectives
1. Increase knowledge about the common challenges facing LGBTQ students, including verbal and physical abuse, compromised school attendance/behavior, and increased rates of suicidal thoughts and behaviors.
2. Increase knowledge of best practice techniques for creating a safe learning environment and addressing harassment and bullying when it is observed.
3. Increase motivation and willingness to approach students to discuss their struggles with psychological distress and suicidal ideation and refer them to on- and off-campus support services.
4. Increase motivation and willingness to ask a student if they are considering suicide.

Implementation Essentials
- Educators who use Kognito Step In, Speak Up should be aware of their school’s referral policies and protocols for students who may be at risk for suicide.
- Kognito Step In, Speak Up is most effective when used as part of a school’s larger strategic plan to identify and help at-risk students.

Nicole

HELLO WORKGROUP MEMBERS,

I was wondering if anyone has used this specific module of the Kognito suicide prevention training module? And if there are any warning signs, risk/protective factors specific to LGBTQ youth that they might use which we have missed or overlooked in terms of being able to delve deeper into for gatekeepers? This was on the spc website http://www.spc.org/Getattachment/Kognito-step-speak-supporting-lgbtq-students?utm_source=Weekly-Sparks-August-15%2C-2013&utm_campaign=Weekly-Sparks-August-15%2C-2013&utm_medium=Email

Nicole
Julie Carson  
August 14, 2013 - 10:25am

I checked out the KTS website and I agree with David that the factors surrounding 
LGBTQ Youth are not necessarily warning signs but risk factors. I do think that there should 
be some kind of descriptive category for LGBTQ Youth. I think that utilizing the information 
available from The Trevor Project is a good idea, however, looking under their warning signs 
link (http://www.thetrevorproject.org/warningsigns) the signs listed are 
very different from warning signs for other groups, which makes sense. That takes us back to the idea 
of adding a section on risk factors, rather than warning signs. On the KTS site, I like the idea 
of adding another bubble, under the Youth category, that addresses LGBTQ risk factors.

Sandra_EDC  
August 15, 2013 - 6:03am

Thanks for this comment. I agree that the warning signs Trevor lists are not 
all that different from the ones on the KTS site, probably because both have tried to 
include the generally accepted list as possible. You may have noticed that on KTS as well 
as the Trevor site, each warning signs is accompanied by an example of what a person might say or do. Here is where we can adopt what Trevor has already developed or work on our own 
examples. What would be your thoughts on this?

Nicola Perera  
August 15, 2013 - 4:52pm

FYI... 

This document from SPCR is a little dated (2008) but addresses many of the issues we have been 
posting about and discussed on the conference call. It includes LGBTQ warning signs, risk/protective 
factors, use of media, access to lethal means, etc. There are links to research articles, resources 
and support agencies as well.

David_SPSuicidePr...  
August 15, 2013 - 3:25pm

I went to the suiciderepreventable.org website to look over the format. 

Comments:

Teen Section: All I reflect on the suicide cluster that happened in SF two years ago, with the largely 
played out on Facebook, I wonder if we should add a circle that says something like “Calling out 
for help on social media sites”

LGBTQ Section: It might be out of context to have a circle that says “LGBTQ Youth” as being an 
‘LGBTQ Youth’ isn’t a ‘Sign’

I wonder if we can play with the design slightly... adding two text boxes in lower left in the 
orange 

LGBTQ Youth 

Facebook and Social Media 

Which then creates separate pop-ups. I’m happy to help write these, but need to figure out the 
format first.

Sandra_EDC  
August 16, 2013 - 8:54am

David - Thanks for the suggestion regarding the teen warning sign examples. 

My thought is that if we add a section about LGBTQ Youth, that term would 
appear as a warning sign, but as another category along with older adults, 
teen, and critical. We could then add new sign circles that would appear 
when someone clicks on or moves over “LGBTQ Youth”.

Can you help me understand your ideas about adding text boxes to another section of the page? 

I wasn’t sure I understood how this would be different from adding one or both of LGBTQ 
Youth and Facebook and Social Media as categories in the way the site is now formatted.

David_SPSuicidePr...  
August 15, 2013 - 3:25pm

If I understand your thoughts here, adding a circle for LGBTQ youth, separate 
from Teens is not needed, because really the warning signs are the same, the context 
would be different. What makes LGBTQ teens different is not the warning signs, but 
the environmental cues. So it does not easily fit the current website’s graphic. My idea 
(which may or may not be a good one) would be have a box in lower right corner. Sort 
of more information, and perhaps we can have LGBTQ youth and maybe other groups 
there. The pop-up text would have more to do with Coming Out Safety Plans, Bullying, etc. 
This might be handled by a call looking at the website.

Nicola Perera  
August 15, 2013 - 4:52pm

FYI... 

This document from SPCR is a little dated (2008) but addresses many of the issues we have been 
posting about and discussed on the conference call. It includes LGBTQ warning signs, risk/protective 
factors, use of media, access to lethal means, etc. There are links to research articles, resources 
and support agencies as well.

David_SPSuicidePr...  
August 15, 2013 - 3:25pm

I think there are some unique issues for LGBTQ youth that have less to do with the “individual 
warning signs” and more to do with the unique “environmental pressures” of growing up LGBTQ, 
and perhaps not living in an accepting LGBTQ environment. Having a separate section for LGBTQ 
youth makes sense to me, but it might be more than just the signs. It may discuss some of the 
bigger issues around coming out in school and to parents, safety plans, homelessness, bullying, 
gender identity, etc.

Sandra_EDC  
August 15, 2013 - 12:06pm

Thanks for these comments David. You will see that the Know the Signs website’s information is pretty concrete, and we go with your idea we will need to think about what content could be presented in a way that fits it into the overall design. We can certainly add 
sections of information to the site as it is currently formatted, but probably not a voluminous 
amount. Can you suggest what exact information you think could be posted on KTS? Would 
the workshop be writing that material, or could we “borrow” it from another source? 
Are there other sites we could link to that go into a lot more detail than we can?

In addition to considering this, we do need to address whether and how warning signs for 
LGBTQ Youth should be presented on KTS. Any others in the workshop have feedback about that 
question?

Sandra_EDC  
August 15, 2013 - 3:37pm

To follow up on Jane’s post, we understand there may be some concern about the 
warning signs as listed on the Know the Signs website, as they related to LGBTQ youth. This 
can lead to concerns about developing materials that promote KTS.

There are warning signs based on the current understanding in the field - i.e. we did not derive 
them ourselves. We did draft the examples of what might be said or observed that appear next to 
the warning signs (similar bubbles in the Find the Words section).

There is currently some effort underway at the national level to revise the warning signs to be
WORKGROUP DISCUSSION: Preparation for September 3 Webinar—Please review these Digital Ads

Your Voice Counts

Preparation for September 3 Webinar—Please review these Digital Ads

Jana, YourSocialMedia,

Dear Workgroup members,

Our next webinar is scheduled for the Tuesday, September 3rd from noon to 1 pm.

[Webinar Link]

Please register here: [Webinar Registration Link]

If you are unable to participate in the webinar, please email us to set up a phone call or post your thoughts below.

During the webinar, we will focus on two discussion items:

1. Review the current discussion around adding information specific to LGBTQ Youth to the www.suicideprevention.org website.
2. Discuss different options for digital advertising. We discussed this as a good strategy to reach youth and the ads we develop will be incorporated into the statewide media buy this Fall.

Please review this information in preparation for our meeting.

Attached are a few examples of static and animated digital advertisements.

These are examples only and not suggested for our campaign reaching LGBTQ Youth. When you click on them, they take you to a designated website. In preparation for our meeting, please think about these questions:

- Do you want the ad to have an image? If yes, who should be in the image? (Please be very specific)
- Do you want the ad to be animated words? If yes, what should it say? What is your vision? (Please be very specific)

There are also more complex options, which provide for more interactivity. These options would also provide us with an opportunity to promote the campaign, website as well as the Trevor project or other resources.

“Nemo” is a short movie that provides viewers the opportunity to click on a “more” button. Once they do it expands to a bigger screen with an option to watch additional videos. Click on this link or open the PDF: [Nemo Video Link]

“Shopping” is an ad that appears after you click on it. There is a more and there are several links to click on the bottom that take you to different places. For example, one could link to the www.suicideprevention.org website and we could also promote the Trevor Project. Click here to view, or reference the PDF: [Shopping Ad Link]
I am unable to attend the conference call today, after all, and just wanted to jot down a few of my thoughts. After reviewing the examples, I like the idea of offering a rollover type of click through, as seen in the Nemo example. I am thinking of the animated world idea, in colorful learning, using phrases like, "Do you feel alone? Isolated?" I love the way you outlined really specific answers and I am still thinking on exactly how to execute this. These phrases mentioned are standard warning signs of suicidal risk, however, we have discussed that LGBTQ youth are not necessarily displaying any different warning signs but there are risk factors which may make it more difficult for them to seek out help.

With the Nemo example, I like that you just roll over each little fish and it takes you to another website. We could do that, allowing each animated word to take you to the Trevor Project, or another website, maybe directly to an online crisis chat function, as well?

The plain links, as offered in the shopping example, would work too, offering a more streamlined look, if that matters to anyone. As for an animated image, I am not sure what image I could imagine using.

Julie Carson  
September 3, 2013 - 9:37am

The following recommendations were made during our discussion. Please review and offer any additional thoughts:

We reviewed the different digital ad options and overall the option "shopping" was the preferred style. Some of the reasons included that it looked busy and flashy, as the other option and mimics a traditional website with navigation options at the bottom. As a more interactive option than a static banner this might allow for promoting the campaign website as well as the Trevor Project (which is what the group recommends as the best resource). Brook and Jan from the Trevor Project recommended linking to the "Get Help!" page on the Trevor Project:


If an image is used, the group recommended showing diverse cultures and ages and staying away from stereotypical portrayals. Overall, the recommendation was to use illustrations or animated text instead of images.

All group members are asked to share examples of advertisements, outreach materials or videos that they like and that we might be able to use/adapt language or imagery from to create our advertisement. (We Sandra and Jan) are going to meet with the Trevor Project to ask permission to lend them as a resource and review possible existing marketing materials.

A few suggestions included integration of the rainbow colors and/or rainbow flag into the text or illustrations. Group discussion indicated that the flag might be more appropriate for adults than for youth. We confirmed that the helpers of LGBTQ youth are adults, not necessarily just other youth.

Finally, it was recommended to not add a 1LGBTQ Youth specific section to the "Voice the Signs" portion of the website, but instead add a section with resources to the "Reach Out" section.

Please let me know if this reflects our discussion accurately and those of you who could not make it please offer any additional thoughts.

As a next step, we will draft initial language for the ad and share it for input with the group.

Thank you for your time!

Julie Carson  
September 5, 2013 - 9:17am

I, too, agree that the use of text would be more effective than photos of actual people. I like the idea of utilizing rainbow flags/colors in the campaign and appreciate the reminder that LGBTQ helpers are adults as well as youth.

I reviewed the website posted by Juliet (www.youtube.com/watch?v=ksyihvkihto) and I like the fact that there are videos to link to. Could this be a valuable resource?

I really like the idea of linking to the Trevor Project Help Page, as these are suicide prevention links there, as well as the social networking aspect of TrevorSpace, along with the ability to ask...
WORKGROUP DISCUSSION: Please provide input on these videos

YOUR VOICE COUNTS

WORKGROUP DISCUSSION

Please provide input on these videos

Anna_Voices4All
Based on your feedback, we are thinking of developing a digital ad that is focused on animated text, no images. The ad will be interactive, such as (but not exactly like) the Chairs ad example in this link: http://www.advertisements.com/Shots.aspx?ID=588866-1-0-480-480-419
07f119650.png&sm=251644.asa.png-4734-4c4a-496cob.722BIncAcceptType=Client&Gd=---&amp=---=---&amp=---=---&amp=---=---&amp=---

We will link to the Know the Signs website, as well as the Help Page (http://www.thetrevorproject.org/pages/how-you-can-help) on the Trevor Project website. In addition, we will be able to show one or more videos. These samples might be too long, but let us know what you think about these and/or provide additional suggestions.


If we don't want to use videos, we can also create an ad that is more interactive (but without videos). Here is a sample:


What do you think about this approach, but with different text?

Julie Carson
October 6, 2013 - 10:23am

Hi everyone.

Beginning with the Y-Care video, which seems to be geared more towards helping someone else in crisis, rather than yourself? I really like the way it spells everything out for you, offering suicide facts (that many people do not know), specific ways that you can help someone, the reminder that you are not responsible for the actions of the person in crisis, and where to turn for help. I think that the length of the video isn't too big of an issue, since people assessing it would be reading out ways to help someone in crisis, or merely out of curiosity they might click on the
WORKGROUP DISCUSSION: Please provide input on content

YOUR VOICE COUNTS

WORKGROUP DISCUSSION

Please provide input on content

dana.YourSocialMedia...

Hi,

Below are some possible words/statements for the digital ad that we pulled from the Trevor Project. We are looking for feedback on the words/statements, not the way they are formatted and how they all flow together. As a next step, we will work with a copywriter to write the content for the ad and then with a designer to create the ad. (So it would not read or look like the way it is displayed here).

Pain isn’t always obvious. Have you or someone you know felt...

Unimportant

Trapped

Hopeless

Overwhelmed

Unmotivated

Alone

Irritable

Impulsive

Suicidal

Do you or someone you know...

Not sure about the future

Put yourself down — and think you deserve it

Plan to say goodbye to important people

Have a specific plan for suicide

You are not alone. You can contact the Trevor Lifeline (866-488-7386) all day and night, every weekend, each holiday, and beyond (Link to: http://www.thetrevorproject.org/ tset infoget-
http://www.thetrevorproject.org/ help)

Know the Signs. Find the words to offer support to someone. Reach out to local resources.
(Click to: www.suicideprevention.org/gray/suicideprevention.org/)

Everyday in California young people struggle with emotional pain. And, for some, it’s too difficult to talk about the pain, thoughts of suicide and the need for help. Let your friends know they can talk to you. Be respectful and supportive of everyone. Regardless of sexual orientation and gender identity, listen with an open mind and without judgment. Help what people may say. Check in with friends who may need to talk. By recognizing these signs, knowing how to start a conversation and where to turn for help, you have the power to make a difference — the power to save a life.
I am with Nicole, in that I don't necessarily like the list presentation. Maybe two columns of words? Maybe stagger the words? I do like the words chosen.

Option two aren't really the warning signs, I don't think. I prefer the sort of 'laundry list' approach of the first option. As for my preference of static text or animated text, I have always preferred text to be animated. It grabs and keeps my attention more easily. I think it is a bit difficult for me to really judge which is 'better', without seeing them utilized in whatever way.

Thank you for your thoughts and sorry for the confusion. We are not looking for feedback on the format, but on the actual written content. Are the words/statements headed in the right direction. As a next step we will work with a copywriter to write the ad and a designer to create the look for the ad.

I'm not so moved (or troubled) by either.

That said, where is this going to be placed (LGBTQ media or general youth media) and how do you bring this back to the target of LGBTQ youth? Right now the statement 'Regardless of sexual orientation and gender identity' seems to come out of nowhere and then not followed-up.

Is the media target a broad youth media campaign that brings in the topic of LGBTQ or specific message on LGBTQ media? It seems the approach would be very different depending on media chosen.

Hi, Thank you for your thoughts. To clarify, this is not final copy or formatted in a specific way. What we are looking for is feedback on the general content (not the way it is formatted) before we provide it to a copywriter and the digital design team, who will create the ad.

Gotcha! Thanks for the clarification.

I think the words are valuable and important, as well as inclusive of many of the warning signs for people in crisis. I look forward to seeing the final product and have found this to be an interesting process, thus far.

Would the text be static or would they be in some sort of animation?
WORKGROUP DISCUSSION: Please provide input on online ad “look and feel” by November 14th

YOUR VOICE COUNTS

WORKGROUP DISCUSSION

Please provide input on online ad “look and feel” by November 14th

Jane_YourSocialMedia

Hello,

Here is a first look at the look and feel for our online ad. The ad will play on sites

Please click on the image to make it larger.

The opening video will be animated text, but this is still being created right now. The other two videos are the ones we reviewed in earlier posts:


http://www.thetrevorproject.org/sites/pages/train-a-tran-guard

The link in top “Reach out for local resources” will lead to www.suicideprevention.org and “Get help from the Trevor Project” will link to the Trevor Project Website.

PRIVATE FEEDBACK

Attachment:

LGBTQ Online Ad.pdf

7 COMMENTS

DolphinBrody

December 13, 2012 - 12:06 a.m.

Hi Jane and LGBTQ Youth Outreach Workgroup members,

If it’s not too late, I would like to provide some feedback on the draft LGBTQ outreach campaign ad’s “look and feel”.

I agree with Helise, Nicole and Nicole that the ad should explicitly call out “LGBTQ youth”.

The Ok with the tag line “Play a Role in Suicide Prevention for LGBTQ Youth”, but I want the ad to encourage friends, family, teachers and community members to play a positive role by countering anti-LGBTQ violence and discrimination in all forms — interpersonal, societal and institutional — as well as violence stemming from other structural oppressions such as racism and ableism that often intersect with anti-LGBTQ oppressions. When LGBTQ youth discharge or display suicidal feelings, chances are high that violence and injustices, whether directly carried out, threatened or witnessed, had a prominent role in setting the stage for those feelings.
Taking an affirming stance as an ally and taking action to make sure family, school or workplace safer, more inclusive and respectful is vital towards prevention for LGBTQ youth. Active listening and providing support in accordance with the expressed wishes of a distressed youth are essential.

On the other hand, calling 9-1-1 can lead to preventable death, especially for people of color, as police responses in situations where people are upset and non-cooperative very often involve the use of deadly and excessive force. And a single trip to a psychiatric emergency unit often results in a young person being held against their will for days or weeks in a crowded, institutional environment where they may be subject to anti-LGBTQ and other forms of harassment and discrimination, prescribed mind-altering drugs with severe and life-threatening adverse effects, labeled with a psychiatric disorder that they are told will limit their future employment and life activities, and feel from their housing for non-payment of rent, fired from their job for not showing up, and expelled from school under policies that may be in violation of civil rights protections for the future, and alternative approaches are needed to offer youth culturally competent, trauma-sensitive supports and raise awareness and understanding among potential allies (that is, everyone else).

As I wrote earlier in my feedback on the draft storyboard for the proposed animated PSA, I am deeply concerned that the central focus of the campaign messaging still ignores the majority concerns that I raised in my comments during our Workgroup's initial webinar, that many LGBTQ youth will reject mental health campaigns promoting "the need for help", telling them to "let your family know" and instructing their friends, family and community to "recognize the warning signs". Unfortunately, these are also key themes in the Trevor Project's T-CARE, Trevor Lifeguard Training preview video and online written resource materials for suicide prevention.

I hope that these concerns will be taken seriously and not dismissed. I welcome discussion among Workgroup members, staff working on the LGBTQ outreach campaign, and our partners at the Trevor Project.

Again, I apologize for missing this earlier and that I missed the December 9th webinar.

Delphine

Jana, YourSocialMedia
November 14, 2013 - 5:14pm

Thank you!

Julie, YourSocialMedia
November 12, 2013 - 10:33pm

Just at first glance, my initial thoughts are to provide a tagline along the lines of what you mentioned: "Suicide Prevention for LGBTQ Youth", or something like that. I will take a longer look at everything today and provide some further input.

I do like both videos, even the second one around 😊

Jana, YourSocialMedia
November 14, 2013 - 5:18pm

Thank you!
WORKGROUP DISCUSSION: Please register for final workgroup webinar on Dec 5th, 2013

Hello,

Please register for LGBTQ Youth Work Group Final Webinar on Dec 5, 2013 12:00 PM PST at:
https://attendee.gotowebinar.com/register/2566536356148552002
(https://attendee.gotowebinar.com/register/25665363561485552002)

During this webinar we will review the digital ad that was created and review the media plan.

PRIVATE FEEDBACK (p)

WORKGROUP DISCUSSION: Please provide input by 5pm Monday Dec 2nd

Hello,

Here is a draft of the storyboard for the animated video that will play as part of our digital ad. We need to provide very specific feedback to the creative team at AdEase to create a second draft by our webinar on Wednesday. Please provide any thoughts you have, but specifically consider these two questions:

1. Do you like the colors? An alternative would be to have white background and use the teal/orange colors to highlight just the words.
2. We only have the LGBTQ colors in the second to last frame (in the group of people image). Is this enough? If not, where should these colors come in?

Please be as specific as possible with your feedback. For example, here are some of my thoughts:

- In the second frame, highlight "young people" instead of "struggle" and "emotional pain"
- Frame 7, make each letter in the word "everyone" a different color of the LGBTQ colors.

Please provide feedback by 5pm on Monday Dec 2 so we can have a new draft by our webinar on Wednesday.

PRIVATE FEEDBACK (p)

Attachment:
- LGBTQ_Docs_Artboard_112713_V1.pdf
  (https://www.ouracessories.org/events/attachment/LGBTQ_Docs_Artboard_112713_V1.pdf)

9 comments POST COMMENT (p) COMMENT form

Nicole Perrin
December 2, 2013 - 12:02am

I like David's comment regarding the tagline "be that person that young people can talk to".

Additionally, I echo the need for rainbow highlighting earlier and like the new story board with multiple rainbow words, however the last rainbow across the people/heart graphics needs to match in intensity and brightness level with the others, and also an others have suggested needs to be more prominent.

Looking forward to discussing further during the webinar.

Nicole
I apologize for being so late in commenting.

I like the color palette and the idea of incorporating the rainbow element in "EVERYONE" vs. using it at the end in the people graphic. It will feel like more of an intentional element and not an afterthought. It also helps drive home the idea that we're talking about LGBTQ youth who need help (not the helpers).

Thank you.

Jenessa

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To clarify - I know the campaign is directed at the helpers, but they can be anybody and not necessarily people who identify as LGBTQ.

Thank you.

J

---

David_SSSuicidePre...  
December 3, 2013 - 11:29pm

Overall it feels more like a youth campaign than an LGBTQ campaign. And having the reduced rainbow at the end tells me that LGBTQ youth are just part of the overall youth community. And I'm OK with that direction.

But maybe the rainbow needs to be more like 40% than 20% to get noticed.

I like the idea of treating the word everyone with the same 40% rainbow.

---

The frame that starts "Let your friends and family know they can talk to you" is not sure who the statement is directed at here. The youth or the helper? Should the suicidal youth let their friends know they can talk to them about being depressed? At first I interpreted it that way. To be more clear, maybe it needs to say something like "Let that person, that young people can talk to?"

Juliet

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Jana_YourSocialMa...  
December 6, 2013 - 12:28pm

Thank you.

Julie Carson
WORKGROUP DISCUSSION: Materials for webinar tomorrow

WORKGROUP DISCUSSION
Materials for webinar tomorrow

Jana: YourSocialMedia
Hi,

Attached please find the PowerPoint presentation we will use during our webinar:
https://attendee.gotowebinar.com/register/G665063515455785262

PRIVATE FEEDBACK

Attachment:

Delphinus_Brody
December 9, 2013 - 8:22pm

Hi Jana and LGBTQ Youth Outreach Workgroup members,

I would like to provide the following feedback regarding what I have seen of the draft LGBTQ outreach campaign materials. In my opinion, it is not the best. Before the meeting, I downloaded and read the PDF of the draft 30-second animated PSA storyboard, and the online display at template. Will the please provide a link to the presentation and provide additional feedback to the Workgroup and staff working on the OTS campaign.

In terms of the PSA storyboard, I am concerned that the central focus of the messaging ignores the major concerns that I raised in my comments during our Workgroup’s initial webinar and discussed further with Jana and Sandra afterward. The many LGBTQ youth reject and avoid mental health campaigns promoting “the need for help,” telling them to “seek your family and friends, family and community to recognize the warning signs.”

LGBTQ youth have good reasons to distrust these messages:

First of all, the “help” they and their friends have been told they “need” has often been a form of assaultive intervention that lacks sensitivity to either their circumstances as a member of an marginalized group or their likely history of trauma from hostile and divisive forces they face in their world. These forces often hurt many youth much more than it aids them in their struggles to survive, grow and live their lives under a hostile, hostile, transphobic, anti-gay, anti-trans, anti-LGBT and anti-LGBTQ community. Youth are often part of a series of personal traumatic events to anti-LGBTQ violence or injustice, which may be directly experienced, witnessed or witnessed. They may involve physical, sexual, emotional, domestic or spiritual violence and may take place in other community, family relationship, school, workplace during a war, accident, disaster, or medical procedure. Yet the ubiquitous “psychiatric emergency” response takes none of this into account, fails to ask the youth what happened to them and respond accordingly, and instead treats the young person as an abnormal behavior object and often involuntary confinement, restraint, isolation and psychiatric drugs. When the youth has suffered abuse and violence during childhood or adolescence, and as most LGBTQ youth encounter more than one of these, their traumatic memories of this abuse will likely resurface when they are exposed to the kinds of psychiatric interventions.

Likewise, the message to “get your family know you are facing multiple - feel good that the public service announcement encourages you to approach your own LGBTQ identity - ignore the pervasive omission of trauma, and those families who reject them or appear likely to do so on the basis of the youth “coming out.” When LGBTQ youth experience everyday threats to their existence in their neighborhoods, they can be very object, and the multicultural awareness and sensitivity required to address LGBTQ youth, people are much more likely than those, their strength and courage to face the overwhelming, inarticulate series of despair, powerlessness, and that the only approach to mental health and family rejection (Fosse, Hoover, & Newman, 2007), as well as with school’s institutional practices. (T. T. Russell, et al., 2013).

For does the “recognize the warning signs” message inspire the trust of youth who have faced anti-LGBTQ and other forms of violence, abuse and injuries? When such violence and the resulting traumas are taken as a given, the mental health system must work to deeply ingrain clinical assumptions that lead professionals to ask LGBTQ youth following a suicide attempt “What went wrong with you?” and from the fear of interventions with hospitalization, chemical and mechanical restraints and an all-encompassing. This flawed logic places youth’s behavior under a microscope and reduces suicidal feelings to clinical symptoms which are to be explained by culturally responsive and trauma-sensitive approaches. Such processes are essential to teach youth to engage in any trusting a relationship that could lead to problems of young people’s lives and that to meet the needs and to their establish feelings. And mental health professionals, family and community members must now be able to talk through and discuss complex issues with young people the risk of revealing suicidal feelings. Instead, there is a clear understanding that youth should be willing to take action and work with the youth to directly address the violence and injuries that youth have experienced. Adults such as parents, teachers, principals, and school nurses are often well positioned to take action and allow them to create a more just and safe environment for LGBTQ youth. Five steps by four for LGBTQ youth is a vital topic. Teaching the suicidal feelings that youth may show or present at great risk to themselves in “warning signs” (suicide at suicide attempt, as assessed by others) is an intimidating message that shouts own any opportunity for understanding and often serves to push young people into a more serious position.

At the center of my concern is the fundamental issue of right. LGBTQ youth, heteronormativity and unit trans oppression are two structural oppressions and are intersecting gender oppression and privileges that affect individuals in a specific and effective manner and their ability to form such support networks and benefit from traumatic experiences. Such structural oppressions intersect in new and different ways affect everyone, everyone is included. One of me is mental health professionals, doctors, teachers, friends, family, employers and community members has a responsibility to learn about how with LGBTQ youth and other structural oppressions and violence devastating the lives of youth who attempt suicide (how they affect our lives), to understand the scope, scale and dynamics of that violence, and work together with LGBTQ youth and each other to develop strategies to identify and eliminate these forms of violence in our homes, schools and communities. Youth who experience traumatic stress and suicidal feelings when faced with structural violence should never be subject to further traumatization and learn from mental control and forced treatment interventions. So the message simply needs to change.

Although we have yet to see it, it should be clear that LGBTQ youth are more likely to face today’s related risk assessments as a form of violence and discrimination and understand that LGBTQ youth are more likely to face today’s related risk assessments as a form of violence and discrimination.

Instead, I recommend that the campaign start by directly addressing anti-LGBTQ violence and discrimination and asking for help because all the evidence and the narrative, especially of trans youth. Your, for example, talk about how much of us should be “respected and supportive,” listen with an open mind and without judgment, “Ixie what people are to you and that I cannot control the people’s opinions of us.”

And that you have the power to make change - be a role model. But as the data is that this is about being an ally and respecting the experiences of LGBTQ youth, and taking a stand for rights and dignity of LGBTQ people in your family, school, workplace or at

The takeaway message should be for viewers to “make a difference - be a role model” by showing active listening, understanding and a willingness to take a stand and define LGBTQ youth with a right to be respected, family and community, and everyone environment free of violence and discrimination - and every calling 911 to get a troubled help that they need.

I hope that these concerns will be taken seriously and not dismissed. I welcome discussion among Workgroup members, staff working on the LGBTQ outreach campaign, and our partners at the Trans Project. I raised these concerns at the very start of our work together, and many other LGBTQ, HIV/AIDS and sexual health advocates and researchers have no raised these issues many times. Although I was later told that my concerns may be that of the “scope” of the Chibimba contract that funds this outreach campaign, I see no justification for this approach. LGBTQ youth and their communities tormentently report the prevailing, fixated on measuring the youth in the community, setting a single medical diagnosis, and then “gatekeeping,” only vigilantly for “warning signs” and urge to take them by calling for help. Instead, LGBTQ youth should be treated needs to know that their rights and safety are a priority, that new efforts to undo the harm about-awareness and understanding and develop culturally responsive, trauma-sensitive supports.

Thank you,

Delphinus_Brody
Jana_YourSocialMa...  
December 5, 2013 - 1:21 pm

Hello,

Thank you for your thoughts. I am hoping that the other workgroup members can respond with their thoughts as your peers.

Hector

Nicole Perrin  
December 5, 2013 - 1:11 pm

Hello, Jana and workgroup members.

I was able to listen to the workshop just now but as you heard (or didn’t), I could not get my audio to work. I wanted to send my thoughts/comments about what I heard/saw...

1. Great choice of “well” over “role”

2. Also, the order of colors for the flag was nicely caught. Also, I’m not sure if this is a printing thing but is there a way to make the rainbow more fluid or use words instead of just one color per word?

Like below or if not each letter, hide across the word?

3. I agree with Trevor, speaking to LGBTQ focus and explicitly stating that would feel, to me, redundant

4. The rainbow colors on the second to last slide of the storyboard need to match the brightness of the others

5. I really like the idea of making the timeline more assertive on the gatekeeper end and possibly something along the lines of “Other examples are worthy” but the meaning is what I was...
WORKGROUP DISCUSSION: Preparation for Webinar tomorrow-July 23 at noon

WORKGROUP DISCUSSION

Workgroup update - conversation with Delphine

Jana_YourSocialMa...

Hello,

Based on Delphine's recent post, I appreciate those of you who have already commented and I hope that the group as a whole can continue this dialog.

Sandra and I talked to Delphine this morning and here are the recommendations that came out of our conversation:

1. Remove “the need for help” from the storyboard (I will make this recommendation to the creative team).

2. Add a sentence that acknowledges the violence and discrimination LGBTQ youth experience, she suggested:

   Option 1: Many LGBTQ youth face adversity at home, school and their community. For these, and other reasons, it’s too difficult to talk about the pain. (This is my modified version, but I am not sure where to place it. Possibly as an introduction to the Lifeguard Training video on the static ad?)

   Option 2: Many LGBTQ youth face violence and discrimination at home, school and their community. For these, and other reasons, it’s too difficult to talk about the pain.

3. Adding back in the focus on LGBTQ youth in the storyboard and on the static ad. (I am recommending to change sentence to “Play a role in suicide prevention for LGBTQ Youth”.

We are in the final stages of creating the animated video and ad and the creative team will likely be open to many changes at this point, but I will see what we can do and post new (final) drafts as soon as I have them!

Thank you!

PRIVATE FEEDBACK (1)

Julie Carson
December 16, 2013 - 1:18pm

I appreciate all of the care that is going into developing this ad. This has been such an interesting process!

I will start with Option 3. I think the LGBTQ focus is great, considering that is the specific target for this particular digital campaign, which many of us have stated previously.

I like Option 1, perhaps adding the word discrimination to the statement. Option a works great too, the first one just sounded better to me, in my own head. But all of that is subjective. Is it possible to place this as a preview “Mids” before the digital add plays? I like the suggestion of placing it prior to the Lifeguard video, as well.
WORKGROUP DISCUSSION: Final storyboard and online ad- and Happy Holidays

Jana YourSocialMama

Hello,

Attached find the revised (final)storyboard (below as a pdf) and the revised online
ad (by clicking on the two images to the left). Both are going into production today. On the
storyboard note that we removed “the need for help” and fixed the LGBTQ colors on the words
“everyone” and “power”.

On the online ad, we added the sentence: Many LGBTQ youth face adversity at home, school
and their community. You can help.

During our last webinar we had asked the creative team to make it more clear that this ad is
about younger youth. This was their solution. Personally, not my favorite, but I think we can’t hold
up the process any further at this point!

Thank you for all of your time and happy holidays!

Jana

Attachment:

PRIVATE FEEDBACK (0)

NicolDePerrin

December 23, 2013 - 1:30pm

The colors do look better/brighter in this version. Thanks for incorporating our
feedback Jana.

Happy Holidays everyone!!

Nicolle

Julie Carson

December 23, 2013 - 8:41am

Thanks to everyone for their hard work and participation in this workgroup! I
found it quite an interesting process and would be happy to participate in future workgroups!

ultrafactor

December 23, 2013 - 12:36pm

I think it looks great! I love the colors and I look forward to seeing it live! Enjoy
your Friday and Happy Holidays!!

mosk66

December 23, 2013 - 11:55am

Looks good to me!
Final Online Advertisement

For those of you interested, here is a link to the final ad: [link]

Thanks again for all of your hard work!

Jena
## APPENDIX B: Workgroup Member Roster

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
<th>County</th>
<th>Qualifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>David Feinberg, Deputy Director</td>
<td>San Francisco Suicide Prevention</td>
<td>San Francisco</td>
<td>My education includes a masters degree in public health from UCLA with an emphasis in Community Health Education. I have worked in the field of public health for over 10 years, the past 7 of which have included a strong focus in suicide prevention. In addition, I also have a masters degree in Marriage and Family Therapy and have previously served on review panels for health education materials pertaining to the prevention of sexually transmitted diseases, HIV and pregnancy.</td>
</tr>
<tr>
<td>Nicole Fierro, MA, MPH</td>
<td>Los Angeles County Department of Public Health, Injury &amp; Violence Prevention Program</td>
<td>Los Angeles</td>
<td></td>
</tr>
<tr>
<td>Brock Durville</td>
<td>The Trevor Project</td>
<td>Los Angeles</td>
<td></td>
</tr>
<tr>
<td>Anjelina Padilla</td>
<td>The Trevor Project</td>
<td>Los Angeles</td>
<td></td>
</tr>
<tr>
<td>Juliet Evans</td>
<td>Yolo</td>
<td></td>
<td>I have been volunteering at Suicide Prevention of Yolo County for 5 hours every week since October 2012. I believe that my time volunteering has given me the insight that could be useful in furthering the public dialogue on suicide. I am graduating from UC Davis this summer with a psychology minor and plan to pursue a career in public outreach. This campaign is exactly the type of work I hope to be doing once I graduate.</td>
</tr>
<tr>
<td>Kathleen W. Brennan, Psy. Ph.D.</td>
<td>Victor Community Support Services</td>
<td></td>
<td>I have been an LGBTQ affirmative therapist for 7 years. I have worked performing therapy and outreach activities for LGBTQ youth in community and university settings. In my current role, I supervise and train clinicians in LGBTQ affirmative therapy as well as suicidal risk, assessment &amp; intervention. Since the holistic campus is contracted specifically to reach out to LGBTQ folks in the high desert, I oversee outreach efforts as well. This is particularly important because we are one of very few safe spaces for LGBTQ youth in the high desert. Outreach is especially difficult in unsafe environments such as the high desert.</td>
</tr>
<tr>
<td>Delphine Brody, Program Director</td>
<td>California Network of Mental Health Clients</td>
<td>Sacramento</td>
<td>I am a queer, trans mental health client/survivor, social justice advocate, survivor of the suicides of several friends and my own completed suicide attempt. For nine years, I've worked as an advocate and trainer at the California Network of Mental Health, the oldest state-wide trans advocacy organization. I also serve as Board Secretary of the National Association for Rights Protection &amp; Advocacy, and I sit on the CA Dept. of Public Health's Office of Health Equity Advisory Committee, the Mental Health Services Oversight &amp; Accountability Commission's Cultural &amp; Linguistic Competence Committee, the CA Dept. of Education (CADE) Student Mental Health Policy Workgroup, and the CA Mental Health Directors Association (CMHDA) Cultural Competence, Health Equity &amp; Social Justice Committee (CECJ). I was part of the CA Reducing Disparities Project (CRDP) Lesbian, Gay, Bisexual, Transgender &amp; Questioning [LGBTQ] Strategic Planning Workgroup. I'm applying for the LGBTQ youth workgroup because of my own lived experience and extensive advocacy background. I'm also applying for the African American and Limited English proficiency Spanish speaker workgroups because I advocate for these populations' priorities, although I myself am not African American or an LEP Spanish speaker.</td>
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<td>Julie Carson, Community Services Liaison</td>
<td>Calaveras County Behavioral Health</td>
<td>Calaveras</td>
<td>I work in prevention and have lost 4 family members &amp; friends to suicide. I hold 2 AA degrees and am in an accelerated B.A. program with a goal to remain working for CCBHS in another capacity, one day.</td>
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<tr>
<td>Nicole Scales, LGBTQ Project Coordinator</td>
<td>Mental Health America of Northern California</td>
<td>Sacramento</td>
<td>I have worked with LGBTQ youth for 5 years and have extensive experience using social media to outreach and connect with LGBTQ youth. I also have extensive experience in developing materials [flyers, fact sheets, logos, etc] that are attractive to youth from middle school to college. I have a mental health background and given lectures on suicide prevention and the risk factors for LGBTQ youth suicide. I have also educated groups about the Family Acceptance Project which shows that a reduction in family rejection leads to a youth being less likely to participate in self-destructive behaviors. I currently mentor the Sacramento LGBTQ Youth Task Force and am working with them to create safe spaces in South Sacramento which are LGBTQ affirming. We are also at the process of developing trainings and a speaker's bureau to reduce stigma around LGBTQ identities. Also, I am the Project Coordinator for the LGBTQ Reducing Disparities Project, a statewide effort by the CA Dept. of Public Health to determine mental health disparities for LGBTQ Californians and find meaningful community-based solutions to close the disparity gap. Our research supports existing studies which indicate that LGBTQ youth are more likely than their adult peers to have thoughts of suicide and to make a plan. I would like to participate in this workgroup because LGBTQ youth are in need of support systems and frequently others in their lives do not recognize the signs of mental un-wellness or the potential risks for suicide.</td>
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<td>Heather Endo, Peer Mentor</td>
<td>Orange County Healthcare Agency, EMS</td>
<td>Orange</td>
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<td>Hector Martinez</td>
<td>Mental Health America</td>
<td>San Diego</td>
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<td>Genessa Connor, Marketing Director</td>
<td>The Trevor Project</td>
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<tr>
<td>Victoria Lesliz, Group Director</td>
<td>Citizen Pride</td>
<td>Los Angeles</td>
<td>Program Partner working on LGBTQ outreach with SDAR campaigns, and does not receive stipend.</td>
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APPENDIX C: Recruitment Flyer

Workgroup Participants Needed
Contact: Jana Szczerszputowski - jana@youresocialmarketer.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.

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<th>First and Last Name:</th>
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<tr>
<td>Organization (if applicable):</td>
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<td>Title (if applicable):</td>
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<td>Email:</td>
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<td>Phone:</td>
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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 12 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 California 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.