

PLAY A ROLE IN SUICIDE PREVENTION FOR LGBTQ YOUTH

EXPAND TO FIND OUT HOW >

FIND OUT HOW YOU CAN PLAY A ROLE IN SUICIDE PREVENTION.

Reach Out to Local Resources | Call the Trevor Lifeline 24/7: 866-488-7386 | Get Help from The Trevor Project

EVERY DAY IN CALIFORNIA

Watch the video to learn how you and your friends can become a Trevor Lifeguard.

Y-CORE?

Many LGBTQ youth face adversity at home, school and their community. You can help.

TREVOIR | KNOW THE SIGNS | CALIFORNIA |

EVERY DAY IN CALIFORNIA	YOUNG PEOPLE STRUGGLE WITH EMOTIONAL PAIN.
AND, FOR SOME, IT'S TOO DIFFICULT	TO TALK ABOUT THE PAIN
AND THOUGHTS OF SUICIDE.	LET YOUR FRIENDS AND FAMILY KNOW THEY CAN TALK TO YOU.
BE RESPECTFUL AND SUPPORTIVE OF EVERYONE.	LISTEN WITH AN OPEN MIND AND WITHOUT JUDGMENT.
TAKE WHAT PEOPLE SAY SERIOUSLY BY RECOGNIZING THE WARNING SIGNS.	BY KNOWING HOW TO START A CONVERSATION
YOU HAVE THE POWER TO MAKE A DIFFERENCE	THE POWER TO SAVE A LIFE.

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

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



WELLNESS • RECOVERY • RESILIENCE

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.elsuicidiodoesprevenible.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.”

Source: CDC. (2011). Sexual Identity, Sex of Sexual Contacts, and Health-Risk Behaviors Among Students in Grades 9-12: Youth Risk Behavior Surveillance. Atlanta, GA: U.S. Department of Health and Human Services. Retrieved from : <http://www.thetrevorproject.org/pages/facts-about-suicide>

“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.”

Source: IMPACT. (2010). Mental health disorders, psychological distress, and suicidality in a diverse sample of lesbian, gay, bisexual, and transgender youths. American Journal of Public Health. 100(12), 2426-32. Retrieved from: <http://www.thetrevorproject.org/pages/facts-about-suicide>

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.”

Source: First, Do no Harm: Reducing Disparities for Lesbian, Gay, Bisexual, Transgender, Queer and Questioning Populations in California. The California LGBTQ Reducing Mental Health Disparities Population Report, December 2012

“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.”

Source: First, Do no Harm: Reducing Disparities for Lesbian, Gay, Bisexual, Transgender, Queer and Questioning Populations in California. The California LGBTQ Reducing Mental Health Disparities Population Report, December 2012

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.



WORKGROUP DISCUSSION

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 (#)

12 comments

POST COMMENT
(#COMMENT-FORM)



Delphine_Erody

August 26, 2013 - 10:22am

Hi all,

I should introduce myself also. My name is Delphine Erody. 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 practices, health equity, social justice, peer-run alternatives to suicide groups, peer-run warm lines, and peer-run crisis respite.

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

Delphine



Delphine_Erody

August 26, 2013 - 10:20am

Hi all,

I should introduce myself also. My name is Delphine Erody. 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 practices, health equity, social justice, peer-run alternatives to suicide groups, peer-run warm lines, and peer-run crisis respite.

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

Delphine

Delphine_Erody

August 26, 2013 - 10:21am



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 practices, health equity, social justice, peer-run alternatives to suicide groups, peer-run warm lines, and peer-run crisis respite.

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

Delphine



David_SFSuicidePr...

July 23, 2013 - 3:42pm

Hello. This is David Paisley at San Francisco Suicide Prevention. I'm the Deputy Director and have been with the agency for 22 years. And not to get 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.



nscanlan1

July 23, 2013 - 10:15am

Hey all! I am looking forward to tomorrow's call. I will have some youth interns listening in as well. They are public health interns and will get some valuable information from us. Please let me know if they cannot attend.



nscanlan1

July 23, 2013 - 10:15am

Hey all! I am looking forward to tomorrow's call. I will have some youth interns listening in as well. They are public health interns and will get some valuable information from us. Please let me know if they cannot attend.



Jana_YourSocialMa...

July 25, 2013 - 8:00am

No problem, they can attend!



van

July 10, 2013 - 6:44am

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 voting member of the Tulare-Kings Counties Suicide Prevention Task Force as the LGBTQ Community Rep. So I schedule, coordinate Lifeguard Workshops for school campuses in Central CA and help educate and do outreach to the focus 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.



juliet
July 8, 2013 - 4:49pm

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!



Nicolle Ferras
July 8, 2013 - 2:21pm

Hello,

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

My name is Nicolle Ferras 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 8, 2013 - 10:24am

Hi. I am honored and happy to be invited to this Workgroup. My name is Kathleen Dunning. 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.



Julie Carson
July 9, 2013 - 10:48am

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

My name is Julie 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!

POST NEW COMMENT

YOUR NAME:

em



WORKGROUP DISCUSSION: Preparation for Webinar Thursday- July 25 at noon



YOUR VOICE COUNTS

WORKGROUP DISCUSSION

Preparation for Webinar Thursday- July 25 at noon



[Jana YourSocialMa...](#)
Hello Workgroup Members!

For those of you registered for the webinar, please try to sign-in 5 to 10 minutes early so we can address potential technology problems. If you are calling in by phone it is essential that you input your audio pin so you can participate in the discussion.

Choose one of the following audio options:

TO USE YOUR COMPUTER'S AUDIO:

When the webinar begins, you will be connected to audio using your computer's microphone and speakers (VoIP). A headset is recommended.

--OR-- **not both!!!!**

TO USE YOUR TELEPHONE:

Toll: +1 (702) 489-0004

Access Code: 399-137-348

Audio PIN: Shown after joining the webinar

If you are unable to attend, please let me know your availability for a brief phone call on Friday August 2nd or suggest another date/time.)



WORKGROUP DISCUSSION

Workgroup Goals and Next Steps



Jana_YourSocialMa...

Thank you to those of you who participated in the webinar today. It was a very passionate discussion and many issues were raised that were unfortunately beyond the scope of what this project can do. That being said, I hope that many of you 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 us 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.suicideispreventable.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 (6)

5 comments

POST COMMENT
(#COMMENT-FORM)



Nicolle Perras
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, bosses/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://teenlineonline.org/> (<http://teenlineonline.org/>) and Teen Yellow Pages produced by teenline: <http://teenlineonline.org/store/youth-yellow-pages> (<http://teenlineonline.org/store/youth-yellow-pages>)

Los Angeles County Youth Suicide Prevention Project <http://preventsuicide.lacoe.edu> (<http://preventsuicide.lacoe.edu>)



Julie Carson
August 6, 2013 - 8:05am

1. Who are the helpers of LGBTQ youth?

- Mental Health Professionals
- Friends & Family
- LGBTQ groups/advocates
- 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.suicideispreventable.org Website.

2. Should a section on warning signs specific for LGBTQ youth be added? Many of the suicide risk signs 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 those 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.



Jana_YourSocialMa...
August 7, 2013 - 9:43pm

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



nscanlan1
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? & What additional resources should we add?

I tend to think, based only on my personal experiences and research, that warning signs for LGBTQ youth are similar to that of non-LGBTQ youth. I think the difference comes from the risk factors, such as family and social rejection. Helpers should likely 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 ensure that there are links to Trevor Project and other LGBTQ affirming suicide prevention agencies and crisis lines on the resources page.

2. Who are the helpers of LGBTQ youth?

Medical and Mental Health professionals (front line staff included)

Family and Friends

Church officials and parishoners

Adult advocates for LGBTQ Youth (could just be supportive adults)

CPS workers

Social Workers (public and private)

Community Service Organizations

LGBTQ Centers - especially youth specific programming

County PFLAGs

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



Jana_YourSocialMa...
August 7, 2013 - 9:45pm

Thank you for these thoughts!

POST NEW COMMENT

YOUR NAME:
em



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



WORKGROUP DISCUSSION

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



Jana_YourSocialMa...

Please have a look at www.suicideispreventable.org (<http://www.suicideispreventable.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/warningsigns> (<http://www.thetrevorproject.org/warningsigns>)

A few of you have suggested focusing on risk factors. Here is what the Trevor Project has listed: <http://www.thetrevorproject.org/Suicide%20Prevention/Risk%20Factors> (<http://www.thetrevorproject.org/Suicide%20Prevention/Risk%20Factors>)

PRIVATE FEEDBACK (#)

16 comments

POST COMMENT

(#COMMENT-FORM)



brock.dumville

August 15, 2013 - 10:22am

Hi everyone!

Reading through everyone's great comments, I'm 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 sample 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!

Brock



Sandra_EDC
August 29, 2013 - 9:58am

Brock,

Thanks for these great comments. We definitely need to balance keeping the sections of Know the Signs consistent with the need to communicate what is really unique within the few "categories" that are included. Within the idea of adding LGBTQ Youth category 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 9/3, so I hope everyone can bring some good ideas to the table.



juliet
August 15, 2013 - 9:40am

I also like the idea of having a separate category for LGBTQ youth on the KTS website, along with a list of resources specifically aimed at helping LGBTQ youth.

If this additional LGBTQ section is added to the KTS website, could it be helpful to incorporate more social media in order to spread the information? I really like that KTS gives the option of sharing the site with facebook and twitter. Would it be possible to take it one step further and set up a twitter account and facebook page as well? For example there could be a facebook page specifically devoted to the risk factors associated with LGBTQ youth and the resources available for those struggling? People could then "like" the page, comment and create an online community while also getting the information out there.

Finally, Sandra I appreciate you making the point that 911 intervention can often be interpreted as intimidating. In my experience, offering police assistance to suicidal individuals, regardless of sexual orientation, is rarely productive. I agree that a good way of combating this issue is to list many other confidential resources along with the offer of 911 help.



Sandra_EDC
August 29, 2013 - 10:02am

Thanks for your comments, Juliet.

I appreciate your remarks about social media. As you know one of the factors to consider when setting up a FB or twitter account is the capacity to continuously monitor content, especially important when the focus of the page/account is suicide prevention. This has been a limitation of being about to take Know the Signs too deeply into the social media realm, but it's worth continuing to consider how this could be managed.

Overall the KTS campaign materials and web site focus more on promoting the Lifeline than calling 911, although it is still at this time standard practice in the field to recommend 911 for individuals who may be about to harm themselves or have already done so, for the medical reasons.



Nicole Perras
August 15, 2013 - 9:33am

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 sprc website [http://www.sprc.org/bpr/section-111/kognito-step-speak-supporting-lgbtq-students?](http://www.sprc.org/bpr/section-111/kognito-step-speak-supporting-lgbtq-students?utm_source=Weekly+Spark+August+15%2C+2013&utm_campaign=Weekly+Spark+August+15+013&utm_medium=email)

(http://www.sprc.org/bpr/section-111/kognito-step-speak-supporting-lgbtq-students?utm_source=Weekly+Spark+August+15%2C+2013&utm_campaign=Weekly+Spark+August+15+013&utm_medium=email)

Nicolle

KOGNITO STEP IN, SPEAK UP!: SUPPORTING LGBTQ STUDENTS

Setting

Middle Schools, Junior High Schools, High Schools

Type of Program

Education & Training

2011 NSSP Goals Addressed

5-3 (2012 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 their 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) broach 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/performance, and higher 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 likelihood to approach a student to discuss their struggles with psychological distress and suicidal and refer them to on- or off-campus support services.
4. Increase motivation and likelihood 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.



Sandra_EDC
August 29, 2013 - 10:05am

Thanks Nicolle. I am not in a position to actually "use" the Kognito trainings, but I am familiar with their work and have always been impressed with the amount of research and evaluation they incorporate into developing their modules. I have heard of several counties and campuses that have either used Kognito or are planning to, and been pleased. That being said I too would be very interested to hear if others are aware of the LGBTQ students module being implemented and how it's going.



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 separate 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 no 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 - 8:59am

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 stick as close to the generally accepted list as possible. You may have noticed that on KTS as well as the Trevor site, each warning sign 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?



Nicole Perras
August 13, 2013 - 4:52pm

FYL...

http://www.sprc.org/sites/sprc.org/files/library/SPRC_LGBT_Youth.pdf

This document from SPRC is a little dated (2008) but addresses many of the issues we have been posting about and discussed on the conference call (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_SFSuicidePr...
August 13, 2013 - 2:25pm

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

Comments:

Teens Section: As I reflect on the suicide cluster that happened in SF two years ago, which 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"

LGBT Section: It might be out of context to have a circle that says "LGBTQ Youth" as being an "LGBTQ Youth" is not 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 15, 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 not as a warning sign, but as another "category" along with older adults, teens, and critical. We could then add new signs circles that would appear when someone clicks on or mouses over "LGBTQ Youth".

Can you help me understand your idea 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_SFSuicidePr...
August 15, 2013 - 2:32pm

If I understand your thoughts here, adding a click for LGBT youth, separate from Teens is not needed, because really the warning signs are the same. the content would be no different. What makes LGBTQ teens different, is not the warning signs, but the environmental causes. So it does not easily fit the current website graphic. My idea (which may or maynot be a good one) would be to 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 best handles by a call looking at the website.



David_SFSuicidePr...
August 12, 2013 - 11:17am

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 "external 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 13, 2013 - 12:09pm

Thanks for these comments David. You will see that the Know the Signs web site information is pretty concise, so if we go with your idea we will need to think about what content we could present in a way that fits in to the overall design. We can certainly add sections of information to the site as its currently formatted, but probably not a voluminous amount. Can you suggest what exact information you think could be posted on KTS? Would this workgroup 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 workgroup have feedback about that question?



Sandra_EDC
August 11, 2013 - 3:37pm

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

These warning signs are 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 warnings signs (and 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

more specific for certain populations, and also to provide more guidance about which warning signs suggest more of an imminent crisis and what the next steps should be in that case, but we won't have this additional direction from the field in time for our project.

The concerns about the warning signs as they relate to LGBT youth are that some of them are understandable responses to common experiences related to being marginalized or coming to terms with sexual orientation in an environment that is perceived as unfriendly. Another concern is that warning signs lists often include a suggestion to call 911 if you feel a person is at immediate risk. On the Know the Signs web site, this suggestion is listed under Find the Words - Get Help, along with the Lifeline crisis number. Any discussion of calling 911 could for some people be seen as a threat, based on experience with law enforcement and other first responders as well as fear of being forced in to psychiatric treatment.

For the purposes of this project, one question Jana posed is whether this group might like to see LGBTQ Youth appear as another category (in addition to the general pop, teens, and older adults categories that are currently on the site) and what it would contain. Since Trevor has a list of warning signs that are operationalized to address LGBTQ youth, we might see about using those, or drafting something different, if this group agrees that the way the Know the Signs site currently reads does not adequately address LGBTQ youth.

What are your thoughts about the concerns above and about the idea of expanding the KTS web site?



nscanlan1
August 15, 2013 - 9:31am

I have read through everyone's posts and I think LGBTQ Youth should be added as a separate category. While these young people do experience similar issues to other marginalized groups, many also lack the social protective factors that exist for other marginalized identities. For example, if a youth is targeted because of their race/ethnicity they may have greater access to a social support system of like persons who have had similar experiences. This can provide a buffer and may serve as a protective factor against self-harming behavior. Some LGBTQ youth may have access to no such support system. They may be facing stigma, discrimination and rejection on all fronts of their lives (home, school, church, media etc.) which may make the hopelessness they feel more pronounced.

As to calling 911, I think in some cases this may be the only option. I work with many folks who have had negative experiences with emergency service personnel and are afraid of contacting 911 for fear of further persecution but I also understand that in cases where a person's life is in imminent danger, helpers should indeed contact emergency service personnel. I hope that one day our emergency response systems will more frequently also contain psychiatric ems teams who can assess a person's need rather than EMS having a one size fits all approach to mental health issues such as these. But that's a larger discussion for a different workgroup ;)

Thanks,

Nicole

POST NEW COMMENT

YOUR NAME:
em.



YOUR VOICE COUNTS

WORKGROUP DISCUSSION

Preparation for September 3 Webinar- Please review these Digital Ads



Jana_YourSocialMa...
Dear Workgroup members,

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

http://www.yourvoicecounts.org/sites/default/files/topicimages/13-Aug_SPSR_0514_Concerned_Eng_WebBanner_300x250-FNL.JPG



Please register here: <https://attendee.gotowebinar.com/register/6578084851950667520>
(<https://attendee.gotowebinar.com/register/6578084851950667520>)

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

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.suicideispreventable.org (<http://www.suicideispreventable.org>) website
2. Discuss different options for digital advertisements. 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 simple 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 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 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. <http://demo.tremormedia.com/creative/cat/demo/index.php?cu=13114>
(<http://demo.tremormedia.com/creative/cat/demo/index.php?cu=13114>)

"Shopping" -The ad expands after you click on it. There is a move and there are several links to click at the bottom that take you to different places. For example one could link to the www.suicideispreventable.org (<http://www.suicideispreventable.org>) website and we could also promote the Trevor project. Click here to view, or reference the pdf:

<http://demos.advertisingdemos.com/Shape.aspx?pi=d5365fdb-1f2a-4bad-bc19->

WORKGROUP DISCUSSION: Recommendations from September 3 Webinar and Next Steps



WORKGROUP DISCUSSION

Recommendations from September 3 Webinar and Next Steps



[Jana YourSocialMa...](#)

Hello,

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 isn't as busy and flashy as the other option and mirrors a traditional website with navigation options at the bottom. As a more interactive option than a static banner this might allow us to promote the campaign website as well as the Trevor Project (which is what the group recommends as the best resource). Brock and Arq from the Trevor Project recommended linking to the "Get Help" page on the Trevor Project: <http://www.thetrevorproject.org/section/get-help> (<http://www.thetrevorproject.org/section/get-help>)

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 Jana) are going to meet with the Trevor Project to ask permission to link to them as a resource and review possible existing marketing materials.)

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. We confirmed that the helpers of LGBTQ youth are adults, not necessarily just other youth.

Finally, it was recommended to not add a LGBTQ Youth specific section to the "Know 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!

PRIVATE FEEDBACK (#)

22 comments POST COMMENT

(# COMMENT-FORM)



[Julie Carson](#)

September 18, 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.itgetsbetter.org) and I like the fact that there are videos to link to. Could this be a linkable resource?

I really like the idea of linking to the Trevor Project Help Page, as there are suicide prevention links there, as well as the social networking aspect of TrevorSpace, along with the ability to ask

07fa19d9150a&camp=3251b541-bdbc-473d-8c4a-59eb0c722f1b&scriptType=ClientSideImpressionTrackers (<http://demos.advertisingdemos.com/Shape.aspx?pl=45365fdb-112a-4b4d-bc19-07fa19d9150a&camp=3251b541-bdbc-473d-8c4a-59eb0c722f1b&scriptType=ClientSideImpressionTrackers>)

PRIVATE FEEDBACK (#)

Attachment:

[Nemo_example.pdf](#) (http://www.yourvoicecounts.org/sites/default/files/topics/Nemo_example.pdf)

[shopping.pdf](#) (<http://www.yourvoicecounts.org/sites/default/files/topics/shopping.pdf>)

[Know the Signs example](#) (http://www.yourvoicecounts.org/sites/default/files/topics/5_x7_in.pdf)

[Up2Us_example.pdf](#) (http://www.yourvoicecounts.org/sites/default/files/topics/Up2Us_example.pdf)

1 comments POST COMMENT

(# COMMENT-FORM)



[Julie Carson](#)

September 3, 2013 - 9:37am

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 roll-over type of click through, as seen in the Nemo example. I am thinking of the animated words idea, in colorful lettering, using phrases like, "Do you feel alone (/isolated/hopeless)?" I now you wanted really specific answers and I'm still thinking of exactly how to execute this. These phrases mentioned are standard warning signs of suicidal risk, however, we have discussed the idea 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 bubble to take to you 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.

POST NEW COMMENT

YOUR NAME:

em



questions, clicking on the Ask Trevor link.



juliet
September 12, 2013 - 12:23pm

Thanks for sharing what was discussed in the latest webinar.

I agree that sticking to animated text and illustration seems better than attempting to use real people.

As for examples of ads and outreach materials, has the various media on www.itgetsbetter.org been suggested as an template to draw from? I'm not sure if it meets up exactly with how this campaign is attempting to reach people but I like the way the videos are set up and how accessible they are.

Also, I will be attending an AmeriCorps training on working with LGBTQ at-risk youth next month and would like to offer up some of our discussion questions for people to consider and give feedback on. Would that be okay?

Juliet

POST NEW COMMENT

YOUR NAME:

em



WORKGROUP DISCUSSION: Please provide input on these videos



YOUR VOICE COUNTS

WORKGROUP DISCUSSION

Please provide input on these videos



Jana YourSocialMa...

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 ad such as (but not exactly like) the Clarks ad sample in this

link:<http://demos.advertisingdemos.com/Shape.aspx?pl=d5365fdb-1f2a-4bad-bc19-07fa19d9150a&camp=3251b541-bdbc-473d-8c4a-59eb0c722f1b&scriptType=ClientSidelmpressionTrackers> (<http://demos.advertisingdemos.com/Shape.aspx?pl=d5365fdb-1f2a-4bad-bc19-07fa19d9150a&camp=3251b541-bdbc-473d-8c4a-59eb0c722f1b&scriptType=ClientSidelmpressionTrackers>)

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

- <http://www.thetrevorproject.org/pages/how-you-can-help-prevent-suicide/> (<http://www.thetrevorproject.org/pages/how-you-can-help-prevent-suicide/>)
- I also like the idea of encouraging helpers to get trained: <http://www.thetrevorproject.org/site/pages/train-a-trevor-lifeguard> (<http://www.thetrevorproject.org/site/pages/train-a-trevor-lifeguard>)
- Here is one more: <http://www.youtube.com/watch?v=S2qIBChj-qq> (<http://www.youtube.com/watch?v=S2qIBChj-qq>)

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:

http://www.adease.com/_digidept/calm/sept_13/v1_filmstrip.html (http://www.adease.com/_digidept/calm/sept_13/v1_filmstrip.html) **What do you think about this approach, but with different text?**

PRIVATE FEEDBACK (#)

4 comments POST COMMENT
(# COMMENT-FORM)



Julie Carson
October 8, 2013 - 10:29am

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 accessing it would be seeking out ways to help someone in crisis, or merely out of curiosity they might click on the

link and then decide to view the video in its entirety.

The filmstrip style allows for users to view the information at their own pace, rather than the Y Care video, which gives you a lot of information rather quickly. The filmstrip can be left up and read more than once, versus the video which must be replayed if you miss something.

I do like the shorter Trevor video, as well, which encourages people to seek out training to better assist them with helping someone in crisis.



Jana_YourSocialMa...
October 8, 2013 - 7:07pm

Thank you!



nscanlan1
October 8, 2013 - 9:06am

Good morning,

Here are my thoughts on the videos and film strip,

I really like the Trevor training video because it provides people with a concrete step to become empowered as helpers. And it is quick but provides enough information for people to further their search for additional materials.

Between Y-CARE and the filmstrip, I have mixed feelings on both

The Y-CARE video gives a lot of information in a short period of time. And I think in our current social media world folks are looking for this type of thing. How many times have we all heard folks say "I am gonna find a video on YouTube about that"? I do think that for some it may be a bit long even though it is only 2.26minutes. Yet, I also think this is a subject that folks would be willing to take more time to learn about.

As for the film strip. I like that it is slower than the Y-CARE video. The one thing I noticed while watching the Y-CARE is that the information sometimes goes by really quickly. Folks may have to watch it more than once if they are using it as a way to gain resource information. The film strip is more static and allows folks to go at their own pace.

Thanks,

Nicole



Jana_YourSocialMa...
October 8, 2013 - 7:06pm

Thanks!

POST NEW COMMENT

YOUR NAME:

em



YOUR VOICE COUNTS

WORKGROUP DISCUSSION

Please provide input on content



Jana_YourSocialMa...
Hi,

Below are some possible words/statements for the digital ads 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 care 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/section/get-help> (<http://www.thetrevorproject.org/section/get-help>))

Know the Signs. Find the words to offer support to someone. Reach out to local resources. (Link to www.suicideispreventable.org (<http://www.suicideispreventable.org>))

Every day 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. Take what people say seriously. 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.

8 comments POST COMMENT
(COMMENT-FORM)



Nicole Ferras
October 23, 2013 - 11:37am

I apologize for the delay in my feedback. I have a few additional suggestions if there is time/room. I am fine with the words and phrases you already have listed.

I regards to the words I would also consider adding the following, not sure what your limit is?

- Useless
- Invisible
- Desperate
- Like a burden
- Like a failure
- Like a disappointment
- Out of control

For phrases,

- Wish you could go to sleep and never wake up
- Think things would be better off if you were not around
- Feel like things will never get better

Thank you,
Nicolle



Jana_YourSocialMa...
October 8, 2013 - 6:45pm

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 copy writer and the digital design team, who will create the ad.



Julie Carson
October 23, 2013 - 8:38am

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.

Julie Carson
October 8, 2013 - 10:37am



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.



Jana_YourSocialMa...
October 8, 2013 - 6:47pm

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.



David_SFSuicidePr...
October 8, 2013 - 9:39am

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 no where... and then not followed-up.

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



Jana_YourSocialMa...
October 8, 2013 - 6:40pm

Hi David,

Our target audience are helpers of LGBTQ youth, which is the direction we would give to the digital media planners to determine the media plan. It has not been developed yet. This is also not final copy by any means, but the copywriter needs to have a general idea of what we want the ad to communicate. What I was looking for was a response to the content in general. Did something work well, or not work. I appreciate your feedback about the statement "Regardless of sexual orientation and gender identity". Do you think it is not necessary to point this out? Or if you think it should be kept, how would you say it differently or with what information would you follow it up?



nscanlan1
October 8, 2013 - 9:24am

Good morning,

Option 1:

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

I like the way that trevor has displayed the first section of words as compared to how it is listed in option 1 above.

Unimportant | Trapped | Hopeless | Overwhelmed | Unmotivated | Alone | Irritable | Impulsive | Suicidal

For me, I think this is more graphically pleasing than a list.

Option 2:

I like fly-in text. I think it is more exciting to folks than static text. It brings interest to the eyes.

I must admit that I don't actually have a preference at this time. I tend to determine text direction based on how I have set up the rest of the design elements. For me, it is important to have all the copy set, so I know how much text to work with, but in thinking about every thing I have ever developed, text orientation has never been a primary focus.

I apologize that I cannot be more helpful at this juncture.

Thanks,

Nicole



WORKGROUP DISCUSSION

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



Jana YourSocialMa...

Hello,

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



http://www.yourvoicecounts.org/sites/default/files/topic/images/13-CALM-0814-DisplayAd_r1_v1_Page_2.jpg

frequented by a our target audience, but I am interested to know if you feel it looks LGBTQ enough or if we should call it out by saying "Play a role in Suicide Prevention for LGBTQ Youth". I look forward to your thoughts!

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/pages/how-you-can-help-prevent-suicide/>
(<http://www.thetrevorproject.org/pages/how-you-can-help-prevent-suicide/>)

<http://www.thetrevorproject.org/site/pages/train-a-trevor-lifeguard>
(<http://www.thetrevorproject.org/site/pages/train-a-trevor-lifeguard>)

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

PRIVATE FEEDBACK (#)

Attachment:

 [LGBTQ Online_Ad.pdf](http://www.yourvoicecounts.org/sites/default/files/topic/LGBTQ%20Online%20Ad.pdf)([http://www.yourvoicecounts.org/sites/default/files/topic/LGBTQ Online_Ad.pdf](http://www.yourvoicecounts.org/sites/default/files/topic/LGBTQ%20Online%20Ad.pdf))

7 comments POST COMMENT
(#COMMENT-FORM)



Delphine_Brody

December 13, 2013 - 12:05pm

Hi Jana 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 Julie, Nicole and Nicolle that the ad should explicitly call out "LGBTQ youth".

I'm 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 disclose or display suicidal feelings, chances are high that violence and injustice, whether directly carried out, threatened or witnessed, had a prominent role in setting the stage for those feelings.

Taking an affirming stand as an ally and taking action to make one's family, school or workplace safer, more inclusive and respectful is vital to suicide prevention for LGBTQ youth. Active listening and providing supports 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 cold, 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, evicted from their housing for nonpayment of rent, fired from their job for not showing up, and expelled from school under policies banning students who have been involuntarily committed to a psychiatric facility. This one-size-fits-all "psychiatric emergency" response to young people exhibiting "warning signs" very often results in great harm to young people's safety, health and prospects for the future, and alternative approaches are needed to offer youth culturally responsive, trauma-sensitive supports and raise awareness and understanding among potential allies (that is, everyone else).

As I wrote earlier tonight in my feedback on the draft storyboard for the 30-second animated PSA, I am deeply concerned that the central focus of the campaign's messaging still ignores the major 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 Y-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 5th webinar.

Delphine



juliet
November 14, 2013 - 11:03pm

I think it looks great! I feel that the LGBTQ tagline might not be entirely necessary. To me, the fact that the ad will play on sites frequented by the target audience would be enough of an indicator. That being said, I don't think it would hurt.

Juliet



Nicolle Perras
November 14, 2013 - 8:07pm

I agree with the other comments about adding a specific LGBTQ youth tag line of some sort.

Even possibly the info contained in the last screen shot of the Y-CARE video about Trevor being the leading agency for helping/outreach to LGBTQ youth...

nicolle



nscanlan1
November 12, 2013 - 10:41am

Hey there!

I agree with Julie. I think there should be a LGBTQ youth tag line or the main title should be switched to your suggestion Jana.



Jana_YourSocialMa...
November 14, 2013 - 5:56pm

Thanks!



Julie Carson
November 12, 2013 - 10:31am

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 time around ;)



Jana_YourSocialMa...
November 14, 2013 - 5:56pm

Thank you!

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



WORKGROUP DISCUSSION

Please register for final workgroup webinar on Dec 5th, 2013



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

Please register for LGBTQ Youth Workgroup- Final Webinar on Dec 5, 2013 12:00 PM PST at:

<https://attendee.gotowebinar.com/register/2580538635145352962>

(<https://attendee.gotowebinar.com/register/2580538635145352962>)

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

PRIVATE FEEDBACK (#)

0 comments POST COMMENT
(#COMMENT-FORM)

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



WORKGROUP DISCUSSION

Please provide input by 5pm Monday Dec 2nd



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

Here is a draft of the storyboard for the animated video that will play as part of our

http://www.yourvoicecounts.org/sites/default/files/topic_images/LGBT_30sec_Animation_112713_V1.jpg



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 (#)

Attachment:

[LGBT_30sec_Animation_112713_V1.pdf](#)

(http://www.yourvoicecounts.org/sites/default/files/topic_images/LGBT_30sec_Animation_112713_V1.pdf)

9 comments POST COMMENT
(#COMMENT-FORM)



Nicolle Perras
December 5, 2013 - 10:51am

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/bodies graphics needs to match in intensity and brightness level with the others, and also as others have suggested needs to be more prominent.

Looking forward to discussing further during the webinar.

Nicolle



JenessaConnor
December 4, 2013 - 12:44pm

Hello!

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).

Thanks!

Jenessa



JenessaConnor
December 4, 2013 - 12:46pm

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

Thanks!

J



David_SFSuicidePr...
December 3, 2013 - 11:28am

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

But maybe the rainbow needs to be more like 40% than 10% 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"

I'm 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 "Be that person that young people can talk to"



Jana_YourSocialMa...
December 4, 2013 - 12:26pm

Thanks!

Julie Carson



December 2, 2013 - 10:38am

1. I do like the colors. I do not think that a white background would be better.

2. I think the LGBTQ colors should be incorporated into more frames! It took me a while to notice where they were, in that last frame. What about making the word POWER in the last slide, the LGBTQ colors? I also am thinking of the LGBTQ colors in the first slide. Another option would be to use those. Also, what about making the word 'Everyone' the LGBTQ colors by making each letter a different color?



Jana_YourSocialMa...
December 3, 2013 - 8:51am

Thank you-I will pass this on.



juliet
December 1, 2013 - 12:41pm

Hi Jana,

Overall I like the story board. I think the teal and orange colors are good the way they are. A white background wouldn't pop as much. I do think that the LGBTQ colors could be a little bit more prominent. At this point they are so subtle that it's easy to miss. Maybe there's a way to add the colors in the second slide? For instance, coloring in the words "young people"? Similarly, I like the idea of making the letters in "everyone" different colors.

Juliet



Jana_YourSocialMa...
December 3, 2013 - 8:52am

Thank you!

WORKGROUP DISCUSSION: Materials for webinar tomorrow



WORKGROUP DISCUSSION

Materials for webinar tomorrow



Jana_YourSocialMa...

Hi,

Attached please find the PowerPoint presentation we will use during our webinar



https://www.yourvoicecounts.org/sites/default/files/topic1_image1-LGBTQ_30sec_Animation_Boards_120213_V2.jpg

tomorrow. If you have not registered, here is the information again:

Please register for LGBTQ Youth Workgroup- Final Webinar on Dec 5, 2013 12:00 PM PST at:

<https://attendee.gotowebinar.com/register/2560538635145352962>

<https://attendee.gotowebinar.com/register/2560538635145352962>

Attachment:

[LGBTQ Workgroup 12.5.2013.pptx](#)

https://www.yourvoicecounts.org/sites/default/files/topic1-LGBTQ_Workgroup_12.5.2013.pptx

PRIVATE FEEDBACK (#)

6 comments

POST COMMENT

(#COMMENT-FORM)



Delphine_Brody

December 11, 2013 - 6:33pm

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. I'm sorry I was not able to join the December 5th webinar. In the meantime, I spoke briefly today with Sandra and Jana, and I've downloaded and read the PowerPoint, AdEase's draft 30-second animated PSA storyboard, and the online display ad template. When will the webinar archive be posted on Your Voice Counts? I am eager to watch it and provide additional feedback to the Workgroup and staff working on the KTS 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, that many LGBTQ youth reject and avoid 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".

LGBTQ youth have good reasons to distrust these messages:

First of all, the "help" they and/or their friends have been told they "need" has often taken the form of a forced treatment intervention that lacks sensitivity to either their circumstances as a member of an oppressed sexual and/or gender minority or their likely history of trauma from hostility and adversity they face in the world. This forced intervention often harms youth much more than it aids them in their struggle to survive, grow and live their lives amidst a hate-filled, heterosexist, trans-oppressive home, school, workplace, community and society. Suicidal feelings among LGBTQ youth are very often part of a personal traumatic response to anti-LGBTQ violence or injustice, which may be directly experienced, threatened or witnessed; may involve physical, sexual, emotional, financial or spiritual violence; and may take place in one's family, intimate relationship, school, workplace, or 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 offers only involuntary confinement, restraint, seclusion and psychoactive drugs. When the youth has suffered abuse and violence during childhood or adolescence, as most LGBTQ youth encounter once their difference is known to others, their traumatic memories of this abuse will likely resurface when they are exposed to the forced psychiatric interventions.

Likewise, the message to "let your family know" when you are feeling suicidal – feelings that the public has come to associate with a young person's discovery of and reaction to their own LGBTQ identity – ignores the precarious circumstances facing youth whose families reject them or appear likely to do so on the basis of the youth "coming out". When LGBTQ youth experience every day threats to their existence in these settings, and especially when their family fails to provide the culturally aware and responsive support they need and deserve as LGBTQ people, they are much more likely than their straight and cisgender peers to feel the overwhelming, unbearable sense of despair, powerlessness, and loss that so often precipitates suicide attempts and completions. Research shows a strong correlation between LGBTQ youth suicide attempts and family rejection (Ryan, Huebner, Diaz, & Sanchez, 2009), as well as with school victimization (S. T. Russell, et al., 2011).

Nor does the "recognize the warning signs" message inspire the trust of youth who have faced anti-LGBTQ and other forms of violence, abuse and injustice. When such violence and the resulting trauma are taken into account, the mental health system must revisit its deeply ingrained clinical assumptions that lead helping professionals to ask LGBTQ youth following a suicide attempt "what is wrong with you?" and then to forcibly intervene with hospitalization, chemical and mechanical restraints and an unlistening ear. This flawed logic that places youth's behavior under a microscope and reduces their suicidal feelings to clinical symptomatology must be replaced by culturally responsive and trauma-sensitive approaches. Such approaches are essential to reach and engage youth in any trusting relationship that could lead to solving the problems in young people's lives that led to their suicidal feelings. And mental health professionals, family and community members must not break that trust through sudden coercive responses when young people take the risk of revealing suicidal feelings. Instead, those who wish to truly help must show youth a willingness to take action and work with the youth to directly address the violence and injustice that the youth have experienced. Adults such as parents, teachers, principals, bosses and doctors are often well-positioned to take action as allies to create a more just and safe environment for LGBTQ youth. Peer support by and for LGBTQ youth is also vitally important. Treating the suicidal feelings that youth may show or choose at great risk to self-disclose as "warning signs" (of a pending suicide-as-tragedy, as viewed by others) is an intimidating message that shuts out any opportunity for understanding and only serves to justify a forcible intervention that youth have good reason to avoid.

At the center of my concerns is the fundamental issue of civil rights. For LGBTQ youth, heterosexism and anti-trans oppression are two structural oppressions amid an intersecting grid of oppressions and privileges that affect each individual's available protective resources and their ability to use such resources to survive and heal from traumatic experiences. Such structural oppressions and privileges affect everyone; no one is immune. Each of us – mental health professionals, doctors, teachers, friends, family, employers and community members – has a responsibility to learn about how anti-LGBTQ and other structural oppressions and violence devastate the lives of youth who attempt suicide (and how they affect our lives), to understand the scope, scale and dynamics of that violence, and to work together with LGBTQ youth and each other to develop strategies to identify and eliminate those 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 subjected to further traumatization and harm from social control and forced treatment interventions. So the message simply needs to change.

Although I have not yet seen AdEase's draft animated 30-second LGBTQ youth campaign ad, the storyboard does not mention "LGBTQ youth" once or the types of violence and discrimination that LGBTQ youth are likely to face, only referring ambiguously to how every day in CA, "young people struggle with emotional pain, and for some, it's too difficult to talk about the pain".

Instead, I recommend that the campaign start by directly addressing anti-LGBTQ violence and discrimination as key factors contributing to the elevated suicide rates among LGBTQ youth, especially trans youth. Then, yes, talk about how each of us should "be respectful and supportive", "listen with an open mind and without judgment", "take what people say seriously" (but please omit the phrase "by recognizing the warning signs"), and that "you have the power to make a difference – to save a life". But make clear that this is about being an ally and respecting the expressed wishes of the LGBTQ youth, and taking a stand for rights and dignity of LGBTQ people in your family, school, church, or workplace.

The take-away message should be that viewers can "make a difference – save a life" by showing active listening, understanding and a willingness to take a stand and defend LGBTQ youth's right to a safe, respectful family/school/community environment free of violence and discrimination – and *not* by calling 9-1-1 to get a troubled kid "the help 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 Trevor Project. I raised these concerns at the very start of our work together, and many other LGBTQ client/survivor and mental health advocates and researchers before me have raised these same issues. Although I was told earlier that my concerns may be "beyond the scope" of the CalMHSA contract that funds this outreach campaign, I see no justification whatsoever for a campaign intended to reach LGBTQ youth and their communities to essentially repeat the prevailing, failed message urging adult community members to take on a military-style "gatekeeper" role, watch vigilantly for "warning signs" and prepare to take action by calling for "help". Instead, LGBTQ youth contemplating suicide need to know that their rights and safety are a priority, that a new effort is underway to bring about awareness and understanding and develop culturally responsive, trauma-sensitive supports.

Thank you,

Delphine



Jana_YourSocialMa...
December 13, 2013 - 10:01am

Hello,

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



HealthyHector
December 5, 2013 - 2:11pm

Hello Jana and all,

It was a privilege to be a part of this project! I may have missed and I forgot to ask if there is an expected date of when the website will go live? I would like to promote in on our MHA website and Facebook page. Thanks.

Hector



Jana_YourSocialMa...
December 5, 2013 - 10:14pm

Hi,

I appreciate you being a part of the group! I will let you know when the digital ad is finalized.



Nicole Ferras
December 5, 2013 - 1:11pm

Hello Jana and workgroup members.

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

1. Great catch of "roll" to "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 on the words instead of just one color per word?

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



(http://se.arch.yahoo.com/f/_yft=A0S08zhZ96B5bnAAeN0XhysA_yjumX3aDMTBNzzyQWthBHNYwntzYwRjbs2wA2d:MQR2d08
8%2528p%253Drainbow%2528font%2526f%253Dyfp-t
664%26w=113%26h=106%26imgurl=www.csharphelper.com%252Fhowto_rainbow_text.png%2526size=3KB%26name=howto_rain
bow-filled-with-rainbow-colors-in-
c.aspx%26url=http%253A%252F%252Fblog.csharphelper.com%252F2010%252F02%252F01%252Fdraw-text-filled-with-
rainbow-colors-in-
c.aspx%26type=%26no=2%26h=106%26old=603117c142a75d1a5446201664656edf%26tl=BLOO.CSHARPHelper.COM%253F
t694)

3. I agree the connection with Trevor speaks 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 brightness of the others
5. I really like the idea of making the tagline more assertive on the gatekeepers' end and thought maybe something along the lines of, (these examples are wordy but the meaning is what I was

going for on the spot)...

"reach out to youth, let them know you are"

"reach out to youth, let them know you are there"

"reach out to youth, let them know they can talk to you"

6. I think the outreach cards are a great idea and important asset to the campaign!

Jana, I can be reached via email or at 310-594-4134 today or tomorrow if you have further questions/clarifications.

Thanks,

Nicolle



Jana_YourSocialMa...
December 5, 2013 - 1:38pm

Thank you for your thoughts and again, I am so sorry about the technical difficulties!

WORKGROUP DISCUSSION: Preparation for Webinar tomorrow- July 23 at noon



Jana_YourSocialMa...
December 16, 2013 - 6:17pm

Thanks!

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 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, for 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, for 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 changes of creating the animated video and ad and the creative team will likely not 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 (#)

2 comments POST COMMENT
(#COMMENT-FORM)



Julie Carson
December 16, 2013 - 1:19pm

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 2 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 "slide" 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



WORKGROUP DISCUSSION

Final storyboard and online ad- and Happy Holidays



Jana YourSocialMa...

Hello,

Attached find the revised (final) storyboard (below as a pdf) and the revised online



http://www.yourvoicecounts.org/sites/default/files/topic-images/13-CALM-0814-DisplayAd_300x250_FNL3.jpg



http://www.yourvoicecounts.org/sites/default/files/topic-images/13-CALM-0814-DisplayAd_Expanded_FNL3.jpg

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/for 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

PRIVATE FEEDBACK (#)

Attachment:

[LGBTQ 30sec Animation Boards 121913 V2 \(2\).pdf](#)

[http://www.yourvoicecounts.org/sites/default/files/topic/LGBTQ_30sec_Animation_Boards_121913_V2\(2\).pdf](http://www.yourvoicecounts.org/sites/default/files/topic/LGBTQ_30sec_Animation_Boards_121913_V2(2).pdf)

4 comments POST COMMENT
(#COMMENT-FORM)



Nicole Perras
December 23, 2013 - 1:30pm

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

Happy Holidays everyone!!

Nicole



Julie Carson
December 23, 2013 - 6:43am

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!



ultrahector
December 20, 2013 - 12:35pm

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



nscanlan1
December 20, 2013 - 11:55am

Looks good to me!



WORKGROUP DISCUSSION

Final Online Advertisement



[Jana_YourSocialMa...](#)
Hello,

For those of you interested, here is a link to the how the final ad will look. (This is a mock version, so the links don't work.)

Thanks again for all of your hard work!

Jana

<http://platform.mediarmind.com/EyebLaster.Preview.Web/Default.aspx?previewParams=d%2FZb5c3GMerJ76mm1SJAObep19jpURHnSVovdNdVsg7r4uwNAn2Wx3v51m9R5EAyEzFtHEQmV09F3GmZADmmz2Dwoh7NGrIFY%3D&AdID=1860920851an%3EUS>

<http://platform.mediarmind.com/EyebLaster.Preview.Web/Default.aspx?previewParams=d%2FZb5c3GMerJ76mm1SJAObep19jpURHnSVovdNdVsg7r4uwNAn2Wx3v51m9R5EAyEzFtHEQmV09F3GmZADmmz2Dwoh7NGrIFY%3D&AdID=1860920851an%3EUS>

PRIVATE FEEDBACK (#)

0 comments POST COMMENT
(@COMMENT-FORM)

WORKGROUP

- Invite friend (0 g/finvite/1160)
- 20 members (0 g/users/1160)
- Facilitator: Jana_YourSocialMa...
- My membership (0 g/manager/1160)

WORKGROUP DISCUSSIONS

Final Online Advertisement (0 g/preview/materi...

Hello,

For those of you interested, here is a link to the how the final ad will look....

READ MORE
(WORKGROUPS/MATERIALS-
LOST-YOUTH/FINAL-
ONLINE-ADVERTISEMENT)

Final storyboard and online ad. and Happy
Holidays (workgroup/materi...)

APPENDIX B: Workgroup Member Roster

Name	Organization	County	Qualifications
David Paisley, Deputy Director	San Francisco Suicide Prevention	San Francisco	
Nicolle Perras, MA, MPH	Los Angeles County Department of Public Health, Injury & Violence Prevention Program	Los Angeles	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.
Brock Dumville	The Trevor Project	Los Angeles	
Arquimides Pacheco	The Trevor Project	Los Angeles	
Juliet Evans		Yolo	I have been volunteering at Suicide Prevention of Yolo County for 6 hours every week since October 2012. I believe that my time volunteering has given me 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 I plan to pursue a career in public outreach. This campaign is exactly the type of work I hope to be doing once I graduate.
Kathleen V. Dunning, Psy. D.	Victor Community Support Services		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 gay affirmative therapy as well as suicidal risk, assessment & intervention. Since the Holistic Campus is contracted specifically to reach out to LGBTQ folks in the high desert, I oversee outreach activities 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.
Delphine Brody, Program Director	California Network of Mental Health Clients	Sacramento	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 Clients, the oldest statewide client-run advocacy organization. I also serve as Board Secretary of the National Association for Rights Protection & Advocacy, and I sit on the CA Dept. of Public Health's Office of Health Equity Advisory Committee, the Mental Health Services Oversight & Accountability Commission's Cultural & Linguistic Competence Committee, the CA Dept. of Education (CDE) Student Mental Health Policy Workgroup, and the CA Mental Health Directors' Association (CMHDA) Cultural Competence, Health Equity & Social Justice Committee (CCESJC). I was part of the CA Reducing Disparities Project (CRDP) Lesbian, Gay, Bisexual, Transgender & 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.
Julie Carson, Community Services Liaison	Calaveras County Behavioral Health	Calaveras	I work in prevention and have lost 4 family members & 3 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.
Nicole Scanlan, LGBTQ Project Coordinator	Mental Health America of Northern California	Sacramento	I have worked with LGBTQ Youth for 5 years and have extensive experience in using social media to outreach and connect with LGBTQ youth. I also have extensive experience in developing materials (flyers, fact sheets, logos, etc) that will be 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 in 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.
Heather Enciso, Peer Mentor	Orange County Healthcare Agency, BHS	Orange	
Hector Martinez	Mental Health America	San Diego	
Jenessa Connor, Marketing Director	The Trevor Project		Marketing Director for Trevor Project.
Victoria Lelash, Group Director	Citizen Paine	Los Angeles	Program Partner working on LGBTQ outreach with SDR campaign, and does not receive stipend.

APPENDIX C: Recruitment Flyer



Workgroup Participants Needed

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

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

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

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

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

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

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

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

- Vietnamese Tagalog Cantonese/Mandarin
 Hmong Khmer Korean Lao

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



Know the Signs >> Find the Words >> Reach Out
suicideispreventable.org