“สิ่งที่หายไปในใจ
บัตรรูปไข่ใจ”

สิ่งที่หายไปในใจ
บัตรรูปไข่ใจ

Cultural Adaptations for Suicide Prevention Materials
for the Lao Community in California

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

All campaign materials can be viewed, customized and downloaded from the Resource Center on Your Voice Counts (www.yourvoicecounts.org). 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
In the Lao community suicide is a topic that is not discussed openly or directly. Younger individuals are more likely to go to a peer for emotional support while older individuals may turn to temple leaders, community leaders or close family members.

Workgroup members and focus group participants both agreed Buddhist temples have a significant presence in the Lao community and information shared through the temples can reach a majority of community members either directly or indirectly through relatives who attend regularly.

Cultural and environmental factors are important determinants in the utilization of mental health services by the Lao community. One key feature of the Southeast Asian communities in the United States is “high rates of distress caused by trauma associated with political and economic turmoil (e.g. Vietnamese, Cambodian, Laotian, and Hmong refugees)”. Other factors include “low utilization of mental health services due to a number of cultural values such as avoidance of shame and stigma among AAPI subgroups and the lack of bicultural and bilingual providers” as well as “diversity in presentation and expression of psychological and psychiatric distress among AAPIs (e.g. somatization of symptoms)”.

III. Members

Members for the materials in Lao workgroup guided the development of a poster and brochure through their collaboration and participation in a webinar (September 2013) as well as periodic workgroup discussion posts on the Your Voice Counts website. Discussion topics included how suicide is or is not discussed in the Lao community, identifying the helpers and the person at risk, as well as outreach materials and strategies.

A total of 3 members participated in the materials in Lao workgroup representing the counties of San Francisco and Sacramento (see Appendix C Workgroup Member Roster). Members were recruited in several ways. Ethnic service managers, CalMHSA program partners and county liaisons were asked to refer community members representing this community or engaged in outreach to the Vietnamese community. In addition, organizations serving this population were contacted directly and provided with a workgroup recruitment flyer (see Appendix E).

Lao American Population in California by Metro Areas

• Sacramento-Arden-Arcade-Roseville—12,758
• San Francisco-Oakland-Fremont—9,850
• San Diego-Carlsbad-San Marcos—8,079
• Fresno—7,967
• Los Angeles-Long Beach-Santa Ana—7,120
• Stockton—4,266
• Riverside-San Bernardino-Ontario—4,212
• San Jose-Sunnyvale-Santa Clara—2,012
• Modesto—1,983
• Visalia-Porterville—1,978
• Merced—1,810
• Santa Rosa-Petaluma—1,322
• Vallejo-Fairfield—1,046

In California there are an estimated **58,424** Lao community members.


Significant population concentrations include **San Diego, San Francisco**, and the **Central Valley**.

Source: Census 2010 Summary File.; Southeast Asian Archive, University of California, Irvine Libraries
IV. Development of Materials

A poster and brochure were developed following a collaborative community review and focus group process.

Language Adaptation

The Know the Signs campaign team contracted with a Lao workgroup member, and community partner, to take the lead on the language adaptation for the materials. **Vinya Sysamouth** received his Ph.D. from the University of Madison, Wisconsin in Rural Development and is currently the Executive Director of the Center for Lao Studies (CLS), a San Francisco based nonprofit organization that advances the knowledge and engagement in the field of Lao Studies through research, education and information sharing. Dr. Sysamouth has also served as the co-chair of the International Conference on Lao Studies for the last four conferences and is in charge of the Lao Oral History Archive, a project of CLS that documents the untold life stories of Lao refugees in the United States, comprising an online archive of interviews, videos, and historical documents. He is also an editor of *Contemporary Lao Studies: Research on Development, Language and Culture, and Traditional Medicine* (2009). Dr. Sysamouth spent his early childhood in Laos before arriving in the United States at the age of ten. He is heavily involved with the Lao communities throughout the US and around the world and is fluent in Lao, Tai Lue of Sipsongpanna, and Thai. He travels to Laos and other Southeast Asian countries extensively.

Focus Group

Three posters were tested during a focus group held in Alameda County on May 31, 2014. A total of 12 participants represented men and women, parents, middle aged women and older adults. The focus group was facilitated by Vinya Sysamouth from the Center for Lao Studies. During the focus group session participants were asked to provide input regarding the content, the images and the overall design approach.

Key Discussion Findings:

- Both men and women often describe their thoughts of depression and suicide as having “no way out”.
- Often individuals who may want to seek mental health resources do not do so for a lack of trust in community organizations, lack of service providers who speak the primary language, and an overall distrust in interpretation services.
- Many participants would hide problems from their family, but instead seek comfort from friends.
- The best approach to starting a conversation with someone at risk for suicide is to ask by using indirect questions that show concern and lead into the current situation without directly asking about suicide.
- Participants discussed the need to have something in writing, such as a brochure, they could give to someone they are concerned about and that the most important piece of information is a phone number to call that will be answered by someone who speaks Lao (or has access to a translation service).
- When asked about the best way to reach the Lao community with this type of information the following suggestions were made: posters and brochures in community venues and distributed in temples and faith venues and community educational workshops.
**Feedback on Materials**

- Participants agreed that all three posters were visually engaging, but needed modifications to be culturally appropriate. Most importantly, participants suggested that the images did not entirely represent Lao community members. They also suggested including multiple images including a male and a young adult between the ages of 15-25 to show that suicide impacts their entire community. They felt images should include individuals looking deeply saddened, distressed or worried.

- Although the materials will be predominantly distributed through faith venues, focus group participants included representation by a member of the temple, it was suggested to remove religious symbols and floral designs as it distracted from the tone of the campaign’s message.

- Poster option 3 included the image of a Monk in a praying position next to the image of a woman, however focus group participants noted two issues with this approach: first, having the religious figure on the same placement level as the image of the woman made it seem as though he was worshiping the woman, and second, including a religious image would limit the reach to those of that particular faith and exclude others.

- Participants liked that the design elements included incorporating the plumeria as a symbol of the Lao culture (the white flower with the yellow center) but suggested using it only as an accent at the bottom of the poster and removing all of the other floral designs as they felt it was more suited for a travel poster than a poster about such a serious topic. Participants really identified with the Lao proverb used as the poster headline.

- Participants all correctly stated that the posters were speaking to the helpers of a person at risk. They agreed that the main message in the posters is to pay more attention to another person’s behaviors and take action if warning signs are noticed to connect the person to help.

- Participants liked the list of warning signs for suicide on the posters and suggested a similar format for a brochure.

- Text edits were suggested by participants and incorporated into revised designs.

- Participants were asked to offer suggestions for a take-away piece. Eleven out of the twelve participants preferred a bilingual brochure, ten participants also liked the concept of a magnet, five participants liked a tear-away card and one participant liked a post card.
Option one

Option two

Option three
Final Materials
Two revised poster options were created in response to focus group suggestions and reviewed by Vinya Sysamouth and two colleagues from the Center for Lao Studies (CLS).

• Poster option 1 was selected as the final poster design. Community members liked the yellow and blue color combination and expressed that the symbols in the background reflected the Lao culture most appropriately.
• They felt that the poster appropriately reflected the message: If you are concerned about someone you should pay attention to the warning signs of suicide and connect them to help.

V. Distribution
The Know the Signs campaign partnered with the Center for Lao Studies in San Francisco to perform community outreach and coordinate distribution efforts throughout the Bay Area and statewide. The Center for Lao Studies compiled a list of Lao-serving nonprofit and mental health organizations who service Lao community members, Lao temples (often the congregating point for community members), and Lao markets. Organizations outside the Bay Area were contacted through phone and email. They were provided with information about the campaign and offered available materials to provide to their Lao clients and community members.
Appendix A: Poster, Brochure and Customized Materials

Approximate translation of Lao to English

“Heaven and hell are both located in one’s heart” (Lao proverb)

The warning signs of emotional pain are not always obvious, but if you do observe them, don’t hesitate to offer help.

Have you observed any of these behaviors in a close family member or friend?

- Talking about death
- Finding ways to kill oneself
- Feeling depressed, desperate or trapped
- Sleeping too much or not sleeping at all
- Do not want to work or participate in social activities
- Not spending time with family and friends
- Signs of depression and anxiety or anger
- Always angry
- Putting themselves in situations that are harmful
- Engaging in harmful behavior
- Use more alcoholic drinks or abuse drugs
- Talk about being a burden to others

Many people are in the same situation, but there is help out there. To find local resources, visit suicidespreventable.org or call 1.800.273.8255
Brochure

KNOW THE SIGNS

Pain Isn’t Always Obvious

Suicide Is Preventable


do not wait until the cattle go missing
to recall the fence."

Lao proverb

The warning signs of emotional pain are not always obvious, but if you do observe them, do not hesitate to offer help.

- Talking about wanting to die or suicide
- Seeking methods for self-harm or suicide
- Feeling hopeless, despaired or trapped
- Changes in sleep
- Do not want to spend time with family and friends

“Do not wait until the cattle go missing to recall the fence.”

Lao proverb

Don’t wait until it is too late. There is something you can do now to help yourself, your family and friends. You could save someone’s life.

REACH OUT

Call: 1.800.273.8255

Trained counselors are available 24/7 to offer support at the National Suicide Prevention Lifeline.

Visit: www.suicidpreventable.org

And search “Reach Out.”

FIND THE WORDS

It is difficult to accept that someone we care about wants to end their life. However, acceptance is important for us to be able to help. If you are worried about someone, don’t hesitate to start the conversation.

START THE CONVERSATION

Wording the meaning signs that you noticed in their actions and words.

“Are you thinking about suicide?”

Express concerns, reassure and ask to help them.

Offer support:

- Stay to comfort them and let them know you care and are willing to help.
- Reassure them that there is no shame in seeking help.
- Talk to and discuss next steps with a mental health clinician or doctor, a community leader or family members.

REACH OUT

Call: 1.800.273.8255

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- Stay to comfort them and let them know you care and are willing to help.
- Reassure them that there is no shame in seeking help.
- Talk to and discuss next steps with a mental health clinician or doctor, a community leader or family members.
Customized Materials for Los Angeles County (LADMH)

**KNOW THE SIGNS**

"Heaven and hell are both located in one’s heart."

Lao Proverb

The warning signs of emotional pain are not always obvious, but if you do observe them, do not hesitate to offer help.

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

- Talking about wanting to die or suicide
- Seeking methods for self-harm or suicide
- Feeling hopeless, desperate or trapped
- Changes in sleep
- Do not want to spend time with family and friends

"Do not wait until the cattle go missing to mend the fence."

Lao Proverb

Don’t wait until it is too late. There is something you can do now to help yourself, your family and friends. You can save someone’s life.

**Pain isn’t Always Obvious**

Suicide Is Preventable

**REACH OUT**

Call: 1-800-273-8255

Trained counselors are available 24/7 to offer support at the National Suicide Prevention Lifeline.

Visit: www.suicideprevention.org

for more information and local resources.

Suicide Prevention Crisis Line: 1-877-377-1793

24 hours a day, 7 days a week.

Los Angeles County Department of Mental Health (ADSS) hotline: 1-800-209-7771

24 hours a day, 7 days a week.

**FIND THE WORDS**

If you see someone:

- Who is struggling
- Who is hurting
- Who is thinking about suicide

Say it like this:

- "Are you thinking about suicide?"

Express concern, compassion and ask them to help them.

Other support:

- Stay to comfort them and let them know you care and are willing to help.
- Prepare them that there is no shame in seeking help.
- Talk to and discuss next steps with a mental health clinician or doctor, a community leader or family member.
Appendix B: Your Voice Counts discussions
Welcome! Please respond to this post.

Notes from our September 23rd webinar and Discussion Questions

WORKGROUP DISCUSSION
Welcome! Please respond to this post.

LaoVoiceCounts
Welcome! Please respond to this post and introduce yourself to the group.

PRIVATE FEEDBACK (0)
4 comments POST COMMENT

Jacqueline
November 27, 2013 - 12:50pm
Hi,
My name is Vinnya Syamouth. I am very happy to be a part of this group and to do what I can to help out.

Saphornlack
September 19, 2013 - 9:10pm
Hi,
The Sally and I look forward to working with the group.

Marylynn
September 16, 2013 - 8:43pm
Hi, my name is May and I am glad to be a part of the Lao workgroup and looking forward to the webinar on Sept. 23rd.

Sandra_ECC
September 16, 2013 - 9:08am
I am very excited we will be starting this group in a little over a week. I look forward to meeting you all on our webinar on Sept 23. Please be sure you have registered for the webinar and let me know if you have any questions in the meantime.

POST NEW COMMENT
YOUR NAME:

WORKGROUP DISCUSSION
Notes from our September 23rd webinar and Discussion Questions

Sandra_ECC
Thank you to those who were able to participate in our first webinar on September 23rd. Below are some notes we took from the discussion. We would really like to hear from all of you, especially those of you who were not able to be on the webinar, about your thoughts on these questions, so please respond to the question in bold by commenting here.

How is suicide discussed or not discussed in the Lao Community? Generally suicide is a taboo subject and people are reluctant to talk about it, similar to mental illness.

What are the issues about suicide that make it “taboo” or difficult to discuss?

The Peace the Times campaign is designed to reach helpers of those who may need help. Who are the most likely helpers in the Lao community? Females are generally more likely to talk about their problems than men. Younger people are more likely to talk to peers, and older people often talk to someone at the temple or the associations that are linked to temples. A big challenge is that people may not know who to turn for help, what services or resources are available.

Are there more thoughts on who are the most likely helpers in this community?

What materials would be helpful for outreach?

Having something visual in hand that will remind people that there is hope and help, such as a magnet or tote bag with a phone number on it. Brochures would also be helpful because there is room to include information about the warning signs, what to do, where to go for help. Having the materials in Lao would be important, especially for older members of the community.

What are some additional thoughts?

How can we get the materials to influential helpers in the community?

Temples reach most members of the community either directly or through a relative that does attend regularly. Monks are likely to have any special training or preparation in suicide prevention but would likely be receptive to learning more about the warning signs and where to refer people for help. This would need to be done through introductions from someone who is a member of the temple and part of the community.

What are your thoughts on this?

How do you suggest we approach temples to share information about suicide prevention?

Are there any existing resources out there that might be useful for us to look at?

Participants suggested that the Jason Foundation has good, simple materials. Also the Center for Laos Studies website (https://www.laosstudies.org/main/what-we-do/education) Please share additional ideas about where we might look for good examples of materials reaching the Lao community? They don’t have to be related to suicide prevention.

What culturally specific services might be promoted on these materials? For example the Suicide Prevention Lifeline offers 24 hour, 7 day a week access to trained counselors, however callers speaking Lao may need to use a tele interpreter to access these services - is that OK or would you recommend another service to promote?

Thank you for your input, we look forward to seeing your responses and moving forward with this project!
Update and a few questions

Sphenthachack
October 2, 2013 - 15:41pm

I think you captured our discussion perfectly. If I think of anything to add, I will.

WORKGROUP DISCUSSION

Update and a few questions

Sphenthachack
October 2, 2013 - 15:41pm

There's an organization based in San Francisco called Laotian American National Alliance (LANA). They have great contacts nation-wide to Laotian organizations, especially for San Diego, which is the Executive Director. You can tell him I referred you. I'm on vacation but can help when I get back to connect you as well.

Jan_VнейSocialis
October 1, 2013 - 11:54pm

Hello,

I just wanted to provide a quick update that we are still trying to identify additional members for this workgroup. We had an initial list of a few people who were interested, but several could not participate after all. Please bear with us for the next few weeks as we are connecting with additional organizations. We welcome any suggestions for organizations and/or people who we should reach out.

In addition, we would like to explore the idea we discussed during our last webinar about partnering with the temples to distribute suicide prevention information. If any of you have ideas or a contact who might be interested to work with us to build those relationships, that would be great as well. (We would be able to compensate this individual for his/her time).

Finally, we pulled this data. Referrals to organizations or individuals who have connections in any of these areas would be appreciated, especially in San Diego, Fresno and the LA/Long Beach area.

Laotian American Populations by Metro Area 2010 Census
SACRAMENTO
Sacramento-Arden-Arcade-Roseville—13,759
San Francisco-Oakland-Fremont—8,850
San Diego-Carlsbad-San Marcos—8,079
Fresno—7,367
Los Angeles-Long Beach-Santa Ana—7,190
Stockton—4,886
Riverside-San Bernardino-Ontario—4,215
San Jose-Sunnyvale-Santa Clara—3,312
Modesto—1,983
Visalia-Porterville—1,775
Merced—1,816
Santa Rosa-Petaluma—1,802
Vallejo-Fairfield—1,596

PRIVATE FEEDBACK (9)

a comments POST COMMENT (COMMENTS FORM)
Hello,

Are you back from vacation? I would love to chat with you before I reach out to LANM. My cell phone number is 888-740-4591.

Hi,

I'm back from vacation. I left you a voicemail. Call me when you get a chance and we can discuss how I can help.

Thank you!

Post new comment

Your name:

POST NEW COMMENT

POST WORKGROUP DISCUSSION

Please provide input on posters

Jana_YourSocialMedia

November 14, 2013 - 6:41pm

Hi,

Are you back from vacation? I would love to chat with you before I reach out to LANM. My cell phone number is 888-740-4591.

Jana_YourSocialMedia

October 20, 2013 - 11:49am

Hi Jana,

I'm back from vacation. I left you a voicemail. Call me when you get a chance and we can discuss how I can help.

Thank you!

Please provide input on posters

Jana_YourSocialMedia

Hello workgroup member!

We would like to share that we recently partnered with the Center for Laos Studies in San Francisco to host a focus group this Saturday, May 28, to test these posters with Laotian community members and get their feedback on the language, design and overall look of the materials. We would like to thank our workgroup member Vinny Singer for providing the language adaptation, for being a part of the upcoming focus group, and for further guiding our efforts during this process.

Please have a look at the three posters and provide any feedback and let us know which of the three designs you favor and why!

Thank you!

PRIVATE FEEDBACK (p)

Attachment:
- La_poster_design_1_red_floss.pdf
- La_poster_design_2_flossing_tool.pdf
- La_poster_design_3_flossing_tool.pdf
## Appendix C: Member Roster

<table>
<thead>
<tr>
<th>Name</th>
<th>Org</th>
<th>County</th>
<th>Qualifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vinya Sysamouth, PhD Executive Director</td>
<td>Center for Lao Studies</td>
<td>San Francisco</td>
<td>I have been working with the Lao community for over 15 years.</td>
</tr>
<tr>
<td>Sally Phonthachack, Community Relations Manager</td>
<td>Solsken Public Relations &amp; Marketing</td>
<td>Sacramento</td>
<td>I am an active member of the Lao community, I am the ED for the Lao Youth Colation, I am currently working on the CalMHSA API SDR Campaign</td>
</tr>
<tr>
<td>May Yang</td>
<td></td>
<td>Sacramento</td>
<td>I am native born from Laos. I speak Hmong and have worked for the mentally challenged population for over 7 years.</td>
</tr>
</tbody>
</table>
Appendix D: Focus Group Protocol and Consent Form

Focus Group Protocol

Introduction/Welcome

Introduction statement for the group: (Thank everyone for being present):

We want to welcome you to today's focus group. The purpose of today's meeting is to learn how we can reach the Lao community with information about suicide prevention. We will explore suggestions for creating materials in Lao to reach the helpers, meaning someone who is in a position to recognize warning signs and offer support, NOT the person at-risk.

Please emphasize to participants that their input and feedback are invaluable in ensuring we produce materials that are user friendly and effective.

Remind participants that we have provided food and beverages for their enjoyment and to please feel comfortable to get up and get something to drink or eat if they haven't already.

Background

Campaign background: The materials that will be created for the Know the Signs campaign are part of statewide efforts to prevent suicide and are funded by counties through the Mental Health Services Act.

Focus group objective: The goal is to review 3 posters designed to reach the Lao community with information about suicide prevention.

SECTION 1: Discussion about Suicide Prevention

1) If you were concerned that a friend or family member is having thoughts of suicide, what would you do? Who would you turn to for support? What information do you need to help you support a friend you are concerned about?
2) If you were having thoughts of suicide, who do you think would notice warning signs? A family member? A close friend?
3) What is the best way to reach the Lao community members with this type of information? (Confirm that through temples is a good strategy).

SECTION 2: Poster Feedback

1. Poster 1
   Hand out one poster. Ask participants to take a few minutes to review the poster and the content.
   - In 10 words or less, what is this poster about?
   - Who is this poster trying to speak to? Who is it relevant for?
   - What is this poster asking you to do?
   - Does it appropriately reflect the Lao community and culture?

   (For the facilitator: This poster is designed to reach helpers of a person at risk, not the person at risk themselves.)

2. Compare poster 1, 2 and 3
   Hand out additional 2 posters. Please take a few minutes to review the posters.
   - Raise your hand if your first choice is poster 1
   - Raise your hand if your first choice is poster 2
   - Raise your hand if your first choice is poster 3

Ask participants to share what they liked/didn’t like about each of the posters.

*Thank everyone for participating and hand out gift cards*
Know the Signs Campaign
Consent to Participate in Focus Group

You have been invited to participate in a focus group to inform materials for the statewide suicide prevention social marketing campaign Know the Signs. The campaign is funded through counties by the voter approved Mental Health Services Act (MHSA) (Prop 63) and administered by the California Mental Health Services Authority (CalMHSA). You were selected as a possible participant because you are Lao and speak Lao.

PURPOSE
The purpose is to help us understand how we can reach the Lao community with information about suicide prevention and to offer feedback on printed materials.

PROCEDURES
If you choose to participate, you will be asked to participate in a group discussion about the outreach needs in your community and about the appropriate strategies to reach members of your community. This type of group meeting is called a focus group. The focus group will last about 1 and 2 hours. The focus group will not be audiotaped and no identifying information will be collected. There are no right or wrong answers to the questions that will be asked in the group; the important thing is for you to share your experience and opinions.

POTENTIAL RISKS AND DISCOMFORTS
We ask that you share only as much information as you wish. Other people in the focus group discussion will know what you say.

POTENTIAL BENEFITS
Your answers will help the Know the Signs campaign to develop culturally appropriate outreach materials for the Lao community. You will receive no direct benefit from being in the focus group although you will be compensated for your time.

COMPENSATION FOR PARTICIPATION
You will receive a gift for being in the focus group that is worth approximately $25 in value. If you decide to leave before the focus group is over, you will still receive the gift.

CONFIDENTIALITY
Your identity will be unknown. We will not disclose any information that can be identified with you, nor connect your name to any information we present.

PARTICIPATION AND WITHDRAWAL
Your decision whether or not to participate will not affect any services you now receive or will receive from The Center for Lao Studies or CHAA. If you decide to participate, you are free to discontinue participation at any time. You may choose not to answer questions that you do not want to answer. The facilitator may withdraw you from this meeting if circumstances arise which in the opinion of the presenters warrant doing so. If this happens, you will still receive the gift for being in the focus group.

QUESTIONS
If you have any questions or concerns about the focus group please feel free to ask now. You may withdraw your consent at any time and discontinue participation without penalty. You are not waiving any legal claims, rights, or remedies because of your participation in this focus group.

Your signature indicates that you have read the information provided above and have decided to participate. You can keep a copy of this form.

Name of Participant __________________ Signature of Participant __________________ Date ______________
Appendix E: Recruitment Flyer

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 workgroups 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.