

Know the Signs is a statewide suicide prevention social marketing campaign with the overarching goal to increase Californians' capacity to prevent suicide by encouraging individuals to know the signs, find the words to talk to someone they are concerned about, and to reach out to resources.

KNOW THE SIGNS



The campaign framework was informed by several research activities including a literature review, interviews with county behavioral health agencies, and a random digit dial phone survey with 2002 individuals representative of the state's diverse population, of every county, and of both rural and urban residents. Campaign materials were focus group tested and reviewed by suicide prevention stakeholders throughout the state. All materials follow "Safe Messaging for Suicide Prevention" guidelines suggested by the Suicide Prevention Resource Center (SPRC). Research reports can be viewed and downloaded at www.yourvoicecounts.org.

Key findings from the state population survey showed that a **person's confidence** in the ability to discuss suicide **significantly increased** with knowledge about the warning signs for suicide and resources such as a crisis line.

(KTS Situational Analysis, 2011)



The campaign is part of statewide efforts to prevent suicide, reduce stigma and discrimination related to mental illness, and to promote the mental health and wellness of students. These initiatives are funded by counties through the Mental Health Services Act (Prop 63) and administered by the California Mental Health Services Authority (CalMHSA), an organization of county governments working to improve mental health outcomes for individuals, families and communities.

EACH MIND MATTERS
California's Mental Health Movement



Two statewide media buys including TV ads, print and online ads, outdoor media and theater ads, resulted in **90,143,581** people reached. Approximately **40-45%** of all households in each county were reached on average **8-12** times.

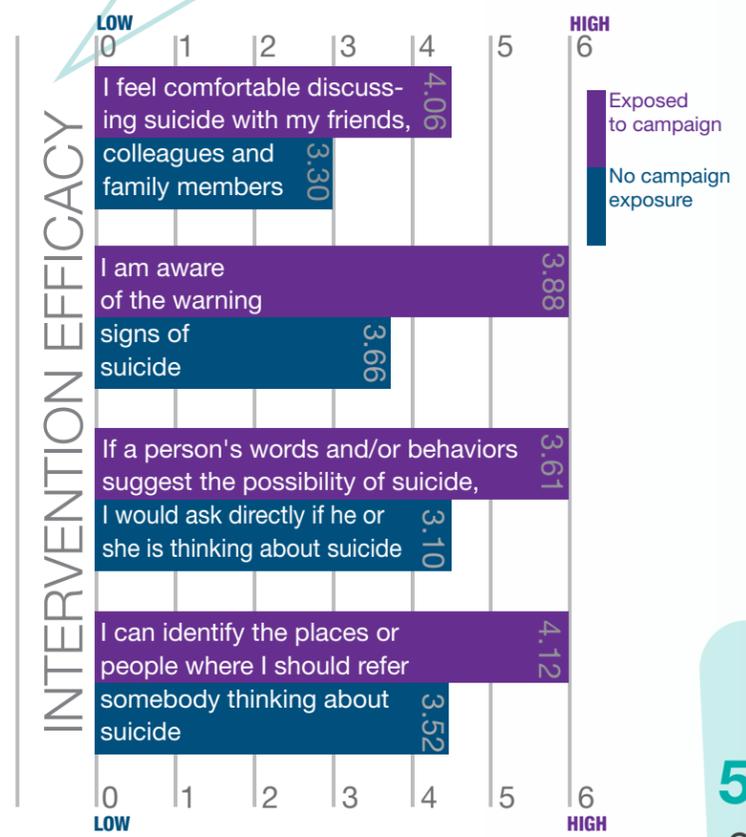
Phase I: November 2012-February 2013.
Phase 2: September 15, 2013-January 15, 2014

The media campaign is focused on reaching “helpers”, those in a position to recognize warning signs and offer support, with special emphasis on helpers of middle-aged men and young Latinas.

35% of Californians that participated in a statewide population survey reported being exposed to at least one of the Know the Signs messages. Individuals exposed to the campaign had **higher confidence to intervene with those at risk for suicide** and were significantly more likely to report **higher levels of knowledge and intervention efficacy**.

(Statewide Population Survey; RAND Corp., 2014, http://www.rand.org/pubs/research_reports/RR686.html)

1,044,389,444 impressions served in California reached **90,143,581** people



767,961 visits to the campaign websites

(September 2011 - April 2014)

36 million total completed views for online video ads

53% value added that equaled approximately **\$3,125,645.32** in pro bono media.



Cultural Adaptations

for helpers of LGBTQ youth, API youth, Hispanic and African American communities, and in seven languages representing Asian and Pacific Islanders.

“I had a consumer tell me that she had been waiting to get her medications filled so she could use them to end her life. She said that she read the pharmacy bag and thought about what she was going to do and contacted our local crisis number. I cannot think of a better way to get the information out!”

Roxann Baillergeon,
Glenn County
Behavioral Health



The Know the Signs campaign aims to support local suicide prevention efforts.

- **93% (54)** of counties have used at least one of the campaign materials.
- **95% (55)** of counties have engaged in the campaign in one or more aspects including judging Directing Change contest entries, utilizing one of the campaign toolkits, participating in Your Voice Counts, or updating their county's page on the campaign website.

(County Engagement Tracking Sheet, May 2014)

Nevada County
Tote bag with tent cards, outreach materials



Lake County
Customized outreach materials and give-aways

86.7% had seen any of the Know the Signs suicide prevention social marketing campaign materials in their county.

65.6% agreed that the Know the Signs campaign **positively impacted** suicide prevention efforts in their county.

Findings from the Know the Signs County Feedback Survey, February 2014. (64 participants representing 39 counties.)

“Individuals from the Task Force, who were presented with the Know the Signs information and provided with resources, used that information to ‘have the talk’ with a person who they were worried about. In both cases, after a referral and a lot more discussion, the suicidal person got the help they needed from a professional. They did not complete the attempt.”

Amy Machin-Ward, Tahoe Truckee Youth Suicide Prevention Task Force serving Nevada & Placer Counties

4105 posters and 72,930 brochures mailed to 88 organizations to support outreach to African American community members.



Two interactive online ads reaching peers as helpers of API youth and helpers of LGBTQ youth (in partnership with the Trevor Project).



A Directory of Materials created for and by Native Americans



Cultural adaptations into seven languages: Khmer, Korean, Vietnamese, Tagalog, Chinese, Lao and Hmong.



Outreach materials in Spanish to support suicide prevention outreach by Promotoras were piloted in three counties: 6 Promotoras were trained in safeTALK (in Spanish) and conducted 10 suicide prevention presentations reaching approximately 600 individuals.

Taking a 360 degree approach to suicide prevention the campaign implemented a wide range of initiatives to reach helpers in the general public, individuals at risk for suicide, as well as the news media.

Eight media forums about the *Recommendations for Reporting on Suicide* were conducted with the news media and spokespeople throughout the state.

A statewide analysis of coverage revealed that “More news articles about suicide and suicide prevention were printed in 2013 than in 2011” and “A greater proportion of news articles about suicide in 2013 featured a resource than in 2011—a key recommendation in *Recommendations for Reporting on Suicide*”.



Your Voice Counts is a members forum to promote information-sharing and a dialog about suicide prevention efforts in California. Through the forum, stakeholders in California were asked to provide input on the campaign framework and materials during the development process and participated in workgroups. In the “Resource Center” individuals can view and download all of the campaign materials.

www.YourVoiceCounts.org

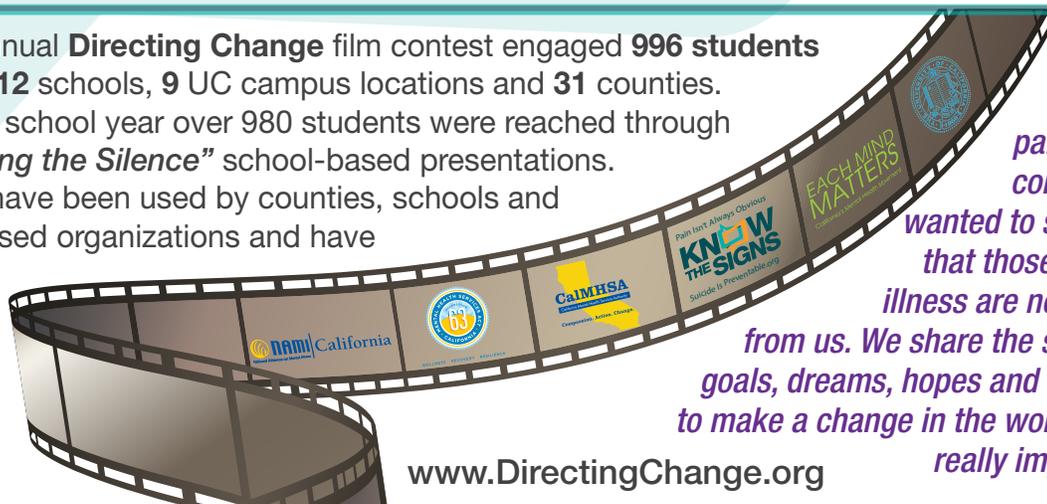
As of April 2014, the forum had 751 members representing 54 counties.

The second annual **Directing Change** film contest engaged **996 students** representing **112 schools**, **9 UC campus locations** and **31 counties**. In the 2013/14 school year over 980 students were reached through donated “*Ending the Silence*” school-based presentations.

Student films have been used by counties, schools and community-based organizations and have been viewed

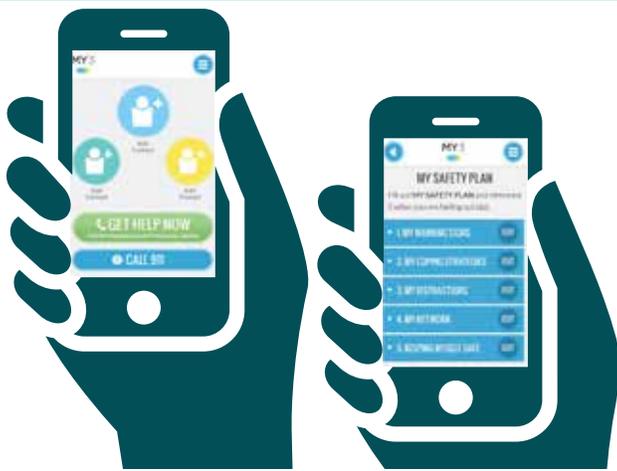
31,232 times online.

(April 2013-April 2014)



www.DirectingChange.org

“I chose to participate in this contest because I wanted to show my peers that those with a mental illness are not any different from us. We share the same interests, goals, dreams, hopes and fears. I wanted to make a change in the world since this is really important to me.”



The **MY3** mobile app connects individuals at-risk for suicide to their support network and has been downloaded 1,242 times. After the California pilot, **MY3** will be available nationwide and sustained by the National Suicide Prevention Lifeline.

(October 21, 2013 –April 20, 2014)

www.MY3App.com