



A Guide to Using Facebook

to Promote Suicide Prevention
and Mental Illness Stigma Reduction



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ACKNOWLEDGMENTS

“A Guide to Using Facebook to Promote Suicide Prevention and Mental Illness Stigma Reduction” was developed through the County of San Diego Health and Human Services Agency.

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The authors would like to acknowledge the funders and stakeholders that helped to make this project possible:

- California Mental Health Services Authority (CalMHSA)
- Didi Hirsch Mental Health Services
- County of San Diego Health and Human Services Agency

This guide is 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.

PROJECT BACKGROUND

The Suicide Prevention Initiative is one of the Prevention and Early Intervention Initiatives implemented by the California Mental Health Services Authority (CalMHSA), through funding from the Mental Health Services Act (Prop 63). CalMHSA is the agency leading the coordination of statewide suicide prevention efforts. To achieve a suicide prevention informed California, CalMHSA contracted with Didi Hirsch Mental Health Services to organize suicide prevention efforts among California's diverse populations and regions. Didi Hirsch Mental Health Services established the California Suicide Prevention Network (CSPN) in collaboration with ten statewide crisis centers to help build local capacity in suicide prevention and encourage widespread adoption of best practice programs, interventions, curricula and protocols.

Regional task forces were implemented statewide with representatives from state, county and local agencies involved in mental health and/or suicide prevention, suicide attempt survivors, suicide loss survivors, faith communities, law enforcement, medical providers, educators, first responders, legislators, veterans and advocates for human rights all joining together in suicide prevention efforts. These regional task forces were responsible for developing concrete steps to reduce the risk of suicide locally and to develop best practices in suicide prevention that could be shared with others across the state and the nation.

The identification of best practices began with a comprehensive needs assessment to gather data from multiple sources in order to identify priority populations, promising existing local practices that met the needs of the priority populations, and gaps and resources in each region. The findings from the needs assessment were presented to Regional Planning Committees to identify priority populations for each region, and then the top three practices that best addressed the needs of these populations were selected. A diverse group of stakeholders had input in the selection process to determine which practice would represent each region.

Once the final practice was selected for each region, regional Best Practice Workgroups convened to help develop and/or package the materials for submission to the Suicide Prevention Resource Center's Best Practices Registry (SPRC's BPR). All seven statewide best practices that were created have been customized to meet local needs and to ultimately help to reduce suicide in California.

The County of San Diego suicide prevention and stigma reduction media campaign, titled "It's Up to Us," was selected as a best practice for its effective and proactive approach to prevention and awareness. Of the many components of the campaign, *A Guide to Using Facebook to Promote Suicide Prevention and Mental Illness Stigma Reduction* was developed and selected as an effective tool for the submission. The Southern CA (San Diego) Best Practices Workgroup was comprised of stakeholders from five Southern California counties (Imperial, Orange, Riverside, San Bernardino and San Diego). Each of these counties worked in collaboration with each other in the development of *A Guide to Using Facebook to Promote Suicide Prevention and Mental Illness Stigma Reduction*. This guide is a reflection of individual passions, organizational attention and community collaboration.

INTRODUCTION

Innovative methods to reach the general public can be challenging, especially with a limited budget. Social media platforms have transformed traditional methods of communication by allowing the instantaneous and interactive sharing of information. They can be effective platforms for engaging in two-way communication and for building connections with niche and mass audiences, stakeholders and influencers. For suicide prevention, social media platforms can be low-cost solutions used to share crisis lines and educational resources, offer help and for the sharing of personal stories.

A County of San Diego based mental illness stigma reduction and suicide prevention campaign titled “It’s Up to Us” utilized social media to complement ongoing mass media efforts and found it to be a cost-effective and highly impactful communication strategy.

With or without an existing campaign in place, suicide prevention and mental health programs, organizations or individuals can benefit by incorporating the “It’s Up to Us” Facebook campaign strategy.

If a campaign or Facebook page already exists, consider integrating the “It’s Up to Us” campaign messaging approaches and customizable sample posts. If starting fresh, the “It’s Up to Us” campaign name, strategy and brand can also be used. The framework of this campaign and its creative development is data driven and easily adaptable for prevention initiatives.

With special emphasis on the “It’s Up to Us” Facebook social media campaign, this guide offers an understanding of the County of San Diego’s “It’s Up to Us” mass media

campaign background, creation and development, and provides the tools to implement your own suicide prevention and mental illness stigma reduction campaign on Facebook. These tools include:

- A series of self-assessment questions to determine if adapting the “It’s Up to Us” Facebook strategy is a good fit to support your organization’s or program’s goals
- Tips to plan, implement and evaluate your Facebook campaign, along with answers to common questions when using social media for suicide prevention
- Step-by-step instructions to set up a Facebook page, including sample cover page graphics
- A sample posting schedule with actual posts that you can download and use as is or customize with your own website(s) and local resources
- A short glossary of key terms and social media vocabulary

“IT’S UP TO US”

SUICIDE PREVENTION AND STIGMA REDUCTION MEDIA CAMPAIGN

BACKGROUND AND OVERVIEW

“It’s Up to Us” is a multifaceted suicide prevention and mental illness stigma reduction campaign developed by the County of San Diego Health and Human Services Agency (HHSA) and funded through the voter-approved Mental Health Services Act. This data-driven campaign began in 2010 following a comprehensive research phase.

The research process in the months leading up to launch of the campaign included a literature review; a review of local, national and international studies and evaluations from suicide prevention and topic-related media campaigns; a baseline study consisting of over 600 random-digit-dial phone surveys representative of San Diego residents; and 116 interviews with local stakeholders representing various organizations, agencies and constituents.¹

This formative research indicated that high percentages of County of San Diego residents did not know how to recognize symptoms of mental illness or warning signs for suicide, and lacked knowledge about community mental health and suicide prevention resources.² Findings confirmed the need to increase awareness about the importance of mental health and promote help-seeking behaviors and access to local resources.

The approach and messaging for all suicide prevention elements is based on the “Safe and Effective Messaging for Suicide Prevention” recommendations from the Suicide Prevention Resource Center (www.sprc.org/sites/sprc.org/files/library/SafeMessagingrevised.pdf). For mental illness stigma reduction, three approaches showed the greatest promise in having an impact and, as a result, increasing help-seeking behaviors and preventing suicide. These three approaches are action oriented; promote opportunities, social inclusion and support; and promote recovery and help-seeking through an emphasis on overall wellness:

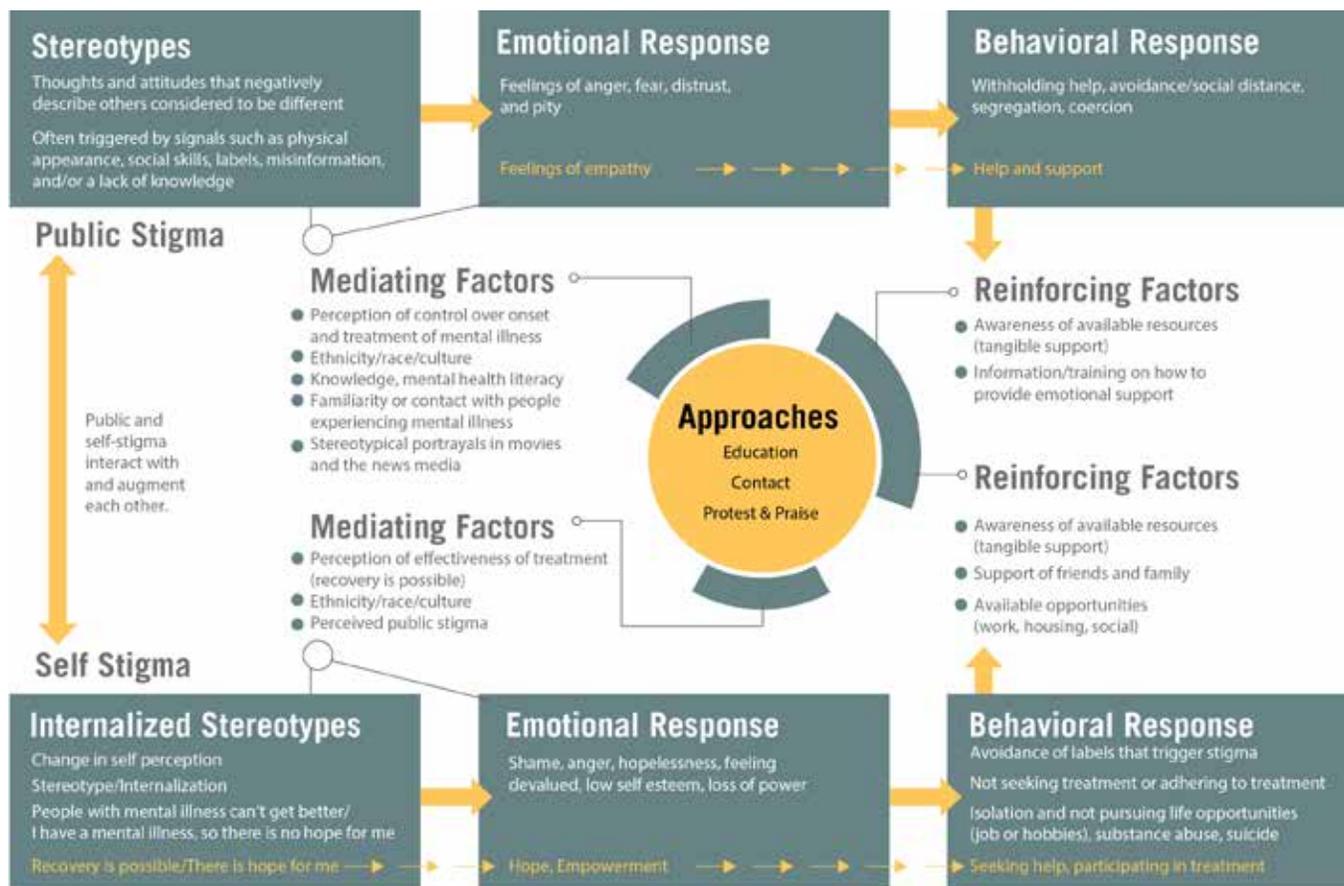
- 1. Social inclusion:** The difference we can make as friends, family and as a community
- 2. Whole-self wellness:** Mental health is part of our overall health, well-being and recovery
- 3. Social justice:** The importance of opportunities to pursue life goals, dreams, a job, hobbies and a family

Formative research findings were translated into a behavior change model and behavior change messaging for different priority populations.¹

Research and Evaluation Framework



Behavior Change Model



Source: Developed by Jana Sczersputowski¹ and adapted from the work of Patrick Corrigan^{3,4} and Norman Sartorius⁵

With primary goals focused on a community environment with less stigma, more social inclusion and fewer suicides, the objectives of the media campaign were to empower San Diegans to:

- Talk openly about mental illness
- Recognize symptoms for mental illness and warning signs for suicide
- Seek help for themselves or others
- Utilize local resources
- Support and provide opportunities for community members experiencing mental illness

Creatively, the concept development goals conformed to guidelines suggesting that positive, strength-based

messaging with clear calls to action are most effective. These themes are applied consistently throughout the campaign materials, while specific language, images and aesthetics are modified to best connect with a specific population. Cultural differences in messaging and concept creation were directed by focus groups and through ongoing stakeholder input and involvement in the campaign.

Concept development, in conjunction with the formative research, resulted in the “It’s Up to Us” stigma reduction and suicide prevention media campaign. Creative implementation was focused around positive messaging and, specifically, the word “Up”:

- Up being the opposite of feeling down
- Uplifting, positive, strength-based messaging

- Calls to action include the themes “Read up,” “Speak up,” “Listen up,” “Follow up” and “Link up”
- A logo that depicts a hand lifting someone up
- Collective responsibility within the name: “It’s Up to Us”, i.e., every one of us



“It’s Up to Us” Logo

CAMPAIGN IMPLEMENTATION

The County of San Diego’s “It’s Up to Us” mass media campaign was implemented in phases and launched in June 2010 with a targeted media and outreach effort to inform primary care providers about the campaign. A few months later, in September 2010, the general market campaign launched with a focus on mental illness

stigma reduction and an emphasis on help seeking, whole-self wellness and social inclusion messaging. Suicide prevention messaging was introduced in 2011, roughly one year after the campaign started.

The campaign implementation strategies included a mix of mass media tactics such as broadcast (TV, cable, radio), print, online ads, outdoor (billboards, bus shelters, buses) and cinema commercials (ads on movie screens), as well as more targeted tactics and messaging for different cultural groups through community outreach, a community newsletter and personal story workshops. In addition, several social mediums were adopted. Facebook, specifically, was just one social media channel and just one tactic of a more comprehensive campaign plan, but has shown significant growth and success.

(For more information about the “It’s Up to Us” campaign implementation and results, see Appendix I on page 54.)

INCLUSION OF SOCIAL MEDIA

Effective advertising strategies can no longer solely depend on traditional media. Creative and diverse tactics are important for success. For the “It’s Up to Us” campaign these tactics were a crucial step in engaging the community. Social media can lead to great exposure due to its worldwide access, sharing capabilities and large amount of daily users. Having a strong social presence is an efficient way to build an organization’s reputation, cultivate relationships and create awareness.

Community buy-in and support is very important in the long-term sustainability of a campaign of this nature, and social media offers exactly this kind of relationship building and social connectedness and is virtually limitless. By regularly providing your social community with information they find interesting, helpful and relevant, they begin to view your organization as a trusted resource.

Another benefit is the metrics available for social media campaigns. With just a click of the mouse, administrators can view reach and engagement statistics, review demographic profiles of fans and make immediate adjustments. It is easy to see who your messaging is attracting and, therefore, also simple to modify if your messages are not resonating with your target audience.

Social media channels are low-cost, proactive tools to increase visibility and credibility. With a strong social media strategy aligned with your organization’s or program’s goals and objectives, you can gain valuable insights and achieve tremendous growth among your online community.

Although it is an inexpensive way to reach your community, social media does require time and thought to be successful. You get back what you put in. Having a dedicated person or team to understand and deliver on a social message strategy and tone is imperative. It takes inspiration, passion and consistency to keep your social media campaigns moving in the right direction.

**“IT’S UP TO US”
FACEBOOK EXPERIENCE**

LINK UP

Reference and link up with the “It’s Up to Us”
Facebook page: www.facebook.com/up2sd

All social media channels were considered for the “It’s Up to Us” campaign, though it was determined that Facebook, Twitter, YouTube and Pinterest made the most sense because of the branded content and creative pieces already developed for the mass media campaign. The content strategy for each was developed and continued to evolve as both the campaign and technologies matured.

The “It’s Up to Us” Facebook page, specifically, proved to be the most successful social medium for the campaign, receiving steady engagement and an exponentially growing fan base. Facebook provides a flexibility for broader content inclusion that others do not. For instance, it is not limited in characters like Twitter, and it’s not limited to videos or pictures like YouTube or Instagram. For a suicide prevention and mental illness stigma reduction campaign addressing sensitive subject matter, it’s not always easy or effective to communicate a message to the masses in fewer than 140 characters. Facebook is beneficial in that it provides the ability to deliver campaign messages and updates through written content, as well as through images and videos.

With over 1.19 billion users as of September 2013,⁶ Facebook is the biggest social network with a still-growing user base. Success on Facebook relies on effective engagement and the ability to regularly publish fresh and interesting content.

Building a Facebook community doesn’t come easily and it definitely won’t happen overnight. Creating a long-term strategy and establishing a messaging approach and tone is essential for growth. Without a clear vision, it is difficult to encourage an audience to participate. People will not get involved if they don’t understand how or why

they should. The goal is to ensure that they see something they are interested in, resulting in a desirable action, such as clicking through to your website. If your content is interesting and fresh, people will “like” your page and continue to interact with it.

As an extension of the campaign, the “It’s Up to Us” Facebook strategy for content and messaging followed the same approaches (i.e., social inclusion, whole-self wellness and social justice) and goals of the larger campaign. Through uplifting, positive and strength-based messaging, the “It’s Up to Us” Facebook page has become a viable forum for information about mental illness and suicide prevention and a place to promote local resources and the importance of good mental health; to learn about warning signs and suicide prevention; and to encourage help-seeking behaviors.

With social media being relatively new, and only a limited number of other organizations using Facebook for suicide prevention, there was some apprehension in getting started. There were concerns that the page would be mistaken for a counseling service and that those in crisis may post directly on the campaign page. Others could potentially use it as a platform to express their feelings of hatred, anger or despair. In addition, there was the possibility of people being disrespectful through insensitive responses. None of these concerns came to fruition, but to avoid these types of scenarios, the privacy settings were adjusted and the Facebook plan was rolled out in phases.

To make it clear to viewers that this page would not be monitored around the clock and is not a counseling or crisis center, a clear, conspicuous message was placed in the “About” section which can be seen directly under the profile photo. It directs those in crisis to call the County of San Diego Access and Crisis Line.

This page is not regularly monitored. If you are in a crisis, call the San Diego Access & Crisis Line at (888) 724-7240 to receive FREE assistance 7 days a week/24 hours a day.

During the first phase, the Facebook campaign was set up with controlled, one-way communication (only allowing posts from the campaign on behalf of the County of San Diego Health and Human Services Agency). This method, a conservative and cautious step, did not capitalize on the benefits of the two-way communication and engagement Facebook offers. After several months of operating in this fashion, the strategy was revisited and adjusted to achieve better results.

A second phase shifted to a limited two-way communication program that encouraged users to comment on posts

and share complementary content with their own networks. Complementary content included mentioning similar community/cause pages, inspirational images and interesting facts. However, by adjusting the privacy settings, it is limited in that it allows users the ability to comment on and engage with a campaign post, but not post their own messages directly on the “It’s Up to Us” page. Once this was implemented, the “It’s Up to Us” Facebook page received notably more interest by users, and the network of people who “like” the page began to grow.

CASE STUDY: “IT’S UP TO US”

SUICIDE PREVENTION AND MENTAL ILLNESS STIGMA REDUCTION

County of San Diego, Health and Human Services Agency | AdEase

FACEBOOK: "IT'S UP TO US" CAMPAIGN

Established: 11/8/11

Page URL: www.facebook.com/Up2SD

PURPOSE

To develop a social media campaign that supports the mission of, and includes messages that align with the strategy of, the County of San Diego's mass media mental illness stigma reduction and suicide prevention media campaign, "It's Up to Us." With consistent mental health and suicide prevention content, the goals are to drive people to the campaign website, promote mental health resources and start a dialogue about these topics.

*Intended Population
San Diego County, CA
General Public*

TIME INVESTMENT

About 15 hours per month. Social media efforts are managed by an advertising agency that works closely with the appropriate contacts at the County to create monthly "content" campaigns. A proposed schedule with one post per day is developed, reviewed, revised and finalized. Once approved, the posts are pre-scheduled for the upcoming month. The page is then checked and monitored roughly five times each week to review or respond to new messages.

WHAT HAS WORKED

After a few years of monitoring and evaluating the "It's Up to Us" Facebook page, trends have emerged and metrics were used to determine what tactics have proven successful.

- **Being authentic:** Users know when they are being talked at versus getting an opportunity to engage. Regurgitating facts or posting a statistic typically does not garner as many likes, comments or shares. Original, genuine messages that offer a link to more information or incorporate the campaign voice and tone have proven favorable.

- **Balance of posts:** Achieving a balance of campaign-specific content and complementary posts is essential for success. Campaign-specific posts are those that speak to the community about your organization, your core messages and your campaign goals. These may be suicide prevention specific, promote mental health resources or encourage help seeking. Complementary posts are those that are broader, solicit more engagement and encourage two-way communication. These posts include mentioning similar community/cause pages, inspirational photos/images and interesting facts.

Users can become disinterested by a steady stream of suicide prevention messages or information about the organization. However, it is important that all posts remain on strategy and pertain to building good overall mental health. A strong balance with uplifting broad messages will yield better reach/engagement and grow an audience to share campaign messages with. Complementary posts help grow the audience, while campaign-specific posts focus on the key messages and communicating the goals of the campaign to the audience.

Campaign-Specific Post Example



Complementary Post Example



ENGAGEMENT/INTERACTION

- Followers:** Responding to follower comments in a timely manner is beneficial because social media users prefer more real-time engagement. Thank or “like” positive comments, and respond appropriately to other comments. The majority of comments in response to campaign posts on the “It’s Up to Us” page have been positive. Roughly 1 out of 50 comments has been negative and either does not favor the campaign content or understand the importance of mental health.
- Other community pages:** Sharing and following similar or related community/cause pages leads to others reciprocating and sharing your content. “It’s Up to Us” looked for organizations included as resources on the campaign website such as NAMI San Diego (www.namisandiego.org; www.facebook.com/namisandiego) and Mental Health America (www.mentalhealthamerica.net; www.facebook.com/mentalhealthamerica), as well as help lines, well-known and lesser-known stigma reduction campaigns, local colleges and community events pages. Doing this opened the door to a new pool of active users.

POST PERFORMANCE

Facebook metrics are regularly monitored to establish goals for each post. After two years of growing a fan base, the minimum performance goal for a complementary post was established. This type of post should reach 1,500 unique people, garnering at least 40 likes and 20 shares. If this goal is not met, the quality of post is reviewed and optimizations are considered and made on future posts.

Note: At the inception and early stages of the “It’s Up to Us” Facebook campaign, building the number of “likes” was the focus and metric that mattered most. Once the community began to grow, more emphasis was placed on the performance of each post.

POSTING SCHEDULE

This has become an integral tool each month for post development. Message strategy, creative approaches and Facebook metrics are revisited and factored into the next month’s content.

BEING PREPARED

The campaign prepared for emergency situations and negative comments by proactively establishing responses that could be customized as needed. Responses included resources and the local crisis hotline. In addition, a message housed in the “About” section can be clearly seen on the “It’s Up to Us” Facebook page. It succinctly states that the page is not regularly monitored and advises users to call the local crisis hotline if in crisis.

IMPLEMENTATION IN PHASES

- Phase 1** consisted of quick one-way communications, only allowing posts and comments from the campaign on behalf of the County of San Diego Health and Human Services Agency.
 - Results were slow in terms of likes, reach and engagement because it was only campaign-specific content.

- **Phase 2** shifted to a limited two-way communications program that encourages users to comment on posts and share complementary content. Still, all replies to users are drafted and pre-approved. Since Phase 2 was implemented, the "It's Up to Us" Facebook page has seen a positive trend.
 - The addition of this new strategy resulted in a dramatic increase in likes, reach and engagement. There was a tenfold increase in the number of people following the page, and those seeing and sharing content averaged 5,000–10,000 a month.
 - As the tone and message strategy proved strong and consistent, the fan base began to grow exponentially. By the third year user engagement and reach increased by 2 to 3 times. The number of people seeing and sharing content is now 25,000–35,000 a month.

METRIC INSIGHTS

Understanding and interpreting the Facebook metrics has allowed the campaign to be more strategic with the posting schedule. It was determined that 50% of the audience and those that are the most responsive and engaged are females (18–54). Audience data also shows the follower base is online mostly between 6 p.m. and 8 p.m., Thursday through Saturday. These have become key considerations for the timing and type of messaging.

PROMOTING THE PAGE

Facebook offers a wide array of advertising tools. The "It's Up to Us" campaign found that the addition of paid ads on Facebook can enable page growth up to 10 times faster. The recommended ad types included Sponsored Stories and Promoted Posts.

- **Sponsored Stories** advertise the page to users in a specific geo-location. This has proven strong for increasing page "likes."
- **Promoted Posts** advertise posts to people who like the page and their network of friends (who are not currently fans) or to users in a specific geo-location. This has proven useful to reach new audiences with top/best performing posts.

A SELF-ASSESSMENT

IS A FACEBOOK PAGE RIGHT FOR YOU?

Facebook allows you to have timely and engaging communication, providing an opportunity to shape the conversation around followers. The following questions will help you assess whether or not Facebook is right for you and prompt for key considerations.

1. What Do You Hope to Achieve by Using Facebook to Promote Your Suicide Prevention and Mental Illness Stigma Reduction Efforts?

Before diving in, it is important to identify the main objectives you want accomplished when using social media as a communication tool. Creating a Facebook page can be very beneficial to augment any existing stigma reduction and suicide prevention efforts, or can be adopted as its own grassroots approach.

If a campaign or pre-established Facebook page already exists, you can still consider integrating the “It’s Up to Us” campaign strategy, messaging approaches and customizable sample posts (see examples starting on page 38). The framework of this campaign and creative development is data driven and easily adaptable for other suicide prevention and mental health initiatives. If starting from the ground up, the “It’s Up to Us” campaign name, strategy and brand can be used.

Review your existing suicide prevention and/or stigma reduction efforts in your community and consider the following questions:

- a. Who is the target audience?
- b. What are the goals, objectives and tactics being used to implement the campaign or outreach effort?
- c. What website, if any, will the Facebook page drive visitors to?
- d. What local, regional or national resources do you plan to promote?
- e. What resources exist for specific priority populations (e.g., youth or military veterans)?
- f. What are your core messages?
- g. Is there an established campaign brand look and feel or will you use “It’s Up to Us”?
- h. Do the “It’s Up to Us” creative approaches and messaging strategy align with your efforts?
- i. Do you have an existing Facebook page or campaign in place?
- j. In what ways might social media, specifically Facebook, help you create community or dialog about mental illness and suicide prevention?

It’s not necessary to have an existing campaign in place to make this successful in your community; however, it is important to integrate this effort with your local suicide prevention and mental health programs (see example posts starting on page 46). It is recommended that partners, such as local mental health and suicide prevention providers, be engaged in the planning and implementation of your Facebook campaign.

Though it is not essential for success on Facebook, the County of San Diego’s “It’s Up to Us” campaign uses social media to complement the mass media mental illness stigma reduction and suicide prevention campaign, with goals to drive people to the campaign website, share personal stories housed on the website, increase knowledge of warning signs and symptoms and promote local resources and events.

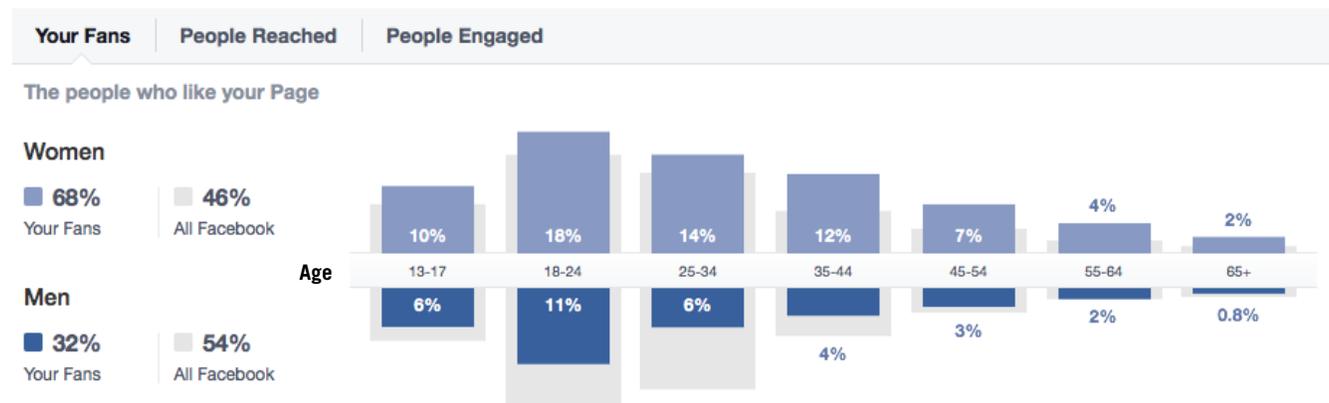
2. Who Are You Trying to Reach?

Facebook users spend a lot of time learning, sharing and interacting. It is recommended that you engage in a little fact finding before you get started. Consider the following questions:

- a. Who are you trying to reach?
- b. What do you want them to do?

You may be surprised, but Facebook is not just for young people. In fact, the 45 to 54-year-old age bracket has seen the most growth (46%) since year-end 2012. New profiles are started every day for people of all ages, races and interests.

Demographic Profile of “It’s Up to Us” Facebook Fans



To reach specific priority populations, tailor messages to best resonate with the intended groups. Demographic metrics are available through Facebook and provide insight into who is connecting and engaging with your page. Be mindful of your growing community and keep your messages relevant to the intended population group to encourage growth.

The diagram above shows the demographic profile of the “It’s Up to Us” Facebook fans. This data indicates that 51% of the fans are women aged 18–54.

3. Do You Have the Resources to Develop and Sustain Social Media Efforts?

Social media is an interactive communication tool and relies on distributing and responding to information. To succeed, it is essential to have a dedicated person or team in place to keep content relevant and to engage with your social media followers. As a general rule, you should plan on approximately 1 to 1.5 hours a day, or a minimum of 15 hours per month to post, engage in and monitor activity.

4. Have You Addressed Common Concerns with Using Social Media to Augment Your Suicide Prevention Efforts?

Common concerns when using social media for suicide prevention include what will happen if someone expresses suicidal thoughts and there isn’t anyone there to monitor and respond to the post in a timely manner, or that someone will post inappropriate content.

Here are a few tips to address these concerns:

- Reach out to other organizations that are already using social media for suicide prevention and learn from their experience by sending an inquiry through their website or via direct message on their Facebook page. National organizations include the American Foundation for Suicide Prevention (AFSP; www.afsp.org; www.facebook.com/AFSPnational) and the National Suicide Prevention Lifeline (www.suicidepreventionlifeline.org; www.facebook.com/800273TALK).
- Before getting started, reach out to, engage with and learn more about your local suicide prevention crisis line or suicide prevention task force, if available.
- Have at least one person dedicated to monitor and respond to posts, and set up an internal social media policy and a crisis response plan (see “Getting Started” on page 24).
- Learn about Facebook’s policies on responding to suicidal content. Facebook users can report a suicidal comment they see posted by a friend to Facebook using either the “Report Suicidal Content” link or the “Report” links throughout the site. The person who posted the suicidal comment will then immediately receive an email from Facebook encouraging them to call the National Suicide Prevention Lifeline 1-800-273-TALK (8255) or to click on a link to begin a confidential chat session with a crisis worker.

- e. Roll out your Facebook campaign in phases. This can be done by adjusting the Facebook privacy settings. If you are unsure or concerned about starting a Facebook page, consider modifying the privacy settings so that others can only comment on your posts rather than allowing them to post directly on your profile page. Settings can also be adjusted so that your team can review and approve any comments by fans before it posts live on your page. Familiarize yourself with the privacy setting options and remove restrictions at a pace that is comfortable for you.

Though they can be changed at any time, it is best to consider the privacy setting options when planning your Facebook page. The County of San Diego's "It's Up to Us" campaign page started with very strict privacy settings allowing only one-way communication, where only campaign content was posted from the assigned team to the Facebook page. It did not allow for user engagement. Fans could not comment or share the post, only choose to "like" it. This restricted approach speaks at the user and did not encourage user interaction. Though it was a safe step to test the waters, it was not successful and was reevaluated.

The "It's Up to Us" campaign evolved by adopting a limited two-way communication plan that included reducing the privacy settings, allowing fans to like, comment on and share posts, but didn't allow fans to post directly on the campaign page.

If the Facebook page was being monitored 24/7, with trained professionals on hand, it may make sense to limit all privacy settings to allow for more public engagement. Depending on how active your person or team decides to be, modify your privacy settings accordingly.

At times, your Facebook page will receive unwanted posts, whether it be spam, someone promoting their own endeavor or perhaps an ill-informed message. It is important to evaluate these posts and determine proper action. If it proves to be inappropriate or insensitive, there are options. As an administrator, you can:

- **Respond publicly to the comment:** Carefully craft a respectful response and post it under their comment. Others may have commented already, in which case you would identify by profile name who you are directing the response to, and post to the same chain of comments.
- **Hide the comment:** Facebook allows you to hide any content you do not want visible to your community. The person who made the comment would not know it was hidden, as it appears intact when viewing from their screen only.
- **Delete, report or ban:**
 - Delete removes a comment completely. No one, including the user who commented, will be able to see it.
 - Report notifies Facebook (confidentially) if a user's comments were one of the following: spam or scam, sexually explicit content, violent or harmful, hate speech or a personal attack.
 - Ban restricts a user from posting to your page or commenting on your page's post, but they will be able to share content from your page.

GETTING STARTED

CLICK “HELP”

on the Admin Panel for support and to gain a better understanding of the functionality Facebook offers.

If you have determined that social media, and specifically Facebook, is a good addition to your communications plan, here are a few things to consider when getting started:

1. Identify Key Team Member(s) to Be the Voice.

Identify what team member(s) have the time and approval to access your social media platforms to post and respond to content. Stick with a consistent team to ensure your voice remains the same. Though no extensive qualifications or training are necessary to be an active user on Facebook, the dedicated person or team member should have an understanding of the complexities of suicide prevention, warning signs and appropriate messaging (see Appendix II and III on pages 56–58). Check with local program partners for available suicide prevention trainings such as Question, Persuade and Refer (QPR), SafeTalk or ASIST. In addition, a one-hour QPR training can be completed online at: www.qprinstitute.com

2. Set Social Media Policies and Guidelines.

Outline topics that are allowed to be posted, the approval process, technology (company and personal computers and smartphones) that can be accessed to post/respond, and crisis content steps and actions to take if a user posts suicide-related messaging. There should also be a process in place to approve posts or content others request that you share. Ensure posts remain mental health focused and are aligned with your program’s goals and strategy. A sample social media policy template can be accessed here: www.samhsa.gov/children/social_media_policy.asp.

3. Have a Crisis Response Plan in Place.

It is important to plan ahead for how to respond to suicidal postings. Who will monitor the conversation? How often? What resources will you provide to visitors who post suicidal content? What support will you provide to staff who respond to such postings? Here are a few suggestions:

- Be proactive and post text that alerts visitors that your site is not a substitute for contacting a crisis center. Have permanent text in your cover image or in the “About” section (NB: 150-character limit) that provides an appropriate phone number and/or website. For example: *This page is not regularly monitored. If you are in crisis, please call (888) 724-7240 to receive FREE assistance 7 days a week/24 hours a day.*



- Know your organization’s protocol. If there is a local response plan in place, be sure to follow those guidelines.
- Use your posts to keep the conversation focused on prevention, not postvention or grief support if those aren’t your primary functions.
- Create standard responses that can be used to reply to a message that appears to require immediate response to support someone in need of suicide prevention support.

- Keep in mind this is not the appropriate format for a memorial page. Determine protocol for responding to or acknowledging a public suicide. Follow safe messaging guidelines. The “It’s Up to Us” campaign has incorporated posts like this example:



- Review and follow Safe and Effective Messaging for Suicide Prevention guidelines before posting (www.sprc.org/sites/sprc.org/files/library/SafeMessagingrevised.pdf).
- Set your smartphone device with the tools you need to manage your social media accounts on the go, so you’ll be able to manage any crisis posts that may arise.
- Contact the social media safety teams to report suicidal content. Facebook has teamed up with the National Suicide Prevention Lifeline to help bring emergency counseling services to members in need. Visit: www.suicidepreventionlifeline.org/GetHelp/ Online for a link to the safety teams at Facebook.

After a suicide, a person’s Facebook page often becomes a memorial.

The National Lifeline Postvention Manual offers tips and strategies about how to respond to memorial pages: www.sprc.org/sites/sprc.org/files/library/LifelineOnlinePostventionManual.pdf

Post messages of hope to a memorial page. For example:

The best way to honor (person’s name) is to seek help if you or someone you know is struggling. If you’re feeling lost, desperate or alone please call the National Suicide Prevention Lifeline: 1-800-273-TALK (8255). The call is free and confidential, and crisis workers are available 24/7 to assist you. To learn more about the Lifeline, visit www.suicidepreventionlifeline.org.

Example Responses from the National Suicide Prevention Lifeline

If someone expresses suicidal intent through Facebook it is important to have in place some immediate, appropriate responses. The following are example responses used by the National Suicide Prevention Lifeline (www.suicidepreventionlifeline.org/About/Social/):

- Example message to post as a comment to be viewed by the public: “If you feel that life is not worth living, please call the National Suicide Prevention Lifeline at 1-800-273-TALK (8255). The call is free and confidential, and crisis workers are there 24/7 to assist you. To learn more about the Lifeline, visit www.suicidepreventionlifeline.org.”
- Example message to a person who has expressed suicidal intent online: “We are concerned for your safety and would like to offer help. The trained counselors at the National Suicide Prevention Lifeline are available 24/7 by calling 1-800-273-TALK (8255). The call is free and confidential. We hope that you can remain safe and continue to reach out. Please do not do anything to hurt yourself. To learn more about the Lifeline, visit www.suicidepreventionlifeline.org.”
- Example message to a person who is concerned about a friend who has expressed suicidal intent: “Thank you for reaching out and caring about your suicidal friend. Feel free to call the National Suicide Prevention Lifeline at 1-800-273-TALK (8255) yourself so that you can find out what resources are available in your area. Most importantly, please encourage your friend to call us.”

4. Develop Fresh and Engaging Content.

With or without an existing campaign in place, the content strategy for both written posts and graphics should:

- Follow Safe and Effective Messaging for Suicide Prevention guidelines (www.sprc.org/sites/sprc.org/files/library/SafeMessagingrevised.pdf).
- Include only positive and strength-based messaging
- Promote local, regional and/or national resources
- Educate the community about warning signs of suicide and symptoms of mental illness
- Promote events or ways to get involved in stigma-busting activities or suicide prevention awareness efforts
- Ensure your messages stay on strategy
- Align with the three campaign approaches (see examples to the right)
 - Social Inclusion Example
 - Whole-Self Wellness Example
 - Social Justice Example

In addition to the guidelines listed in this section the County of San Diego's "It's Up to Us" Facebook page posts include core campaign messages, campaign updates, inspirational/life quotes, educational fun facts and related news. All content posted should not be solely information about your program or organization; however the content for every post should support the approaches and goals of the campaign. Messages should be delivered with a positive and professional tone. They should be warm with empathy, not curt or clinical. Even when choosing images, color is considered. It is recommended that you avoid black, red or dark imagery and focus on bright, cheery and uplifting graphics.

Consider developing a protocol to maintain consistency in messaging. It is easy to get distracted from the goals of the campaign and post something you like or think others will enjoy. Posting a cute picture of a puppy or someone's baby may bring a smile, but is NOT in line with the messaging strategy and approaches of the campaign.

Social Inclusion Example



Whole-Self Wellness Example



Social Justice Example



It is important to ensure that any inspirational or motivational posts contribute to positive thinking and overall good health. You don't want to motivate people with negative or insensitive messages. Continue to evaluate if each post is aligned with the suicide prevention or stigma reduction strategy and message approaches.

The County of San Diego implemented a system to approve content before the beginning of each month. A scheduling tool was developed to simplify this process (see Sample Schedule starting on page 38) using a spreadsheet to outline the post date and the proposed message content. It can also be used to identify and record who on the team will make the post. Posts were critically reviewed by the campaign team and County representatives before being approved.

Once the predetermined schedule is approved, the dedicated Facebook contact imports the posts into Facebook and selects the date and time for each to go public on the page (see instructions on page 33). Fans can "like" or comment on the post, and share it with their networks.

5. Track Posts and Responses.

The spreadsheet developed for the approval process can also be used for tracking purposes, simply by adding when something was posted, the actual content posted and who posted it. You can also keep track of metrics by adding a column and documenting the number of likes and shares the page received.

6. Speak in Laypersons' Terms.

Post content in a conversational style. Avoid using industry terms and jargon. Here are some basic principles of plain language:

- Quickly engage the reader.
- Write in an active voice.
- Keep messages short.
- Use positive and strength-based messages and images.

- Write in a friendly but professional tone.
- Choose familiar terms, and use them consistently.

When writing content for suicide or suicide prevention, it is always recommended that you review the Safe and Effective Messaging guidelines: www.sprc.org/sites/sprc.org/files/library/SafeMessagingrevised.pdf

Some important considerations are:

- Emphasize help-seeking and provide information and resources on finding help.
- Emphasize prevention, i.e., that suicide is preventable.
- Share warning signs as well as risk and protective factors.
- Highlight effective treatments for underlying mental health problems.

7. Engage with Users.

Engaging and responding in a timely fashion is expected with social media users because Facebook is a real-time platform. Social media users do not like phony personalities. Make sure your voice is genuine, as social media is a give and take medium. Follow communication streams among many social media users and offer resources when they are inquiring to you, your network and for suicidal support and prevention in general.

8. Like Other Relevant Facebook Pages.

Search for and link up with other local, regional and national mental health and suicide prevention programs by finding their Facebook page and clicking "like." Their content will then appear in the news feed on your "Home" page, which will only be seen by your administrator, not your fans. Sharing and following similar or related community/cause pages leads to others reciprocating and sharing your content. Doing this can help you build your audience, identify new content and align you with like-minded organizations.

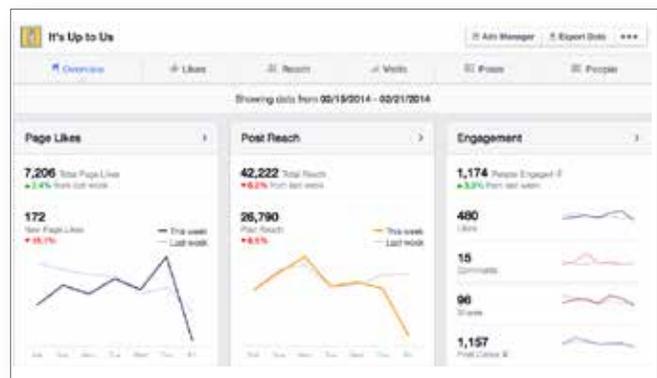
9. Monitor Post Engagement.

Each Facebook post should be monitored for user engagement and feedback. Likes, comments and shares should be taken into account when deciding whether or not your fans find a particular post interesting or beneficial. People that read the post and click “like” are indicating they like, agree with or support your post. Those that write a comment are engaged and responding to the content you posted. Shares indicate how many people reposted your content on their own page for their network to see. Determining the amount of likes, comments and shares that render a post successful should be established as the Facebook page evolves.

As an administrator, click on “See Insights” and familiarize yourself with the monitoring tools and data available through Facebook (NB: your page needs to have at least 30 likes to start seeing insights). Analyze the success of each post through reach and engagement, and evaluate your online community with the demographic information offered under the “People” tab. Consider modifying your content to better attract priority populations if metrics are not matching your campaign goals.

The three main metrics to pay attention to are Page Likes, Post Reach and Engagement.

- **Page Likes:** The number of unique users that follow your page’s posts in their news feed
- **Post Reach:** The number of users who saw your posts
- **Engagement:** The number of users who interacted with your posts (liked, commented, shared, viewed a photo, watched a video)



Admin Panel

Edit Page
Build Audience
See Insights
Help
Hide

Posts · Notifications 5

You have 5 scheduled posts. Review them in the Activity Log.

Post	Total Reach?	Paid Reach?	Promotion
Step up Sunday: Start your day wit...	422	--	Boost Post
Don't be ashamed of your story. It ...	1,832	--	Boost Post
Learning about suicide prevention ...	219	--	Boost Post
Jonathan Davis, lead singer for the ...	1,155	--	Boost Post

Messages See All

Adris Cardona
Hola ke showw

Amanda Digirolamo
Hi Amanda, You are doing the ri...

CenterforCommunity Counselinga...
Hello, Thank you for your inquiry! ...

Rosie Surber
Rosie, You are doing the right thin...

Alex Jimenez
Alex, Thank you for reaching out. ...

10. Monitor Effectiveness.

Once your communication objectives and specific social media tactics are established, you can determine how best to evaluate the process, outcomes and impact of your social media efforts. Review the metrics available through Facebook to ensure you are reaching the appropriate demographics and your messaging is on target. Evaluate which types of posts garner the most reach, engagement and interaction. Use those posts to grow your community while continuing to deliver your core campaign messages.

The County of San Diego's "It's Up to Us" campaign has seen the most engagement and reach through the use of inspirational and motivational graphics. This type of post is used regularly to expand the network and deliver content people are quick to "like." However, the suicide prevention and mental health information and resources are spread out throughout the schedule to ensure the purpose of the Facebook page remains on strategy.

Most common measurements for Facebook are:

- **Awareness:** If the goal of the campaign is awareness then it would be helpful to gauge effectiveness on page "likes," post engagements and weekly reach. These metrics can be found on your Facebook Insights dashboard, which is found in your admin panel.
- **Website visits:** If you are looking to drive website visits, then referral visits to your website should be tracked. Referral visits would be tracked by your third party tracking system such as Google Analytics.

STEP-BY-STEP INSTRUCTIONS: FACEBOOK

The following are general step-by-step instructions and are current as of December 2013. Please note that the setup for Facebook is constantly evolving and instructions can change without notice.

Important note: Follow the instructions for setting up a page for an organization, not a personal page!

To learn more about setting up your profile and managing a page, visit: www.facebook.com/help.

To create a Facebook page for your organization, follow these steps:

1. Go to www.facebook.com and log in.
2. If you don't have a Facebook account, you will need to create one. If you already have an account, skip to step 5.
3. Consider what email account will be used to access the page. If done through an individual and that person leaves the organization, you may lose access to important data. It is recommended to use an institutional email account like operations@organization.org or info@organization.org that can be accessed by different employees or volunteers as needed or allowed.
4. Create a Facebook account. Agree to Terms of Use and click "Sign up Now!"
5. Facebook will then send a confirmation email to you. Follow the link provided in the email and you will be logged in to your Facebook account.
6. On the main navigation bar, click on the settings item (far right) and a dropdown menu should appear.
7. In the dropdown menu, select "Create Page."
8. On the next page, select "Cause or Community."
9. Type in the cause or community name and agree to the Facebook Pages Terms. Then click "Get Started."

Once you have a page created, you will need to walk through Facebook's first four startup steps:

1. About information
 - a. Provide basic information about your page. This will appear in the "About" section.
 - b. Later you will be able to include more in-depth information, such as your mission, general info and location.
 - c. Add external links. For example, a website, Twitter or blog page.
 - d. Select "Yes" that you will represent the real organization.
2. Profile Photo (200 x 200 pixels)
 - a. Upload a picture from your computer or import from a website. This image will be used as your avatar when you are displayed on others' news feeds and page posts.
 - b. Ensure that the image or graphic used for the profile photo is proportional and fits within the specified measurements so that it displays correctly to the public. (Non-square images will not display properly and may appear off-center.)
3. Add to Favorites
 - a. Adding to favorites makes it easier to access your page from your profile page.
4. Enable ads (optional)
 - a. Facebook suggests growing your audience by running a Facebook ads campaign. These are paid advertisements to enhance your campaign's visibility. It is optional, depending on whether you want to fund advertising. Be sure you have a budget available before enabling this feature.
 - b. If you would like to enable the options for ads, you will need to have a credit card or have a PayPal account ready.
 - c. If you do not wish to enable ads on Facebook (you can add this feature later), select "Skip."

After you arrive at your organization’s page, there are a few more setup steps.

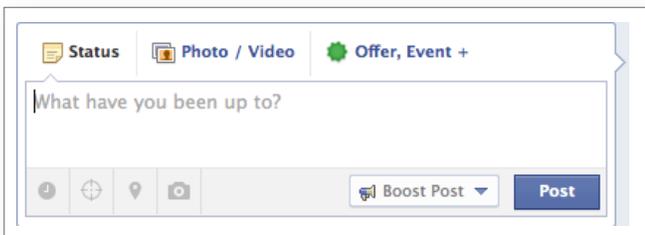
1. Timeline cover photo (851 x 315 pixels)

This large image will be used to headline your page and should represent the brand message you want to communicate to your users.



2. Timeline

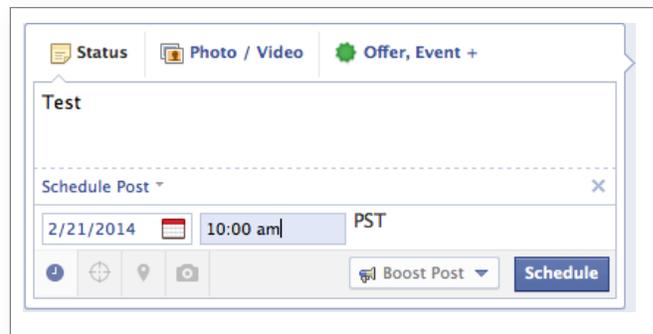
- a. You can use Facebook’s timeline feature to tell your organization’s story through status updates, key milestones, photos, statistics, etc.
- b. To have these moments shared on your Facebook page, select “Status,” “Photo/Video” or “Event/Milestone.”
 - Select “Status” to enter text.
 - Selecting “Photo/Video” allows you to upload and share photos or videos by themselves or with text.
 - The “Event/Milestone” option allows you to fill out the information that is provided. Uploading photos, if you have them, can help increase audience engagement.



3. How to schedule post(s)

You can prepare a Facebook post and schedule it to appear later by adding a date and time in the future before you post it. You can schedule posts up to 6 months in advance, with time options displayed in 5-minute intervals.

- a. Choose the type of post you want to add to your page (Status, Photo/Video, Event/Milestone) and fill in content.
- b. Click the icon in the lower-left of the sharing tool.
- c. Choose the future year, month, day, hour and minute when you’d like your post to appear. If you do not select a date, it will post immediately.
- d. Click “Schedule.” All times correspond to the current time zone you’re in.



How to Manage Other People’s Posts on Your Facebook Page

Posts by others can be turned off or on. To manage posts by others, follow these steps:

- 1. At the top of the page, click on “Edit Page” and select “Edit Settings.”
- 2. Within “Edit Settings” the page administrator can manage the page/posts visibility by checking the options under “Posting Ability” and “Page Visibility.”



If you allow others to make comments, the comments will be viewable in a right-hand column titled “Recent Posts by Others.” Here you can read other’s posts, comment on the posts and “like” posts people have shared on your organization’s page. You also have the ability to hide comments/posts from fans if you find the content is irrelevant to your organization or inappropriate in nature.

To Hide Posts by Others Follow These Steps

1. Click on the “X” mark in the right-hand corner of a post to hide a comment/post or select either the “Delete” or “Report/Mark as Spam.”
2. At your discretion, you can report the comment/post to Facebook if you find it to be abusive, vulgar or disrespectful. After filling out the report, Facebook will take care of the matter by taking appropriate measures and investigating the situation.



How Often to Post Content

There are several differences to keep in mind when creating content for Facebook or other social mediums. When compared to Twitter, both platforms will display your content in follower/fan news feeds and will allow for interaction with your followers, fans and the general public.

Facebook, however, offers users the ability to create lengthier messages, and posts generally have a longer “shelf life” as users spend more time on Facebook than other social media sites. Posting on your Facebook page should be done consistently; once a day is recommended.

How to Set Up Your Mobile Device

You can download apps to your iPhone or Android devices. Facebook has a Facebook App (iPhone) so you can manage your Facebook page on your smartphone. For Android devices, you can find the Facebook app on the Google Play store.

iPhone

1. Go to the App Store and tap on the search option.
2. Type in “Facebook.”
3. Tap the “Free,” then “Install App”.
4. Enter your Apple ID Password (if you do not have one, you will need to set up an account on your iTunes app).
5. Wait for the app to appear on your phone once the download has been finalized.
6. Sign in.

Android

1. Go to Google Play “Android app” store.
2. Select “Apps.”
3. Search for Facebook.
4. Tap the “Free” button.
5. Accept all terms and conditions by selecting “OK.”
6. Sign in.

TOOLS AND RESOURCES

MUST-HAVES IN YOUR SOCIAL MEDIA TOOLBOX

GOOGLE ALERT

Set up different alerts for your county, surrounding cities, topical words, your organization and your suicide prevention and mental health partners. These alerts keep you informed of news and chatter in near real time, so you are always able to jump into any relevant conversations happening online and have the ability to share with your social media network. You can find Google Alerts online at www.google.com/alerts.

LINK SHORTENERS

There are free tools that mask URLs to be shorter and cleaner, but still lead to the same destination. This allows you to shorten long links, which is beneficial especially for platforms that limit characters, such as Twitter. Another benefit link shorteners provide is analytics and link tracking. Shorteners often track clicks from your link. They also break down clicks by referrers (sites, emails, etc.), browsers, countries and platforms. Try the following:

- **Google Shortener:** goo.gl
- **Tiny URL:** tinyurl.com
- **Bitly:** bitly.com

OTHER RESOURCES

- **CDC’s Guide to Writing for Social Media:** www.cdc.gov/socialmedia/tools/guidelines/pdf/guidetowritingforsocialmedia.pdf
- **CDC’s The Health Communicator’s Social Media Toolkit:** Offers an overview of different social media tools, tips for each and strategic planning worksheets to help organizations think through which social media platforms might work for their goals and audience: www.cdc.gov/socialmedia/tools/guidelines/pdf/socialmediatoolkit_bm.pdf
- **The Pew Research Center:** Offers data on social media use. Of special interest is the Pew Center’s Internet and American Life Project: www.pewinternet.org

- **The Suicide Prevention Resource Center (SPRC)** also has a number of archived webinars related to this topic: <http://www.sprc.org/training-institute/r2p-webinars>
 - **Using New Technologies for Youth Suicide Prevention:** This session from July 2012 gives an overview of how widespread mobile technologies have become and offers examples of how these new media can be harnessed for youth suicide prevention.
 - **Using New and Social Media for Suicide Intervention and Postvention:** This session from 2010 addresses the role new and social media can have in intervening with suicidal individuals, as well as in postvention activities, particularly identifying other young people who may be at risk.
 - **Using New and Social Media for Suicide Prevention:** This session offers strategies for strategically integrating new and social media into suicide prevention programs.
- **Know the Signs How to Use Social Media for Suicide Prevention Guide:** Funded by counties through the voter-approved Mental Health Services Act (Prop. 63), “Know the Signs” is a statewide suicide prevention social marketing campaign with the overall goal of preparing more Californians to prevent suicide by knowing the warning signs, finding the words to reach out to someone in crisis and reach out to local resources. The How to Use Social Media for Suicide Prevention Guide can be downloaded from the “Other Useful Resources” section of the Resource Center at www.YourVoiceCounts.org, an online forum to encourage a dialog about suicide prevention and sharing of resources.

As a user of the “It’s Up to Us” campaign strategy or brand, you are encouraged to connect with other users to support one another’s efforts and experiences. It is recommended that administrators provide strategic, messaging and technical assistance to others who have adopted this Facebook campaign.

- **Responding to a Cry for Help: Best Practices for Online**

Technologies provides recommendations for the development of policies and resources that decrease suicide risk amongst users of online technologies.

www.preventtheattempt.com

- **National Action Alliance for Suicide Prevention's Framework for Successful Messaging**

The Framework for Successful Messaging is a resource to help people messaging about suicide to develop messages that are strategic, safe, positive, and make use of relevant guidelines and best practices. <http://suicidepreventionmessaging.actionallianceforsuicideprevention.org/>

SAMPLE SCHEDULE AND POSTS BY CATEGORY

“It’s Up to Us” Social Media – Sample Monthly Schedule

DATE	MESSAGE	IMAGE	LINKS TO	TEAM MEMBER
2/1	By raising awareness and providing access to local resources, the It’s Up to Us campaign aims to inspire wellness, reduce stigma and prevent suicide. Follow us.	–	–	Johnny
2/2	Mental illnesses are medical conditions that disrupt a person’s thinking, feeling, mood, ability to relate to others and daily functions. Mental illnesses affect 1 in 4 adult San Diegans. Download mental illness fact sheets: http://goo.gl/kqglYQ	–	www.up2sd.org/learn/about-mental-health-and-mental-illness	Johnny
2/3	Choose to be kind.	FIG A	–	Lili
2/4	If you are struggling with deep emotional pain, remember, you are not alone. There is hope and help is available. Call the San Diego Access and Crisis line at (888) 724-7240 or link up for local resources: http://goo.gl/mrZ1J6	FIG B	www.up2sd.org/find-help/resources	Lili
2/5	10 useful tips for living a full, enjoyable life: http://goo.gl/amScOq	–	www.up2sd.org/learn/wellness	Johnny
2/6	Always believe in yourself!	FIG C	–	Lili
2/7	Recovery is possible and help is available. It’s Up to Us to make a difference in the lives of San Diegans experiencing mental health challenges by offering support and providing opportunities. Please share! www.up2sd.org	–	–	Lili
2/8	Myth: There’s no hope for people with mental illnesses. Fact: There are more treatments, strategies, and community supports than ever before, and even more are on the horizon. People with mental illnesses lead active, productive lives.	–	–	Johnny



FIGURE A



FIGURE B



FIGURE C

“It’s Up to Us” Social Media – Sample Monthly Schedule

DATE	MESSAGE	IMAGE	LINKS TO	TEAM MEMBER
2/9	“Believe in yourself and all that you are. Know that there is something inside you that is greater than any obstacle.” – Christian D. Larson	FIG D	–	Johnny
2/10	Make a pledge to end the stigma associated with mental illness. #EachMindMatters #StompOutStigma Click here: http://goo.gl/DsVBQ0	–	www.eachmindmatters.org/join-the-movement/	Johnny
2/11	Too many people undervalue what they are, and overvalue what they're not.	–	–	Lili
2/12	The warning signs of emotional pain or suicidal thoughts aren't always obvious. Learn what to look for here: http://goo.gl/X6YfdL	–	www.up2sd.org/know-the-signs	Lili
2/13	–	FIG E	–	Johnny
2/14	Link up and learn more about good mental health: http://goo.gl/x5jFO4	FIG F	www.up2sd.org/find-help	Johnny
2/15	Character is how you treat those who can do nothing.	FIG G	–	Johnny
2/16	Reach out to an older adult in your life. Take the time to check in to ensure that person is emotionally well. Find local resources in the San Diego area: http://goo.gl/a6K43r	–	www.up2sd.org/find-help/resources/resources-for-older-adults	Lili

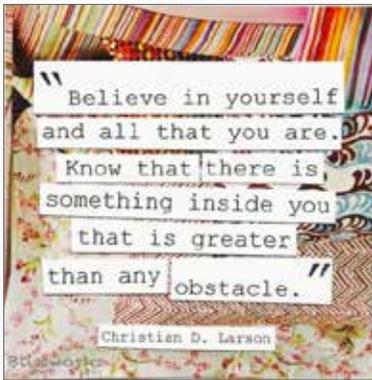


FIGURE D

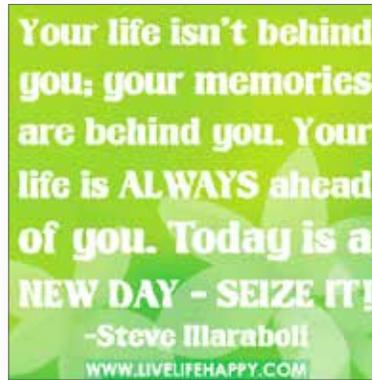


FIGURE E

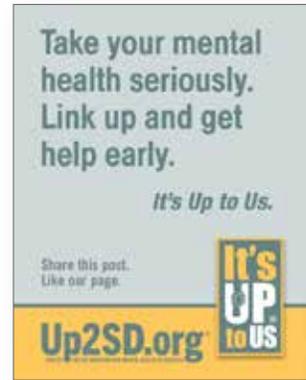


FIGURE F

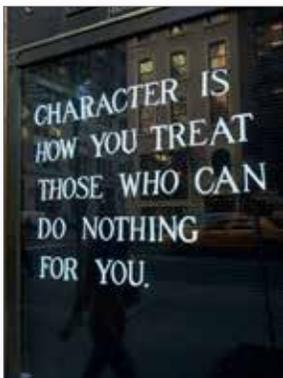


FIGURE G

“It’s Up to Us” Social Media – Sample Monthly Schedule

DATE	MESSAGE	IMAGE	LINKS TO	TEAM MEMBER
2/17	Learning about suicide prevention helps us take action before a crisis occurs. If you are concerned about someone, link up so you know what to look for, what to do and where to find local resources. www.up2sd.org	–	–	Lili
2/18	“If you change the way you look at things, the things you look at change.” –Wayne Dyer	FIG H	–	Johnny
2/19	Making a decision to ask for help while struggling with a mental or emotional challenge isn’t always easy. Many people hope the problem will simply go away on its own. They may think that asking for help is a sign of weakness. The truth is that recognizing a problem and seeking help is a sign of strength and courage, and it’s the first and most important step on the road to recovery. Help yourself. Help a loved one, a family member, a friend. Find help now: http://goo.gl/tVr480	–	www.up2sd.org/find-help/find-help-now	Lili
2/20	You are stronger than you think!	FIG I	–	Johnny
2/21	“Talking about mental health problems should be as easy as talking about physical health problems – you wouldn’t be ashamed or scared to tell someone you were ill would you? Being open about mental health goes a long way to breaking down the stigma. It’s time to talk, it’s time to Change.” – Davina McCall, Celebrity	–	–	Johnny



FIGURE H

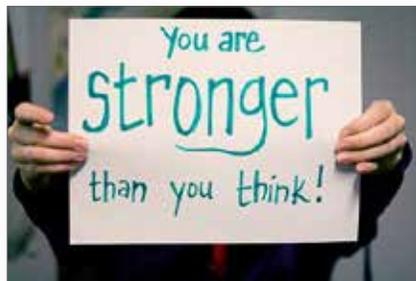


FIGURE I

“It’s Up to Us” Social Media – Sample Monthly Schedule

DATE	MESSAGE	IMAGE	LINKS TO	TEAM MEMBER
2/22	Laugh as much as possible. :)	FIG J	–	Lili
2/23	If you are concerned that a friend or family member is struggling with depression, anxiety or another mental disorder, the best thing you can do is speak up. Dealing with mental illness can be lonely, isolating and frightening – so let them know that they are not alone. - It's Up to Us	–	–	Johnny
2/24	Pain isn't always obvious. Find the words to reach out. Link up to learn how to start the conversation. http://bit.ly/180Jwxo	FIG K	www.up2sd.org/know-the-signs	Lili
2/25	“May your choices reflect your hopes, not your fears.” – Nelson Mandela	FIG L	–	Lili
2/26	Mental illness can affect anyone. Read up to recognize the signs. http://goo.gl/pnjvf8	FIG M	http://up2sd.org/learn/about-mental-health-and-mental-illness	Lili
2/27	Never give up. There is always a way through any challenge. Link up for mental health resources: http://bit.ly/1gcLtrN	FIG N	www.up2sd.org/find-help/resources/mental-health-local-resources	Johnny
2/28	The stereotypes end when you get to know the person. Open up and change your perceptions of mental illness. #ItsUptoUs	FIG O	–	Johnny



FIGURE J

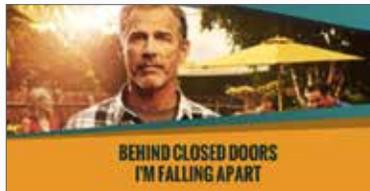


FIGURE K

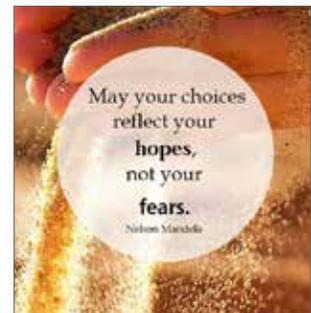


FIGURE L



FIGURE M



FIGURE N

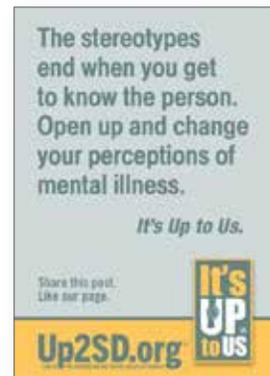


FIGURE O

Campaign-Specific Posts

Promotes core campaign messages and links to campaign website.

MESSAGE	LINKS TO	IMAGE
People from all walks of life are affected by mental health challenges regardless of age, race, income, religion or education. Mental illness does not discriminate. Help is available. Link up for local resources at: http://goo.gl/58cbq8	www.up2sd.org	–
Link up for resources and learn about the importance of good mental health. Visit: http://goo.gl/58cbq8	www.up2sd.org	FIG A
Talk with friends and family about the importance of reducing the stigma surrounding mental illness. Together we can make a difference. Go to http://goo.gl/58cbq8 for more information.	www.up2sd.org	–
Recognizing the symptoms of mental illness is the first step to a healthy future. Link up for a list of symptoms: http://goo.gl/j6HQJ	www.up2sd.org/learn/recognizing-symptoms	–
If you are concerned about a loved one who might be experiencing a mental health challenge, help is available. Reach out and offer to get help together. To learn more about local resources, where to get help or how to help others, visit: http://goo.gl/58cbq8 - It's Up to Us, San Diego.	www.up2sd.org	–
If you or someone close to you is experiencing symptoms of a mental health challenge, it's time to read up, listen up and reach out. Learn how you can help: http://goo.gl/czE4z	www.up2sd.org/learn/about-mental-health-and-mental-illness	–
It's Up to Us to battle the stigma surrounding mental illness. Stand up for those in need and have the courage to reach out and ask for help. http://goo.gl/58cbq8	www.up2sd.org	–
Learning about suicide prevention helps us take action before a crisis occurs. If you are concerned about someone, link up so you know what to look for, what to do and where to find local resources. http://goo.gl/58cbq8	www.up2sd.org	–
One in four adults faces a mental health challenge, and many more friends and family members are affected by them. Together, we can make a difference. #StompOutStigma #ItsUptoUs http://goo.gl/nbc4k4	www.up2sd.org/learn	–
#SuicidePreventionWeek #NotOnMyWatch #ItsUptoUs http://goo.gl/H42RYz	www.up2sd.org/know-the-signs	FIG B
There are many ways to help your friend or family member who is experiencing a mental health challenge. Don't be afraid to speak up and start the conversation. Click here for support advice and a few specific ideas to start the conversation. http://goo.gl/S0cojR	www.up2sd.org/help-others/support-advice	FIG C

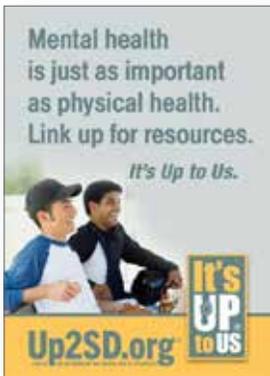


FIGURE A

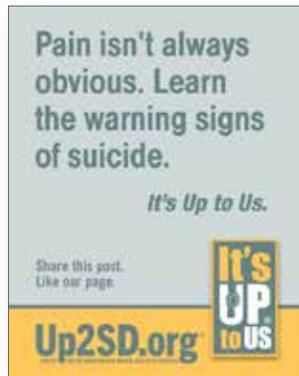


FIGURE B



FIGURE C

Photos and images found on the internet can be shared as long as they are not used to sell a product or for profit.

Campaign-Specific Posts <i>Promotes core campaign messages and links to campaign website.</i>		
MESSAGE	LINKS TO	IMAGE
The stereotypes end when you get to know the person. Open up and change your perceptions of mental illness. #ItsUptoUs	–	FIG D
This year, take care of yourself and make your mental health a priority. It's just as important as your physical well-being. If you have concerns, talk to your doctor or link up for resources. http://goo.gl/00JJPx	www.up2sd.org/find-help/resources/mental-health-local-resources	–
Mental wellness is a key component of healthy living. Take your mental health seriously. If you have concerns, get help early. Link up for information and resources. http://goo.gl/58cbq8	www.up2sd.org	–
Depression can get better with help. Learn more and talk to your doctor. For local San Diego resources, visit: http://goo.gl/58cbq8	www.up2sd.org	–
Children's emotional and behavioral problems are real, common and treatable. Click here for a list of signs that may indicate the need for professional help: http://goo.gl/LYuEs	www.up2sd.org/help-others/help-your-child	–
Revered veteran and police officer experiences PTSD and transitional depression. He reaches out for support and is now supporting others. Watch his story: http://goo.gl/SyzSt	www.youtube.com/watch?v=qtgly95ab9q&feature=youtu.be	–
Read up on signs and symptoms of mental illness. Reach out to loved ones you are concerned about to let them know you care. http://goo.gl/OPbqBo	www.up2sd.org/learn/about-mental-health-and-mental-illness	–
Pain isn't always obvious. Know the signs. Suicide is preventable. http://goo.gl/H42RYz	www.up2sd.org/know-the-signs	FIG E
People who are suicidal often say or do things that are signals of their intentions. Talking to them about suicide does not cause it to happen or plant the idea. Communicating your concern and offering to find help together could save a life. http://goo.gl/tz2Gd6	www.up2sd.org/learn/about-suicide-prevention	–
Mental health challenges often emerge in the late teens or early 20s. If you think that someone in your life may be struggling with depression, anxiety or another mental disorder, speak up. Here are some tips to help a friend. http://goo.gl/WgiZ71	www.up2sd.org/yourlife/help-others/tips-to-help-a-friend	–
It's Suicide Prevention Week. Link up for resources, reach out and support others. #NotOnMyWatch #ItsUptoUs #SuicidePrevention http://goo.gl/H42RYz	www.up2sd.org/know-the-signs	FIG F

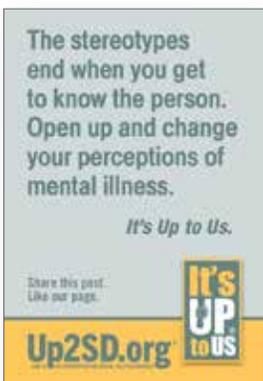


FIGURE D

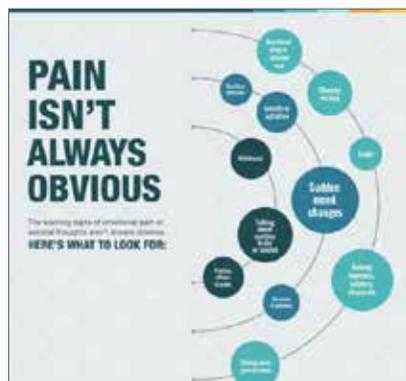


FIGURE E

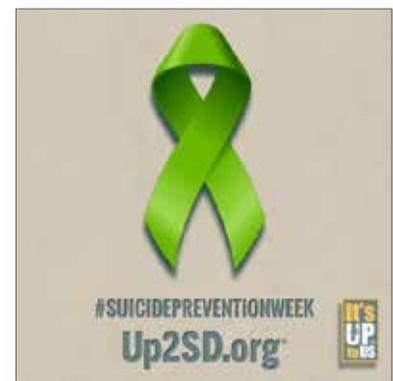


FIGURE F

Photos and images found on the internet can be shared as long as they are not used to sell a product or for profit.

Suicide Prevention and Mental Health Posts

Uses safe messaging and promotes awareness, education, help-seeking and supportive behaviors.

MESSAGE	LINKS TO	IMAGE
Stay positive. Learn to avoid negative thought patterns and focus on feeling grateful for the positive things in your life.	-	-
If you or someone you care about needs to speak to someone or is in crisis and needs immediate help, call the Access & Crisis Line at (888) 724-7240. Trained and experienced counselors are available 24 hours a day, 7 days a week to help you. You don't have to suffer in silence, make the FREE call, #ItsUptoUs – San Diego.	-	-
Read up and learn more about how you can talk openly about mental health issues, encourage others to find professional help and walk with your friend or loved one on the road to recovery.	-	-
Myth: People with mental illnesses cannot tolerate the stress of holding down a job. Fact: In essence, all jobs are stressful to some extent. Productivity is maximized when there is a good match between the employee's needs and working conditions, whether or not the individual has mental health needs.	-	-
Benefits of meditation.	-	FIG A
If you know someone experiencing tough times, just remember...	-	FIG B
"Mental illness is nothing to be ashamed of, but stigma and bias shame us all." – Bill Clinton. #StompOutStigma #MentalHealth #ItsUptoUs	-	FIG C



FIGURE A

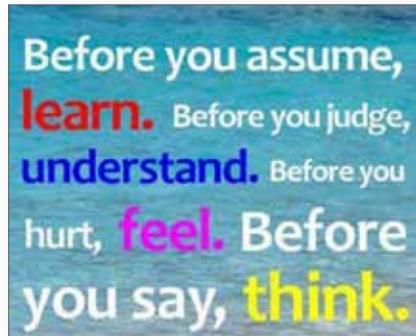


FIGURE B

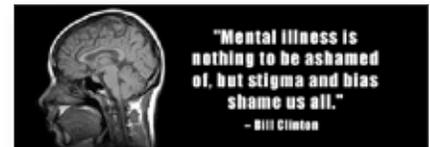


FIGURE C

Photos and images found on the internet can be shared as long as they are not used to sell a product or for profit.

Suicide Prevention and Mental Health Posts

Uses safe messaging and promotes awareness, education, help-seeking and supportive behaviors.

MESSAGE	LINKS TO	IMAGE
Do you have friends or family experiencing a mental health challenge or going through tough times? Remember to lift them up.	-	FIG D
Bruce Springsteen, revered American musician, suffered from depression during the peak of his career, but sought help and is now at peace with himself. http://goo.gl/bcQZ1	www.forbes.com/sites/melaniehaiken/2012/07/25/bruce-springsteen-discusses-clinical-depression-and-gives-the-rest-of-us-permission-to-discuss-depression-too/	-
Get ready for suicide prevention awareness week. Talk to your loved ones about their lives and futures.	-	-
About 11–20%, or 11–20 out of 100, Iraq or Afghanistan veterans experience post-traumatic stress disorder (PTSD). Know the signs and find help with a friend and family member in need. Find local resources here: http://goo.gl/2c23E	www.up2sd.org/know-the-signs	-



FIGURE D

Local Resources, Events and Organization Posts

Promotes community resources and relevant ways to get involved.

MESSAGE	LINKS TO	IMAGE
Courage to Call is a veteran-run, peer-to-peer support program in San Diego County providing free and confidential services to active and former military members, reservists, National Guardsmen and their families. The program connects callers to resources to reduce stress and improve overall mental health. For more information, call: 2-1-1.	-	FIG A
Looking for a fun, free and fabulous family activity in your neighborhood? @Summer Movies in the Park is a perfect chance to relax and enjoy a safe and special night under the stars. Movies start this Saturday at dusk at multiple locations. Find out what movie will be playing near you: http://goo.gl/jeNZs .	www.summermoviesinthepark.com	FIG B
Register for a mental health first aid certification course with @Mental Health America, San Diego. The certification course is designed to help communities better understand mental illness, respond to psychiatric emergencies and build mental health literacy. Get registration information here: http://goo.gl/pwsjWp	www.mhasd.org/content/mental-health-first-aid-1	-
Survivors of Suicide Loss provides self-help support groups for those who have lost family, friends or a loved one through suicide. Meetings are held each month throughout San Diego County for both adults and teens. To participate or get involved, visit: http://goo.gl/fw9EX7	www.soslsd.org	-
Help raise awareness for suicide prevention, or honor someone you've lost. Join @AFSP Out of the Darkness walk next Saturday, October 19 at the Embarcadero. To sign up and get more info, visit: http://goo.gl/XPzs90	www.afsp.org/local-chapters/find-your-local-chapter/afsp-san-diego/out-of-the-darkness-community-walks	-
Did you know that crisis lines are there for helpers too? If you are concerned about a loved one and don't know what to do, they can help. Call the San Diego Access and Crisis Line at: (888) 724-7240.	-	FIG C



FIGURE A



FIGURE B



FIGURE C

Photos and images found on the internet can be shared as long as they are not used to sell a product or for profit.

Local Resources, Events and Organization Posts

Promotes community resources and relevant ways to get involved.

MESSAGE	LINKS TO	IMAGE
If you or someone you care about needs to speak to someone or is in crisis and needs immediate help, call the Access & Crisis Line at (888) 724-7240. Trained and experienced counselors are available 24 hours a day, 7 days a week to help you. You don't have to suffer in silence, make the FREE call. #ItsUptoUs, San Diego	-	-
Walk in honor of a loved one, or to help raise awareness for suicide prevention. Join Save a Life San Diego Community Walk next Sunday, November 10 at Balboa Park. http://goo.gl/ZuBHbS	www.savealifewalk.kintera.org/faf/home/default.asp?ievent=1068810	FIG D
Sign up for a FREE QPR training. QPR: Question, Persuade, Refer will teach you how to recognize warning signs, what questions to ask, and how to offer hope and help to someone in suicidal crisis. Learn this emergency intervention and help save a life! http://goo.gl/L8SVcw	www.up2sd.org/learn/about-suicide-prevention	-
Need to talk to someone? Chat with a counselor today! Live chat services are now available Monday–Friday 4pm-10pm. Receive FREE confidential support, crisis intervention and suicide prevention as well as referrals for mental health and drug and alcohol needs. Visit: www.optumhealthsandiego.com or www.Up2SD.org	-	-
Aging & Independence Services offers a number of programs that foster healthy living through education, good nutrition and exercise. Find the right program for an older adult in your life by calling: (800) 510-2020.	-	-
NAMI San Diego is a local non-profit organization that provides free education, support services and advocacy to improve the quality of life of everyone affected by mental illnesses. For information or to get involved, visit http://goo.gl/DNGzZ3	www.namisandiego.org	-



FIGURE D

National and Statewide Resource Posts

Promotes non-local resources

MESSAGE	LINKS TO	IMAGE
This week is California's 8th Annual Mental Health No Stigma Week. Share the word and #StompOutStigma.	-	FIG A
Have you seen the great documentary "A New State of Mind: Ending the #Stigma of Mental illness?" #mentalhealth #stompoutstigma #suicideprevention Watch it here: http://goo.gl/JePN25	www.eachmindmatters.org/great-minds-gallery/view-the-film	-
Are you struggling with difficult thoughts and feelings? You aren't alone! Connect with others who know what you're going through and can offer support. Visit: http://goo.gl/TUr5XF	www.reachout.com	-
Fight stigma and promote awareness, compassion and acceptance. Make a change by visiting: http://goo.gl/55Jdl5	www.speakourminds.org	-
Join the American Foundation for Suicide Prevention – San Diego to find out how you can support local and national suicide prevention efforts! Meeting is tomorrow evening at 6pm. More details here: http://goo.gl/FbEhHf	www.facebook.com/events/402863239794459	-
Pain isn't always obvious, but most suicidal people show some signs that they are thinking about suicide. If you are concerned about someone, step in and speak up. #suicideprevention Know the signs: http://goo.gl/X6YfdL	www.up2sd.org/know-the-signs	-
Even with friends and family around, someone experiencing emotional pain or suicidal thoughts can feel isolated. Know the signs, find the words and reach out. http://goo.gl/NZ5IHS	www.suicideispreventable.org	-
The Trevor Project is a national organization providing crisis intervention and suicide prevention services to LGBTQ youth and young adults, ages 13–24. Services are provided over the phone, online and via text. For more info, visit: http://goo.gl/TS31wh	www.thetrevorproject.org	-



FIGURE A

Inspirational and Motivational Posts

Promotes a healthy state of mind.

Today you are **YOU**,
that is **TRUER** than true.
There is **NO ONE** alive
who is **YOUER** than **YOU!**
~Dr. Seuss

*sometimes
good things
fall apart so
better things
can fall
together*

Marilyn Monroe

When you judge another,
you do not define them,
you define yourself.

THERE
ARE
FAR
BETTER
THINGS
AHEAD
THAN
ANY
WE
LEAVE
BEHIND

—C.S. Lewis

PEOPLE OF THE SECOND CHANCE.
POTSDOM.

“Trade your expectation for
appreciation and the world
changes instantly.”

— TONY ROBBINS —

TAKE A DEEP BREATH.
IT'S JUST A BAD DAY,
NOT A BAD LIFE.

STAYPOSITIVE.WE

STOP
hating yourself
for everything
you aren't. **START**
loving yourself
for everything
that you are.

EVERY DAY IS
A NEW BEGINNING,
TAKE A DEEP BREATH
AND START AGAIN.

“Be a rainbow
in someone
else's cloud.”

—MAYA ANGELOU

Inspirational and Motivational Posts

Promotes a healthy state of mind.



If you're in a storm, allow it to pass.



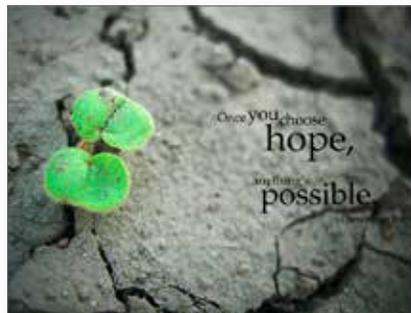
It's okay not to be perfect. Love yourself for who you are.



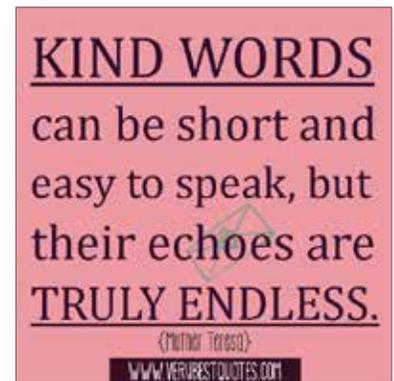
Open your heart and your mind.



Take what you need and pay it forward.



Choose hope.



Share some kind words with a stranger today!

FACEBOOK GLOSSARY OF TERMS

For a more complete list, visit: www.facebook.com/help/www/219443701509174/

Block: You can block someone to unfriend them and prevent them from starting conversations with you or seeing things you post on your timeline (on a personal page only).

Chat: Chat is a feature that lets you send instant messages to online friends (on a personal page only).

Fan: A person who “likes” a particular page and has chosen to follow that business, through reading that organization’s posts.

Follow: Follow is a way to hear from people you’re interested in, even if you’re not friends. The “Follow” button is also a way to fine-tune your news feed to get the types of updates you want to see.

Friend: Friends are people you connect and share with on Facebook (on a personal page only).

Like: Clicking “like” is a way to give positive feedback and connect with things you care about.

Link: You can share a link from the web on Facebook.

Messages: Your messages and messages inbox house your ongoing conversations with people on Facebook.

News Feed: Your news feed is an ongoing list of updates on your homepage that shows you what’s new with the friends and pages you follow.

Notifications: Notifications are email, onsite or mobile updates about activity on Facebook.

Page: Pages allow businesses, brands and celebrities to connect with people on Facebook. Administrators can post information and news feed updates to people who like their pages.

Photos: Photos is a feature that lets you share images and tag the people in them.

Profile: On Facebook, your profile is your timeline.

Profile Picture: Your profile picture is the main photo of you on your timeline. Your profile picture appears as a thumbnail next to your comments and any other activity on Facebook.

Spam: Spam can involve contacting people with unwanted content or requests. This includes sending bulk messages, excessively posting links or images to people’s timelines and sending friend requests to people you don’t know personally. Spamming is a violation of Facebook’s community standards.

Tagging: A tag links a person, page or place to something you post, such as a status update or a photo. For example, you can tag a photo to say who’s in the photo or post a status update and say who you’re with.

Timeline: Your timeline is your collection of the photos, stories and experiences that tell your story.

Wall: Your wall is the space on your timeline where you and your followers can post and share.

APPENDICES

APPENDIX I: CAMPAIGN IMPLEMENTATION AND EARLY RESULTS

The “It’s Up to Us” media campaign was implemented in phases and launched in June 2010 with a targeted media and outreach effort to inform primary care providers about the campaign. Medical professionals were directed to a website with screening tools, information about diagnosis and treatment, available trainings and local resources. Throughout the campaign, one-hour suicide prevention trainings were offered to federally qualified health centers.

A few months later, the general market campaign launched with help seeking, whole-self wellness and stigma reduction messaging. Suicide prevention messaging was introduced about 12 months into the campaign and adopted a two-pronged approach. The general public was reached with messaging about warning signs and help seeking through the “It’s Up to Us” brand. The high-risk population of middle-aged white men – which accounted for more than 50% of all suicide deaths in the County of San Diego – were targeted through a micro-campaign entitled “Tough Times SD,” and with messaging specific to men and their helpers.

With a goal of reaching all of the residents in the County of San Diego with messaging relevant for an ethnically diverse community, well-developed media strategies were imperative. Priority populations included general market adults and the Hispanic market, with additional considerations for populations such as older adults and transition age youth (ages 18–24).

A strategic media plan was put into motion to maximize impressions and effectively reach campaign targets. Tactics included broadcast (TV, cable, radio), print, online ads, outdoor (billboards, bus shelters, buses) and cinema commercials (ads on movie screens), as well as social media.

In addition to mass media reaching the general public, targeted media strategies and outreach included print advertisements reaching veterans, African Americans and college students; a quarterly community newsletter in English and Spanish distributed to over 500 locations throughout the county; and a wide range of materials to support outreach, such as calendars, magnets, tent cards and banner displays. Narrowcasting – which places educational materials in community venues within neighborhoods frequented by a specific audience – was implemented to reach Filipino, Vietnamese and older adult community members. A second wave of targeted narrowcasting focused on local community colleges and universities as well as select zip codes showing the highest rates of suicides. Throughout this process, the campaign team collaborated with San Diego mental health and suicide prevention organizations to maintain alignment, support of local efforts and identify appropriate resources.

To complement targeted efforts, the following campaign website and microsites were developed:

- www.Up2SD.org – Main campaign website
- www.Up2SD.org/nosotros – Microsite created for the Hispanic community
- www.Up2SD.org/yourlife – Microsite created for transition age youth
- www.ToughTimesSD.org – Microsite created for men
- www.MDhelpSD.org – Microsite created for medical professionals

Between September 2010 and December 2013, there were over 240,000 visitors to the “It’s Up to Us” websites with an average of 4,000–5,000 unique visitors each month. Additionally, the local San Diego Access and Crisis Line has received a steady increase in call volume since the campaign launch.

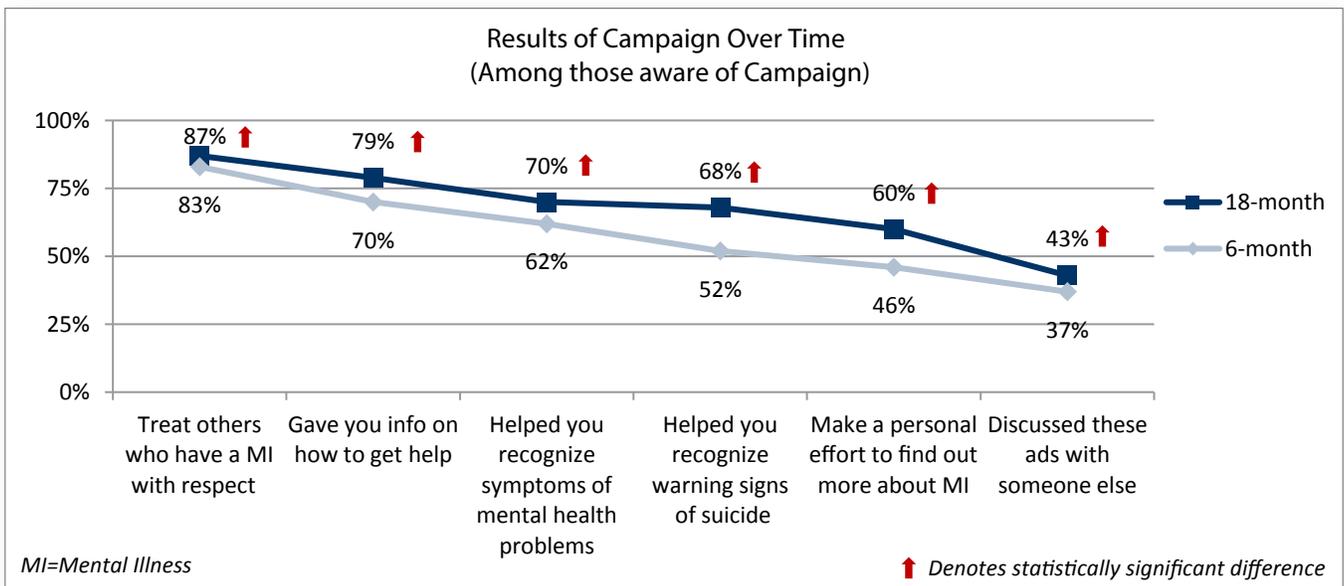
EARLY RESULTS

Findings from an 18-month follow-up study showed noteworthy changes (compared to the baseline study) in knowledge and behavior in San Diegans that recognized the “It’s Up to Us” campaign ads.

As of March 2012, 18 months after the launch of the “It’s Up to Us” ad campaign, 88% of County of San Diego residents were aware of at least one message or ad pertaining to the campaign. Among those familiar with the campaign ads, 43% had discussed them with someone else at least once; 70% agreed that the ads or messages helped them recognize symptoms of mental health problems; 67% agreed that their community has resources available that are easy to access; and 57% indicated that they would be able to recognize the warning signs of suicide in other people (compared with 47% among those who had not seen any ads).⁸

The chart below compares the differences between the 6-month campaign study and the 18-month study among those who were aware of the campaign. The 18-month study shows that San Diego residents were significantly more likely to: treat others who have a mental illness with respect, know how to get help, recognize symptoms of mental health challenges and warning signs of suicide, learn more about mental health and talk about it with others.⁸

Early signs of success for the “It’s Up to Us” campaign prompted a second and neighboring county to adopt the campaign. The County of Riverside continued with the same data-driven and evidence-based practices, but modified materials to reflect its own unique brand and to best represent its population of residents. A similar research process was conducted to inform the Riverside campaign strategy and messaging. The foundation of the campaign and creative application remained consistent, which made customization easy and allowed for swift and cost-efficient implementation.



APPENDIX II: SAFE AND EFFECTIVE MESSAGING FOR SUICIDE PREVENTION

<http://www.sprc.org/sites/sprc.org/files/library/SafeMessagingrevised.pdf>



Safe and Effective Messaging for Suicide Prevention

This document offers evidence-based recommendations for creating safe and effective messages to raise public awareness that suicide is a serious and preventable public health problem. The following list of “Do’s” and “Don’ts” should be used to assess the appropriateness and safety of message content in suicide awareness campaigns. Recommendations are based upon the best available knowledge about messaging.^{1,2,3} They apply not only to awareness campaigns, such as those conducted through Public Service Announcements (PSAs), but to most types of educational and training efforts intended for the general public.

These recommendations address message content, but not the equally important aspects of planning, developing, testing, and disseminating messages. While engaged in these processes, one should seek to tailor messages to address the specific needs and help-seeking patterns of the target audience. For example, since youth are likely to seek help for emotional problems from the Internet, a public awareness campaign for youth might include Internet-based resources.⁴

The Do’s—Practices that may be helpful in public awareness campaigns:

- **Do emphasize help-seeking and provide information on finding help.** When recommending mental health treatment, provide concrete steps for finding help. Inform people that help is available through the National Suicide Prevention Lifeline (1-800-273-TALK [8255]) and through established local service providers and crisis centers.
- **Do emphasize prevention.** Reinforce the fact that there are preventative actions individuals can take if they are having thoughts of suicide or know others who are or might be. Emphasize that suicides are preventable and should be prevented to the extent possible.⁵
- **Do list the warning signs, as well as risk and protective factors of suicide.** Teach people how to tell if they or someone they know may be thinking of harming themselves. Include lists of warning signs, such as those developed through a consensus process led by the [American Association of Suicidology \(AAS\)](#).⁶ Messages should also identify protective factors that reduce the likelihood of suicide and risk factors that heighten risk of suicide. Risk and protective factors are listed on pages 35-36 of the [National Strategy for Suicide Prevention](#).
- **Do highlight effective treatments for underlying mental health problems.** Over 90 percent of those who die by suicide suffer from a significant psychiatric illness, substance abuse disorder or both at the time of their death.⁷⁻⁸ The impact of mental illness and substance abuse as risk factors for suicide can be reduced by access to effective treatments and strengthened social support in an understanding community.⁹

The Don’ts—Practices that may be problematic in public awareness campaigns:

- **Don’t glorify or romanticize suicide or people who have died by suicide.** Vulnerable people, especially young people, may identify with the attention and sympathy garnered by someone who has died by suicide.¹⁰ They should not be held up as role models.
- **Don’t normalize suicide by presenting it as a common event.** Although significant numbers of people attempt suicide, it is important not to present the data in a way that makes suicide seem common, normal or acceptable. Most people do not seriously consider suicide an option; therefore, suicidal ideation is not normal. Most individuals, and most youth, who seriously

Continued >>

Suicide Prevention Resource Center ♦ www.sprc.org ♦ 877-GET-SPRC (877-438-7772)
Education Development Center, Inc. ♦ 55 Chapel Street, Newton, MA 02458-1060

APPENDIX II: SAFE AND EFFECTIVE MESSAGING FOR SUICIDE PREVENTION

<http://www.sprc.org/sites/sprc.org/files/library/SafeMessagingrevised.pdf>

Safe and Effective Messaging for Suicide Prevention

- consider suicide do not overtly act on those thoughts, but find more constructive ways to resolve hem. Presenting suicide as common may unintentionally remove a protective bias against suicide in a community.¹¹
- **Don't present suicide as an inexplicable act or explain it as a result of stress only.** Presenting suicide as the inexplicable act of an otherwise healthy or high-achieving person may encourage identification with the victim.¹² Additionally, it misses the opportunity to inform audiences of both the complexity and preventability of suicide. The same applies to any explanation of suicide as the understandable response to an individual's stressful situation or to an individual's membership in a group encountering discrimination. Oversimplification of suicide in any of these ways can mislead people to believe that it is a normal response to fairly common life circumstances.¹³
- **Don't focus on personal details of people who have died by suicide.** Vulnerable individuals may identify with the personal details of someone who died by suicide, leading them to consider ending their lives in the same way.¹⁴
- **Don't present overly detailed descriptions of suicide victims or methods of suicide.** Research shows that pictures or detailed descriptions of how or where a person died by suicide can be a factor in vulnerable individuals imitating the act. Clinicians believe the danger is even greater if there is a detailed description of the method.¹⁵

Acknowledgment

SPRC thanks Madelyn Gould, PhD, MPH [Professor at Columbia University in the Division of Child and Adolescent Psychiatry (College of Physicians & Surgeons) and Department of Epidemiology (School of Public Health), and a Research Scientist at the New York State Psychiatric Institute] for her extensive contributions and guidance in drafting and editing this document.

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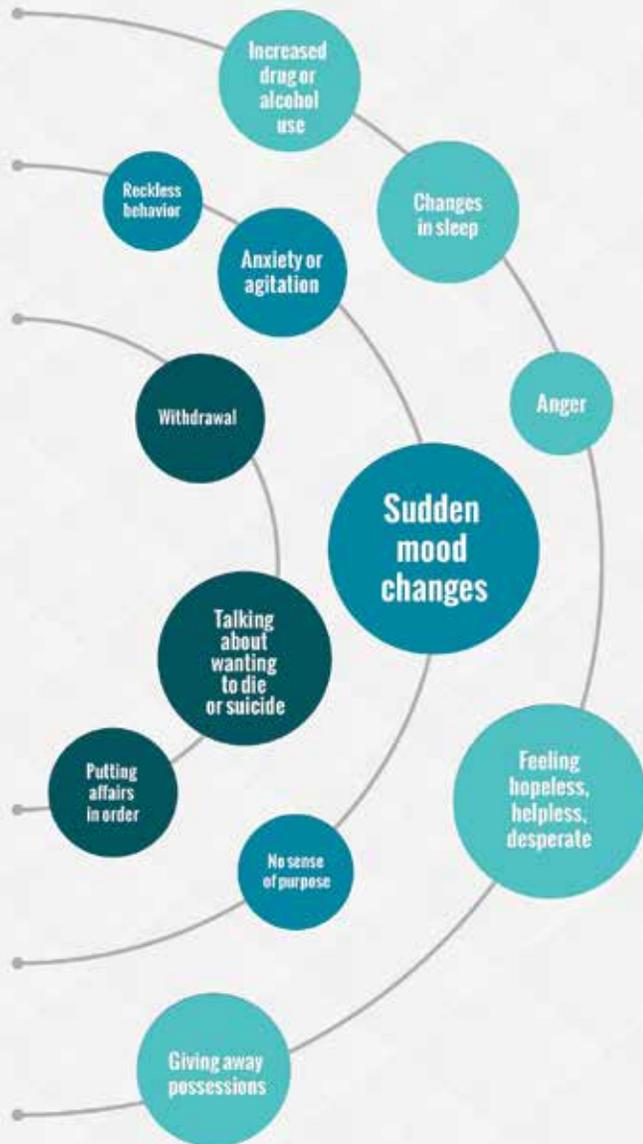
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**Suicide Prevention Resource Center ♦ www.sprc.org ♦ 877-GET-SPRC (877-438-7772)
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APPENDIX III: SUICIDE WARNING SIGNS

PAIN ISN'T ALWAYS OBVIOUS

The warning signs of emotional pain or suicidal thoughts aren't always obvious.
HERE'S WHAT TO LOOK FOR:



By recognizing the signs, finding the words to start a conversation and reaching out to local resources, you have the power to make a difference. The power to save a life.
Learn more at:

Up2SD.org[®]

Source: Know the Signs Campaign, funded by counties through the California Mental Health Services Authority.

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