

Pain Isn't Always Obvious



Suicide Is Preventable.org

# Know The Signs How to use and customize campaign materials in your county

January 15, 2013



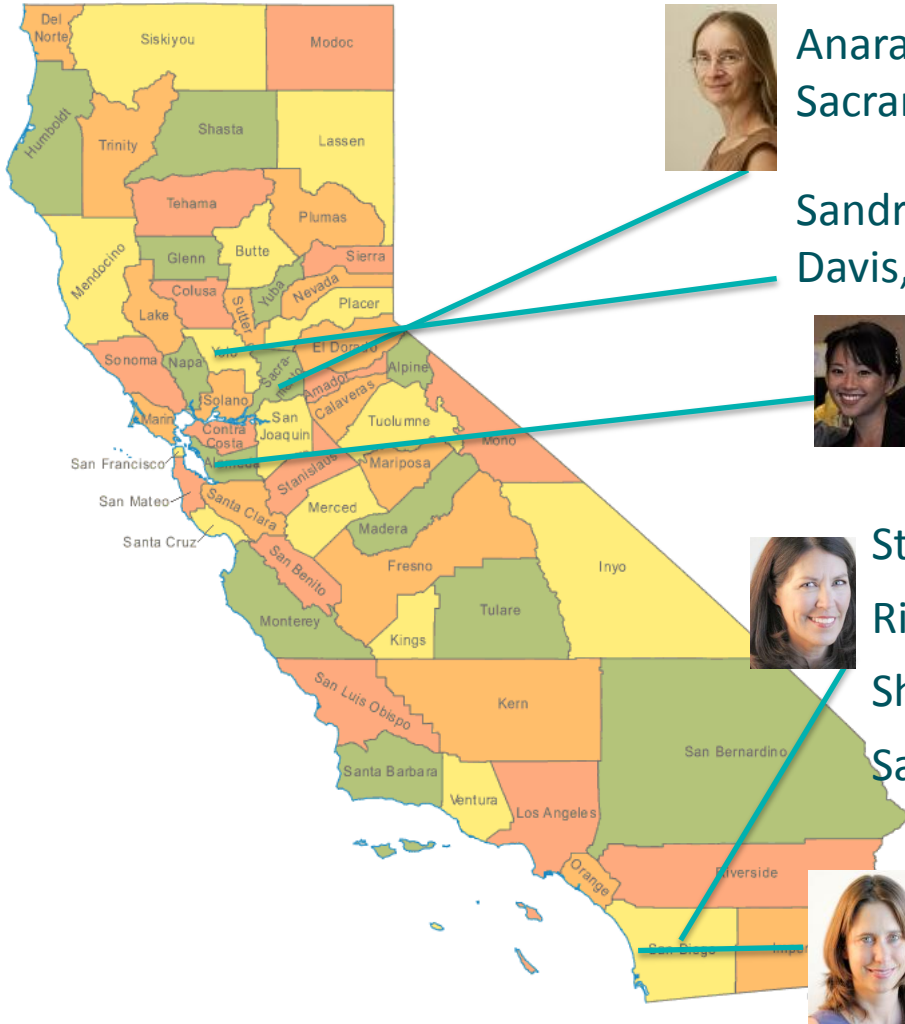
# Welcome!

- Please mute your line
- If you have a question, please type it into the “Questions” box or “raise your hand” by clicking the hand logo on your control panel



We will address questions at the end of each section of this presentation.

# (Some of the) *Know the Signs* team



Anara Guard, MLS, EDC  
Sacramento, CA



Sandra Black, MSW, EDC  
Davis, CA



Theresa Ly, MPH, EDC  
Emeryville, CA



Stacey Nelson Smith, AdEase, San Diego



Richelle Brown



Sherry LeCocq



Sarah Matley



Jana Sczersputowski and Stan Collins  
Your Social Marketer, San Diego, CA



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

# Agenda

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- I. Overview of available campaign materials, Q&A
- II. How to strategically integrate the materials into existing outreach and marketing efforts and examples from other counties, Q&A
- III. Step by step instructions about how to download and customize the materials, Q&A

# Campaign Goals

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- More people in California will recognize warning signs, confidently offer help and be able to connect at-risk individuals to resources
- More individuals with thoughts of suicide know of resources and are helped by others
- More news media know how and adhere to the recommendations for reporting on suicide

# I. Campaign Materials

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El Sufrimiento No Siempre Se Nota

**RECONOZCA  
LAS SEÑALES**

El Suicidio Es Prevenible

Pain Isn't Always Obvious

**KNOW  
THE SIGNS**

Suicide Is Preventable.org



# Print Ads

**— SURROUNDED BY —  
FRIENDS**

**NEVER FELT  
SO ALONE**

On the surface, a friend experiencing emotional pain or suicidal thoughts may seem OK. The warning signs — like isolation, depression or hopelessness — aren't always obvious. Knowing the signs is the first step toward being there for a friend in need. Visit [suicideispreventable.org](http://suicideispreventable.org) to recognize the signs, find the words and reach out. You have the power to make a difference. The power to save a life.

Pain Isn't Always Obvious  
**KNOW  
THE SIGNS**  
Suicide Is Preventable

In crisis call the National  
Suicide Prevention Lifeline  
**1.800.273.8255**

Learn the signs at [suicideispreventable.org](http://suicideispreventable.org)

**BEHIND  
closed doors  
I'M FALLING  
APART**

On the surface, a friend experiencing emotional pain or suicidal thoughts may seem OK. The warning signs — like isolation, depression or hopelessness — aren't always obvious. Knowing the signs is the first step toward being there for a friend in need. Visit [suicideispreventable.org](http://suicideispreventable.org) to recognize the signs, find the words and reach out. You have the power to make a difference. The power to save a life.

Pain Isn't Always Obvious  
**KNOW  
THE SIGNS**  
Suicide Is Preventable

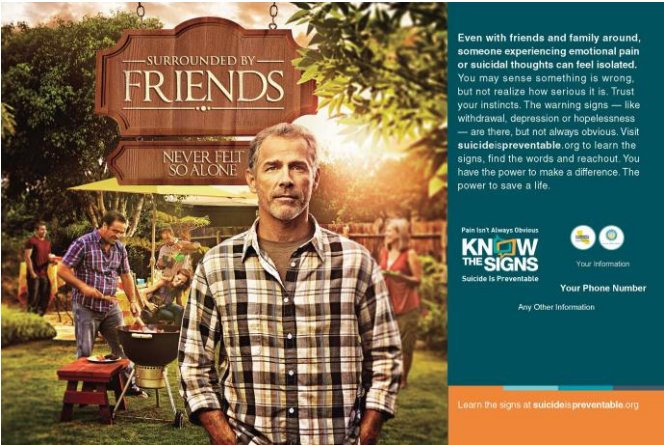
In crisis call the National  
Suicide Prevention Lifeline  
**1.800.273.8255**

Learn the signs at [suicideispreventable.org](http://suicideispreventable.org)

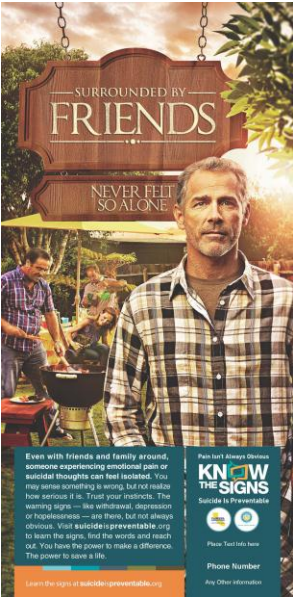
**Know the Signs >> Find the Words >> Reach Out**



# Print Ads



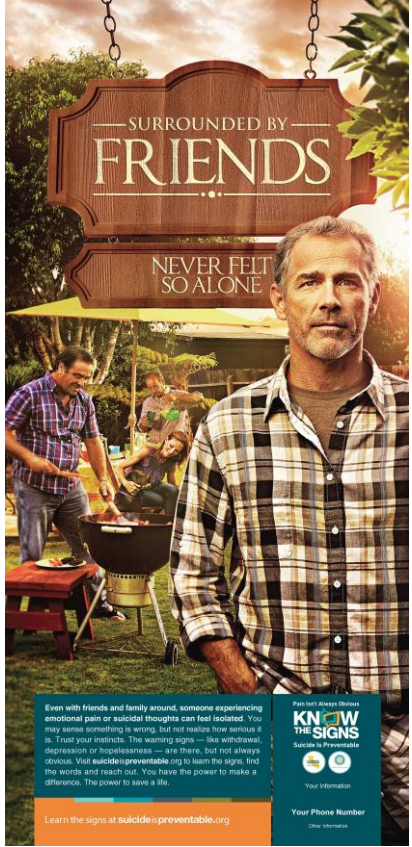
Half Page  
8x5.25



3 Column  
4.92x10



Full Page  
8x10.5



6 Column  
10x21

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



# Spanish Language





[www.elsuicidioseprevenible.org](http://www.elsuicidioseprevenible.org)

### RECONOZCA LAS SEÑALES

Las señales de advertencia del dolor emocional o de los pensamientos suicidas no siempre son obvias. El saber reconocer las señales es el primer paso para poder ayudar a un amigo o familiar que esté en peligro. Si usted siente que algo está mal, corra en su instituto y obtenga más información en [www.elsuicidioseprevenible.org](http://www.elsuicidioseprevenible.org)

**SEÑALES DE ADVERTENCIA**

<ul style="list-style-type: none"> <li>• Haber de querer morirse o suicidarse</li> <li>• Sentirse sin esperanza, desesperado o atrapado</li> <li>• Hacer planes</li> <li>• Tener un cambio en el estado</li> <li>• Comportamiento imprudente</li> <li>• Rabia o enojo</li> </ul>	<ul style="list-style-type: none"> <li>• Aumento en el consumo de drogas o alcohol</li> <li>• Aislarse de los demás</li> <li>• Ansiedad o agitación</li> <li>• Alteración en el sueño</li> <li>• Cambios repentinos de humor</li> <li>• Sentirse inútil</li> </ul>
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### ESCUCHE Y DIALOGUE

**¿Estás pensando en el suicidio?**

Hablar sobre el suicidio no es fácil para nuestras familias. Pero, escuchar con sinceridad y dialogar abiertamente con un ser querido que esté considerando el suicidio puede hacer toda la diferencia del mundo. Si está preocupado por alguien, no lo dude. Visite [www.elsuicidioseprevenible.org](http://www.elsuicidioseprevenible.org) para aprender cómo iniciar la conversación.

**HACE LA CONVERSACIÓN**  
Mencione las señales de advertencia que ha notado.

**PREGUNTE SOBRE EL SUICIDIO**  
¿Está pensando en el suicidio?

**ESCUCHE**  
Expresar su preocupación y tranquilizar a la persona.

### BUSQUE AYUDA

**BUSQUE AYUDA**

Si nota aunque sea una sola señal de advertencia, intereja o crisis, usted no está solo al ayudar a alguien que está en crisis. Para asistencia y acceso a recursos locales, visite: [www.elsuicidioseprevenible.org](http://www.elsuicidioseprevenible.org)

**EN UN MOMENTO DE CRISIS**


Si usted piensa que la persona podría suicidarse, no lo dude nada. Apéndice a encontrar ayuda. Llame al 911 para emergencias que amenazan la vida o para ayuda inmediata. Manténgase a la persona lejos de cosas que puedan hacerle daño, tales como armas de fuego, drogas o lugares altos. Llame a la Red Nacional para la Prevención del Suicidio al 1-888-628-9454

A menudo es difícil saber lo que sienten nuestros hijos. Y es más difícil aún hablarles sobre un tema tan duro como el suicidio. Pero el saber reconocer las señales de advertencia y qué hacer cuando un ser querido está en riesgo podrían hacer la diferencia entre un final feliz y una vida entera de arrepentimiento.

El Sufrimiento No Siempre Se Nota

## RECONOZCA LAS SEÑALES

El Suicidio Es Prevenible



En momentos de crisis llame a la Red Nacional de Prevención del Suicidio al **1.888.628.9454**

Aprenda a reconocer las señales. Visite [www.elsuicidioseprevenible.org](http://www.elsuicidioseprevenible.org)



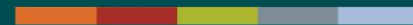
# Billboards



El Sufrimiento No Siempre Se Nota

**RECON****ZCA**  
**LAS SEÑALES**

El Suicidio Es Prevenible



Para mayor información visite:  
[www.elsuicidioesperenible.org](http://www.elsuicidioesperenible.org)



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

# Billboards

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**KNOW**  
**THE SIGNS** of suicide



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[suicideispreventable.org](https://suicideispreventable.org)

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

# Billboards

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**PAIN ISN'T  
ALWAYS OBVIOUS.**

Learn the signs at  
**suicideispreventable.org**



**KNOW  
THE SIGNS**



## RECONOZCA LAS SEÑALES

Reconozca las señales » Escuche y Dialogue » Busque

# EL SUFRIMIENTO NO SIEMPRE SE NOTA.

A diario en California, nuestros hijos, familiares, amigos, y compañeros de trabajo luchan con el dolor emocional. Y para muchos es muy difícil hablar acerca de su sufrimiento y sentimientos suicidas o expresar su necesidad de ayuda. Sin embargo, aunque las señales de advertencia pueden ser sutiles, siempre están presentes. Si reconocemos estas señales y aprendemos como comenzar una conversación y donde ir a buscar ayuda, tendremos el poder de hacer una gran diferencia - el poder de salvar una vida.

RECONOZCA LAS SEÑALES

ESCUCHE Y DIALOGUE

BUSQUE AYUDA

## KNOW THE SIGNS

Know the Signs » Find the Words » Reach Out

GET HELP NOW

# PAIN ISN'T ALWAYS OBVIOUS.

Every day friends, family and co-workers suffer from the invisible wounds of emotional pain. Talking about this pain, feelings of suicide or the need for help may be too difficult and although their pain may go unseen most people thinking of suicide show some type of signs. They may be subtle, but they are there. By recognizing those signs, finding the words, and reaching out you have the power to make a difference, and the power to save a life.

Start  
Find  
Reach  
Share

RECOGNIZE THE WARNING SIGNS

Read On »

LEARN HOW TO HAVE A CONVERSATION

Get Started »

REACH OUT FOR ADDITIONAL RESOURCES

Learn More »

SPREAD THE WORD



Media | About | Contact Us

# English TV & Radio

YOUR VOICE COUNTS

Search Site Search CA COUNTIES Account

HOME ANNOUNCEMENTS INPUT TOPICS WORKGROUPS CONVERSATIONS RESOURCE CENTER POST TO

Home > English TV

ENGLISH TV

View Edit

PREVIEW DETAILS

RESOURCE NAME: English TV

Your Voice Counts for... email your request

special emphasis on "help... support to a person the... ory worker, a father a

Back to search results

DOWNLOADS

INSTRUCTIONS:

Need

**Factory Worker:** "Hey, I am so empty inside, there is nothing left."

**Father:** "You know, I think our family would be better off without me."

**Cheerleader:** "No one would care if I was gone. Forever."

**VO:** "If someone with suicidal thoughts could share this easily, they would. Pain isn't always obvious. Learn the warnings signs at [www.suicideispreventable.org](http://www.suicideispreventable.org)

# Spanish Radio & TV

Client: CalMHSA AdEase Title: Reconozca las señales (*Recognize the signs*) TV :30 Prepared by Ad Inifinitum Bilingual Communications



Montage of Latino teens in a variety

Audio: A veces es difícil saber

*Sometimes it's hard to know*



of dark moods . The images express

Audio : lo que sienten nuestros hijos,

*what our children are feeling,*



anger,

Audio : pero el reconocer las señales de advertencia  
*but recognizing the warning signs*



despair...

Audio : y saber qué hacer cuando alguien querido  
*and knowing what to do when a loved one*



impassiveness...

Audio : está en riesgo de suicidarse,

*is at risk of committing suicide*



Slow move on flowers on a grave.

Audio : puede significar la diferencia entre una vida entera de arrepentimiento.

*could mean the difference between a lifetime of regret...*



A happy mother hugs her daughter at graduation

Audio : ...o un final feliz.

*...or a happy ending.*



VO: Reconozca las señales y salve una vida. Visite [www.el-suicidio.es-prevenible.org](http://www.el-suicidio.es-prevenible.org). Financiado por los condados a través del Acta de Servicios de Salud Mental, Proposición 63, aprobada por los votantes.

*Recognize the signs and save a life. Visit [www.suicide-is-preventable.org](http://www.suicide-is-preventable.org). Funded by counties through the voter approved Mental Health Services Act (Prop 63.)*

**Young woman:** “What would you do if you knew that I no longer want to live?”

**VO:** “Nobody wants to think that a young person could want to commit suicide. Although for many it’s very difficult to talk about this subject, the good thing is that suicide can be prevented. If we learn to recognize the warning signs and what to do, we can save a life. Visit [www.suicide-is-preventable.org](http://www.suicide-is-preventable.org).”



# Other Materials

**PAIN ISN'T ALWAYS OBVIOUS**

**KNOW  
THE SIGNS**

**FIND  
THE WORDS**

**REACH  
OUT**

**LEARN THE WARNING SIGNS OF SUICIDE  
SUICIDE IS PREVENTABLE.ORG**

**KNOW  
THE SIGNS**



**EL SUFRIMIENTO NO SIEMPRE**

**RECONOZCA  
LAS SEÑALES**

**ESCUCHE  
Y DIALOGUE**

**APRENDA A RECONOCER LAS  
WWW.EL SUICIDIO ES PREVENIBLE**

**RECONOZCA  
LAS SEÑALES**

Pain Isn't Always Obvious. Every day in California, there are friends, family and co-workers who suffer in silence. Because, for many, it's too difficult to talk about their emotional pain, thoughts of suicide or the need for help. Though the warning signs may be subtle, they are there. By recognizing these signs, knowing how to start a conversation and where to turn for help, you have the power to make a difference – the power to save a life.

outsideback

suicideispreventable.org



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

Pain Isn't Always Obvious

**KNOW  
THE SIGNS**

Suicide Is Preventable

outsidefront

l:

- o Anger
- o Increased drug or alcohol use
- o Withdrawal
- o Anxiety or agitation
- o Changes in sleep
- o Sudden mood changes
- o No sense of purpose

alone, reach out and ask direct questions:  
"Are you thinking about suicide?"

Take it seriously. Don't leave them alone.  
In emergencies, call 911.

Know how to learn if someone you know might be



## Poll

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Have you seen any of the campaign ads on a billboard, TV, magazine or online in your county?

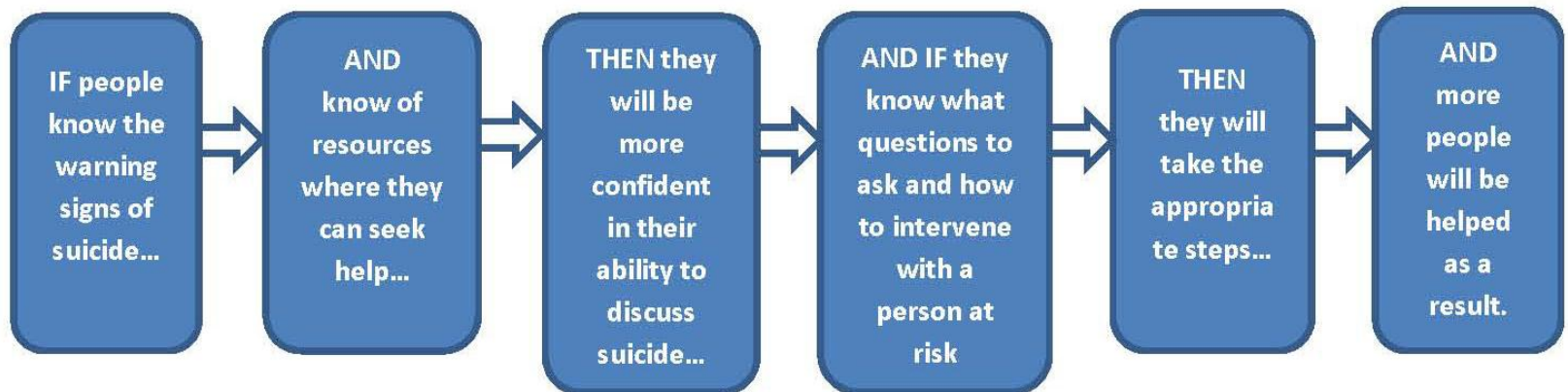
# Any Questions?

## II. How to strategically integrate the materials into existing outreach and marketing efforts in your county

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# Who is your target audience?

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Target Audience: Helpers with special emphasis on helpers of white men and young Latinas



# What is the best way to reach them?

Target Audience	Materials	Distribution Ideas (Partners?)	Who? When?
Helpers, general public, all ages, English and Spanish	Outreach poster, brochures and cards, Website, Web banner, Drop in articles	<ul style="list-style-type: none"> <li>• Place in community venues.</li> <li>• Add a link to the website to your community resource guides and websites.</li> <li>• Use the website as an interactive part of your SP presentations or your own website</li> <li>• Place articles in your community newspaper and newsletters.</li> </ul>	
Helpers of men	Print ad, TV spot, radio spot	<ul style="list-style-type: none"> <li>• Partner with your local library or community center to place materials and host a movie and discussion night.</li> <li>• Ask your local movie theater to play the TV spot.</li> <li>• Reach out to your local radio station</li> <li>• Place posters in venues reaching women and “buddies” of men</li> </ul>	
Students		<ul style="list-style-type: none"> <li>• Engage in Directing Change contest</li> </ul>	

# What partners can you engage in the process?

- Share information about the campaign
- Consider individuals outside of suicide prevention as “allies” in sharing information.

# What if you already have an existing campaign?

- Capitalize on the investment of research and creative development to augment your existing materials
- Compliment and expand your messaging to reach helpers.
- Integrate the Know the Signs campaign into your existing brand or vice versa.

# Marin

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- Distributed to local high schools and middle schools
- Distributed to committees, local CBOs and County Sites

# San Francisco



- San Francisco Suicide Prevention
- 44 ads (Muni Light Rail and Bart) over the course of 8 weeks starting December 17<sup>th</sup>.



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

# Any Questions? Other Examples?



# III. How to download and customize the campaign materials

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Poll

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Have you visited the Your Voice  
Counts Resource Center?



## RESOURCE CENTER

View Edit Panel

[Edit node]

### NEED HELP?



Contact us for questions and technical assistance.

HELP

### FILTERS

✓ ALL (37)

- DATA & REPORTS (2)
- COUNTY NEEDS ASSESSMENTS (1)
- MEDIA OUTREACH (10)
- OFFICE SUITE (BUSINESS CARDS, FLYERS, PPT TEMPLATES) (5)
- ENGLISH (18)
- SPANISH (1)

### RESOURCE CENTER

Know the Signs is a statewide suicide prevention social marketing campaign with the goal to prepare more Californians to prevent suicide by encouraging them to know the warnings signs for suicide, find the words to offer help to someone they care about and reach out to local resources. The campaign further aims to increase awareness among the news media about how to safely report on suicide and provide communities' with tools to advocate with their local media. The campaign website is: [www.suicideispreventable.org](http://www.suicideispreventable.org)

We are going to be adding resources in the next few weeks, so if you don't find what you are looking for yet, please check back later. Campaign materials will be added as they are finalized later this month and in October.

All of the campaign materials can be downloaded and distributed in California free of charge for the duration of the campaign, however use restrictions apply to some of the materials . In these instances a license agreement needs to be signed to acknowledge understanding of these restrictions.

To get started, choose "all" or a category in the left border to view available materials. The materials are in print/production ready format, and many can also be customized with your local crisis number or website. Please feel free to contact us at [info@yourvoicecounts.org](mailto:info@yourvoicecounts.org) with any questions about how to use and customize the materials or to just let us know that you are planning to use them!

For technical assistance, contact us: [info@yourvoicecounts.org](mailto:info@yourvoicecounts.org)



# Step by step instructions about how to customize materials

**PAIN ISN'T ALWAYS OBVIOUS**

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

- Increased drug or alcohol use
- Changes in sleep
- Anger
- Feeling Hopeless, helpless, desperate
- No sense of purpose
- Giving away possessions
- Putting affairs in order
- Talking about wanting to die or suicide
- Withdrawal
- Anxiety or agitation
- Reckless Behavior
- Sudden mood changes

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: [suicideispreventable.org](http://suicideispreventable.org)

Pain Isn't Always Obvious  
**KNOW THE SIGNS**  
Suicide Is Preventable

In a crisis call the National Suicide Prevention Lifeline: **1.800.273.8255**

## KNOW THE SIGNS

The warning signs of emotional pain or suicidal thoughts aren't always obvious. **Here's what to look for:**

- Talking about wanting to die or suicide
- Feeling hopeless, desperate, trapped
- Giving away possessions
- Putting affairs in order
- Reckless behavior
- Anger
- Increased drug or alcohol use
- Withdrawal
- Anxiety or agitation
- Changes in sleep
- Sudden mood changes
- No sense of purpose

Knowing what to look for is the first step toward being there for a friend or family member in need. If you sense something is wrong, trust your instincts and get more information at [suicideispreventable.org](http://suicideispreventable.org)

## FIND THE WORDS

**“Are you thinking of ending your life?”**

Few phrases are as difficult to say to a loved one. But when it comes to suicide prevention, none are more important. If you are concerned about someone, don't hesitate. Visit: [suicideispreventable.org](http://suicideispreventable.org) learn how to get the conversation started.

<b>START THE CONVERSATION</b> Mention the warning signs you are noticing.	<b>ASK ABOUT SUICIDE</b> “Are you thinking about suicide?”	<b>LISTEN</b> Express concern and reassurance.
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## REACH OUT

**YOU ARE NOT ALONE**

If you even see one warning sign, step in or speak up. But you don't need to do it alone. Help is available. To find local resources, visit: [suicideispreventable.org](http://suicideispreventable.org)

**IN A CRISIS**

If you think a person is suicidal, don't leave them alone. Call the National Suicide Prevention Lifeline if you are in crisis or concerned about someone. Trained counselors are available 24-7 to offer support. **1.800.273.8255.**



# Any Questions?


# “Save the Date”

**RESOURCE CENTER**

View **Edit Panel**

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**NEED HELP?**

 Contact us for question and technical assistance.

**HELP**

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**FILTERS**


- ALL (76)
- DATA & REPORTS (2)
- COUNTY NEEDS ASSESSMENTS (1)
- MEDIA OUTREACH (10)
- TV (2)
- RADIO (2)
- PRINT ADVERTISEMENTS (3)
- OUTDOOR (2)
- DIGITAL ADVERTISEMENTS (2)
- POSTERS AND BROCHURES (4)
- OFFICE SUITE (BUSINESS CARDS, FLYERS, PPT TEMPLATES) (5)
- WEBINARS (3)
- OTHER USEFUL RESOURCES (1)
- ENGLISH (30)
- SPANISH (9)


**SUBMIT**


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**SEARCH RESULT**

Webinars

 **Media Outreach Webinar**  
**Target:** Public Information Officers, Suicide Prevention Program Coordinators and Suicide Prevention Advocates, CalMHSA partners, Suicide Prevention Supporters and Advocates  
**Language:** English  
*This is the presentation from the November 8th, 2012 webinar on promoting suicide prevention with...* [more](#)

 **Making the "Recommendations for Reporting" on Suicide Work in Small Counties**  
**Target:** Public Information Officers, Suicide Prevention Program Coordinators and Suicide Prevention Advocates from small, rural and frontier counties  
**Language:** English  
*This is the presentation from the November 14th, 2012 webinar on using the Recommendations for Re...* [more](#)

 **Small County Suicide Prevention Task Forces**  
**Target:** Suicide Prevention Program Coordinators and Suicide Prevention Advocates from small, rural and frontier counties  
**Language:** English  
*This is a presentation from the December 13th, 2012 webinar on creating suicide prevention task f...* [more](#)

**Campaign Material Tool Kits will be mailed out in February.**

**Next TA Webinar: February 19<sup>th</sup>, 2013 from 1.30 to 2.30pm- - How to use social media for suicide prevention**

# Thank you!

Richelle Brown  
richelle@adease.com



Jana Sczersputowski  
jana@yoursocialmarketer.com



Please fill out the  
Evaluation!

Webinar and Powerpoint  
Slides will be archived on  
[www.yourvoicecounts.org](http://www.yourvoicecounts.org)

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Suicide Is Preventable.org

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