

Pain Isn't Always Obvious

KNOW THE SIGNS

Suicide Is Preventable

CAMPAIGN CATALOG 2015



suicideispreventable.org

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All materials can be viewed and downloaded in the Resource Center on www.yourvoicecounts.org

INTRODUCTION



ENGLISH MATERIALS

“Know the Signs” is a California-based, statewide suicide prevention social marketing campaign. Its overall goal is to prepare more Californians to prevent suicide by encouraging them to know the warning signs, find the words to reach out to someone in crisis and reach out to local resources.

All campaign materials are available to county program partners for local use and customization. This guide includes an overview of available materials and detailed instructions on how to use and customize them. In addition, all campaign materials can be viewed, downloaded and customized by visiting the resource center on Your Voice Counts: www.yourvoicecounts.org. This online forum was designed to facilitate input on the development of campaign materials and information sharing, and encourage dialog about suicide prevention.

Additionally available on the Your Voice Counts resource center are data and reports, county needs assessments, media outreach materials, web banners, webinar recordings and the website introduction video.

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

The Know the Signs campaign developed all materials as part of Each Mind Matters – California's Mental Health movement. For more information and materials, visit: www.eachmindmatters.org and www.sanamente.org.

TENT CARD

Pain Isn't Always Obvious

KNOW THE SIGNS

Suicide Is Preventable

The National Suicide Prevention Lifeline:
800.273.8255 (TALK)

Are you having thoughts of suicide or just need to talk to someone?

Whatever you're going through, you're not alone. If you're in pain, call the National Suicide Prevention Lifeline. Your call is free and will be answered by well-trained and compassionate counselors. Remember. There is hope.

The National Suicide Prevention Lifeline can be reached at:
800.273.8255 (TALK)



suicideispreventable.org

Are you concerned for someone else?

Pain Isn't Always Obvious. By recognizing the warning signs of suicide, 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.

Warning signs 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

If you are concerned about someone, reach out and ask:
“Are you thinking about suicide?”

If you think the person is suicidal, take it seriously. Don't leave them alone. Call the National Suicide Prevention Lifeline at **800-273-8255 (TALK)** at any time for assistance or call **911** for life-threatening emergencies.

Visit suicideispreventable.org to learn if someone you know might be at risk.

DESCRIPTION: This outreach tent card is the size of a business card when folded. It includes information about suicide warning signs and how to offer help to someone. It also refers individuals to the campaign website to learn more and find local resources. The card can be downloaded and printed as is, or customized with your local organization's name, crisis number and/or website.

INSTRUCTIONS: To print these tent cards, you will need to send the downloaded file to your local printer.

To use the tent card “as is,” download the print ready PDF file. Printing and folding instructions are labeled on the PDF and Adobe InDesign file. To customize the card, send the downloaded InDesign package called “TentCard_BusinessCard.zip” to your printer and ask them to place your contact information in the pre-placed text boxes on the front and back side of the card (i.e., crisis line or website).

POSTERS



SURROUNDED BY FRIENDS
NEVER FELT SO ALONE

Even with friends and family around, someone experiencing emotional pain or suicidal thoughts can feel isolated. You may sense something is wrong, but not realize how serious it is. Trust your instincts. The warning signs — like withdrawal, depression or hopelessness — are there, but not always obvious. Visit suicideispreventable.org to learn the signs, find the words and reach out. You have the power to make a difference. The power to save a life.

Learn the signs at 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 to recognise the signs, find the words and reach out. You have the power to make a difference. The power to save a life.

Learn the signs at suicideispreventable.org

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
- Sudden mood changes
- Feeling hopeless, helpless, desperate
- No sense of purpose
- Withdrawing from loved ones
- Talking about wanting to die or suicide
- Withdrawal
- Anxiety or agitation
- Isolation
- Increased drug or alcohol use

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

PAIN ISN'T ALWAYS OBVIOUS.

For information or assistance please call:
National Suicide Prevention Lifeline:
1.800.273.8255

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



DESCRIPTION: These posters list key warning signs for suicide and encourage individuals to visit the campaign website (www.suicideispreventable.org) to learn more about the warning signs, how to offer help to someone they are concerned about and how to find local resources. The National Suicide Prevention Lifeline is listed as a resource for individuals in immediate need of help.

Each poster is available in two sizes: 11" x 17" traditional poster size and 8.5" x 11", which can easily be printed on a home or office printer. There are customizable versions in both sizes that allow you to place your own crisis line number or pertinent information for your county or organization. There are also print-ready versions that can be sent directly to print if you do not wish to add information.

INSTRUCTIONS: Please see Appendix.

BROCHURE



DESCRIPTION: This four-panel, pocket-size brochure provides information about warning signs, how to find the words to offer support to someone and a link to the campaign website for national and local resources (www.suicideispreventable.org).

INSTRUCTIONS: Please see Appendix.

POSTERS WITH TEAR-OFF CARDS



DESCRIPTION: These 11" x 17" posters with a 5" x 3.5" tear-off card were designed to reach helpers—those in a position to recognize warning signs and offer support to a person they are concerned about. The print-ready files promote the National Suicide Prevention Lifeline. A second option is provided for the tear-off cards to be customized with local resources. When no tear-off card is attached, the poster features the National Suicide Prevention Lifeline.

INSTRUCTIONS: There are two options available for these posters: print-ready PDF files to print the poster and tear-off card as is with the National Suicide Prevention Lifeline or print-ready PDF files that can be shared with a printer to customize with local resources. For vendor referrals please contact info@suicideispreventable.org.

PRINT ADS



4.92" x 10"



8" x 10.5" (plus a .125" bleed)



8" x 5.25" (plus a .125" bleed)



10" x 21"

DESCRIPTION: The print ads are aimed at helpers in the general public with a special emphasis on those in a position to recognize signs and offer support to a middle-aged white man such as a spouse or family member, coworker, or friend. The ad emphasizes that pain isn't always obvious and even with friends and family around, someone experiencing emotional pain or suicidal thoughts can feel isolated.

INSTRUCTIONS: Please see Appendix.

BILLBOARDS



DESCRIPTION: These billboards are aimed at the general public.

INSTRUCTIONS: These files are ready to be sent to your local outdoor representative.

TRANSIT



Transit interior 21" x 22.25"



Bus shelter 12" x 17.25"



Bus tail 44" x 15"

DESCRIPTION: These transit ads are aimed at helpers of someone at risk of suicide.

INSTRUCTIONS: These files are ready to be sent to your local outdoor representative.

RADIO

“FAMILY ROCK” :28 RADIO

VO: The family rock. He’s the one who keeps the family safe and is there to lean on. But every day, there are men with deep, hidden wounds who are thinking about suicide. Their pain isn’t always obvious. But it’s strong enough to crack any rock. Trust your instincts. Visit 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.

ANNCR: Funded by the voter approved Mental Health Services Act (Prop 63)

“FAMILY ROCK” :45 RADIO

VO: The family rock. He’s more than a husband. More than a father. He’s the one who protects those around him. The one who keeps the family safe, and is there to lean on. But every day in California, there are men with deep, hidden wounds who are thinking about suicide. They aren’t indestructible, and need your help. Their pain isn’t always obvious, but it’s strong enough to crack any rock. Trust your instincts, and learn the signs. Visit 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.

ANNCR: Funded by the voter approved Mental Health Services Act (Prop 63)

DESCRIPTION: The radio spot is aimed at the general public with an emphasis on those concerned about a man in their life.

INSTRUCTIONS: Two different formats can be downloaded. The 28-second radio spot has 2 seconds’ room at the end to customize or tag with a local resource or funding statement. (e.g., “Brought to you by...” or “Call the County Crisis Line at [phone number]”) This is meant to run as a 30-second spot. Alternatively, there is a 45-second radio spot with 15 seconds at the end to customize with your local crisis number or to insert an announcement about an upcoming training or event in your community (e.g., “And locally here in [county name] don’t miss the [walk/event/cause] on [date] funded by [organization or cause]. If you or someone you know is in an emotional crisis, call the County Crisis line at [phone number] or visit [website].”). This is meant to run as a 60-second spot. You can send these files directly to radio stations and they can help you make any adjustments to the end of the spot.

TV



“SHARING”: TV

FRAME 1: Open on factory. Suddenly one worker makes a comment to the others.

FRAME 2: Show men talking.

VO: Hey. I'm so empty inside, there's nothing left.

FRAME 3: Dad and teens taking groceries out of the car.

VO: You know, I think our family would be better off without me.

FRAME 4: Pep rally at high school

FRAME 5: Focus on one cheerleader

VO: You know what? No one would care if I was gone. Forever.

FRAME 6: Show all three faces in one slide

VO: If someone with suicidal thoughts could share this easily, they would.

FRAME 7: Know the Signs logo, CalMHSA and Prop 63 logos beneath.

Pain isn't always obvious.

FRAME 8: Show URL and faded screen of one factory worker comforting the other.

Learn the warning signs at suicideispreventable.org

DESCRIPTION: The 30-second TV spot is aimed at the general public with special emphasis on “helpers”—those who are in a position to recognize warning signs and offer support to a person they are concerned about. The spot features three segments: a factory worker, a father and a cheerleader, who all express their feelings.

INSTRUCTIONS: Due to the large file size, please email info@suicideispreventable.org if you would like to request a copy of this spot to be sent to your local stations. Please see appendix for more information on customization.

DIGITAL



728x90



160x600



300x250

DESCRIPTION: This is an English static web banner that links to the campaign website.

Available sizes:

160x600

300x250

728x90

INSTRUCTIONS: Add jpg to your website or use for digital advertising. For information about using the online ad please contact info@suicideispreventable.org.

MATERIALS FOR AFRICAN-AMERICAN COMMUNITIES



Poster with tear-off

Brochure

Billboard

DESCRIPTION: The 11" x 17" poster is aimed at "helpers" of African-American young men, those who can recognize warning signs and offer support to a person who might be thinking about ending their life. The message encourages them to trust their instincts if they sense something is wrong, and directs them to visit the campaign website (www.suicideispreventable.org).

The four-panel, pocket-size brochure provides information about warning signs and how to find the words to offer support, and provides links to the campaign website for national and local resources, as well as the National Suicide Prevention Lifeline.

INSTRUCTIONS: For instructions on how to customize and print this poster and brochure, refer to the Appendix section of this catalog.

In addition, there are print ads in various sizes and a billboard. For instructions, see Appendix. To use the billboard, contact info@suicideispreventable.org.

MATERIALS FOR CRISIS CENTERS



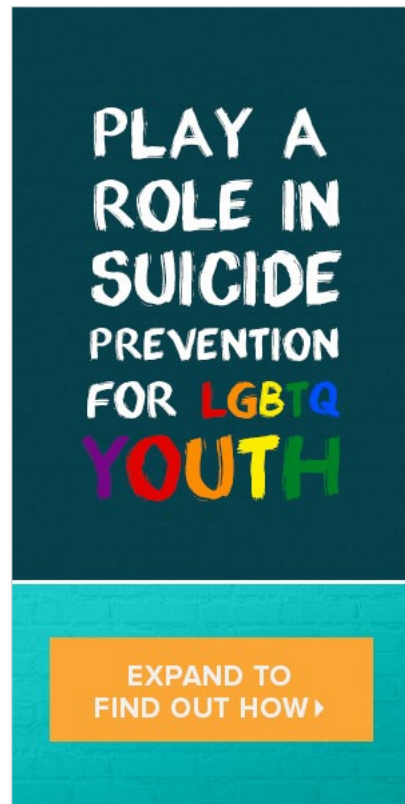
DESCRIPTION: While most Know the Signs materials are intended to reach helpers—those who are in a position to recognize warning signs and offer support to a person they are concerned about—these 11" x 17" posters with tear-off cards were designed specifically for crisis centers seeking to promote their local hotlines. The tear-off card can be customized. When no tear-off card is attached, the poster features the National Suicide Prevention Lifeline.

INSTRUCTIONS: There are two options available for these posters: a print-ready file to print the poster as is with the National Suicide Prevention Lifeline or the art files to customize the tear-off card with your local crisis line.

MATERIALS FOR LGBTQ COMMUNITY



300 x 250



300 x 600



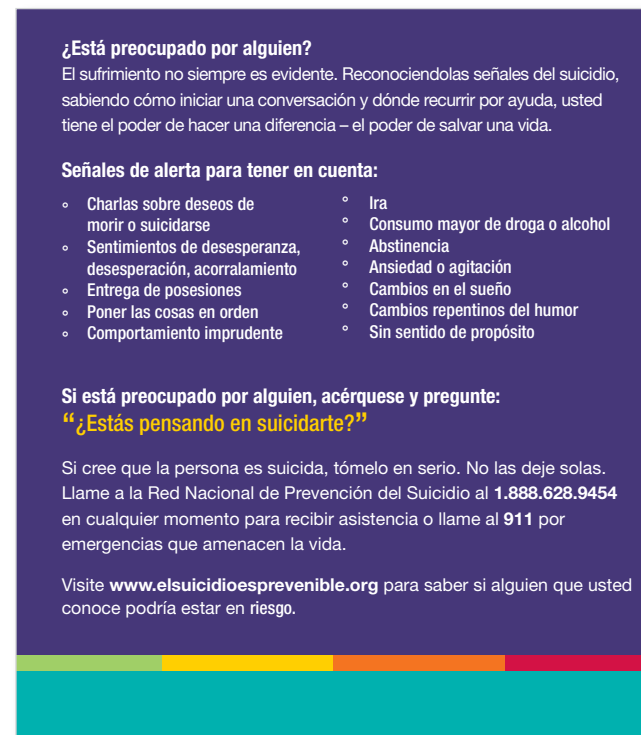
850 x 700

DESCRIPTION: The interactive ad is designed as a micro-website and features an introductory film aimed at helpers of LGBTQ youth at risk of suicide. Viewers then have the option to interact with the ad by viewing additional films developed by the Trevor Project, visiting the Know the Signs website or connecting with phone and chat support offered by the Trevor Project. This 300 x 250 ad can expand into 850 x 700 to facilitate interaction.

INSTRUCTIONS: For information about using the online ad please contact info@suicideispreventable.org.

SPANISH MATERIALS

TENT CARD



DESCRIPTION: This outreach tent card is the size of a business card when folded. It includes information about suicide warning signs and how to offer help to someone at risk. The card refers individuals to www.elsuicidiodesprevenible.org to learn more and find local resources, and lists the Spanish National Suicide Prevention Lifeline.

INSTRUCTIONS: To print these tent cards, you will need to send the downloaded file to your local printer. To use the tent card “as is,” download the print-ready PDF file. Printing and folding instructions are labeled on the PDF and InDesign file. To customize the card, send the downloaded InDesign package called “TentCard_BusinessCard.zip” to your printer and ask them to place your contact information in the pre-placed text boxes on the front and back side of the card (i.e., crisis line or website).

POSTER



DESCRIPTION: This poster lists key warning signs for suicide and encourages individuals to visit the campaign website (www.elsuicidiodesprevenible.org) to learn more about the warning signs, how to offer help to someone they are concerned about and to find local resources. The Spanish National Suicide Prevention Lifeline is listed as a resource for individuals in immediate need of help.

Each poster is available in two sizes: 11” x 17” traditional poster size and 8.5” x 11”, which can easily be printed on a home or office printer.

INSTRUCTIONS: Please see Appendix.

BROCHURE

DESCRIPTION: This four-panel, pocket-size brochure provides information about warning signs, how to find the words to offer support to someone and a link to the campaign website for national and local resources (www.elsuicidiosprevenible.org).

INSTRUCTIONS: Please see Appendix.

PRINT AD

DESCRIPTION: This print ad is aimed at Latino parents with a special emphasis on those in a position to recognize signs and offer support to a young Latina. The ad alerts them to the possibility that their daughter could be thinking about suicide and to take warning signs seriously. The copy acknowledges that it's hard to know what your children are feeling and that discussing suicide can be difficult, and it emphasizes that failure to act could result in a lifetime of regret. Readers are encouraged to visit www.elsuicidiosprevenible.org for more information.

INSTRUCTIONS: Please see Appendix.

BILLBOARD



DESCRIPTION: This billboard is aimed at the general Spanish-speaking public.

INSTRUCTIONS: This file is ready to send to your local outdoor representative.

RADIO

“QUÉ HARÍAS SI SUPIERAS” :28 RADIO

SFX: Music under

Muchacha joven: (con la voz quebrantada por la emoción)
¿Qué harías si supieras que ya no quiero vivir?...

VO: Nadie quiere pensar que una persona joven pueda querer suicidarse. Aunque para muchos es muy difícil hablar de este tema, lo bueno es que el suicidio se puede prevenir. Si aprendemos a reconocer las señales de advertencia y qué hacer, podemos salvar una vida. Visite www.ElSuicidioEsPrevenible.org.

Financiado por los condados a través del Acta de Servicios de Salud Mental, Proposición 63, aprobada por los votantes.

TRANSLATION

SFX: Music under

Young woman: (with an emotional voice)
What would you do if you knew that I no longer want to live?

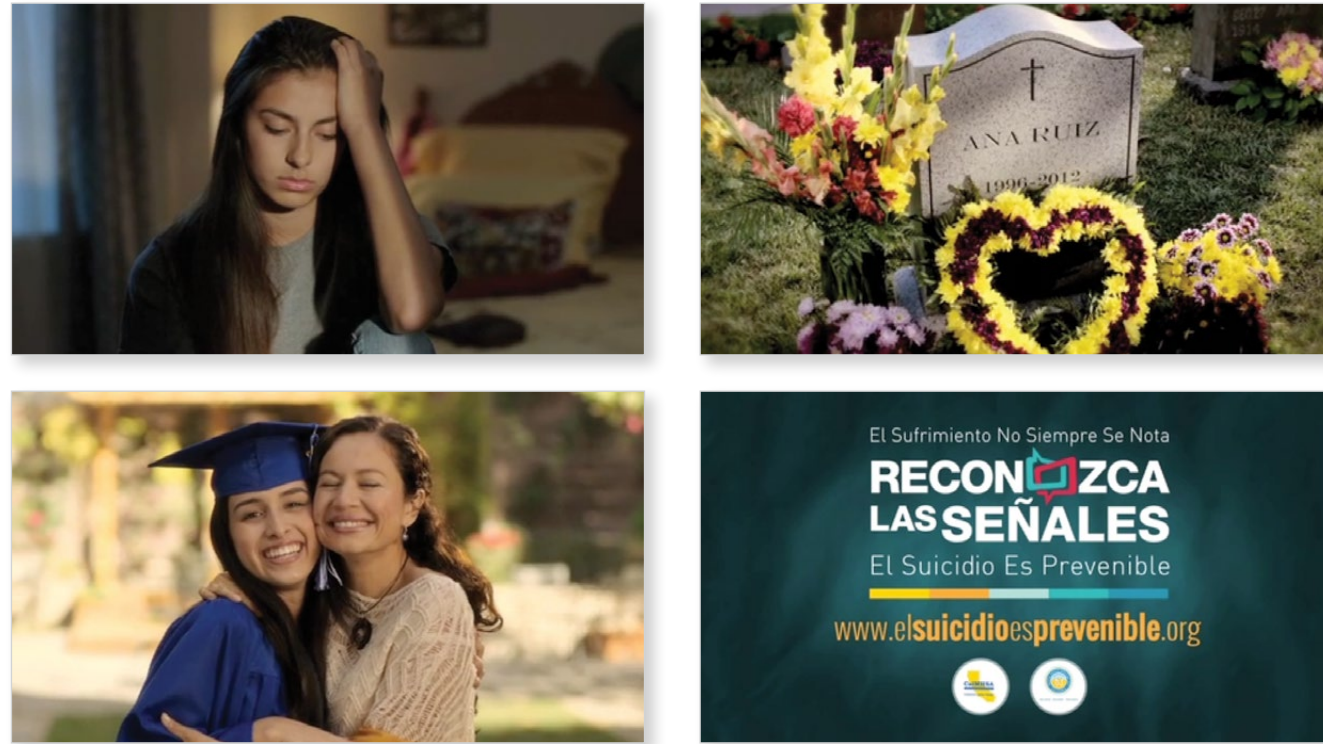
VO: Nobody wants to think that a young person could want to commit suicide. Although for many it's very difficult to talk about this subject, the good thing is that suicide can be prevented. If we learn to recognize the warning signs and what to do, we can save a life. Visit www.suicideispreventable.org.

Funded by counties through the voter approved Mental Health Services Act (Proposition 63).

DESCRIPTION: The 30-second radio spot is aimed at Latino parents. The spot alerts them to the possibility that their daughter or son could be thinking about suicide and to take warning signs seriously. It acknowledges that talking about suicide can be difficult and reminds parents that suicide is preventable. Viewers are encouraged to visit www.elsuicidioespervenible.org to learn to recognize the signs and what to do when a teenage son or daughter is considering suicide.

INSTRUCTIONS: You can send this 30-second spot directly to your local radio station.

TV



TRANSLATION

Sometimes it's hard to know what our children are feeling, but recognizing the warning signs and knowing what to do when a loved one is at risk of committing suicide could mean the difference between a lifetime of regret...or a happy ending. Recognize the signs and save a life. Visit www.suicideispreventable.org. Funded by counties through the voter approved Mental Health Services Act (Prop 63.)

DESCRIPTION: The 30-second TV spot is aimed at Latino parents. The spot alerts them to the possibility that their daughter or son could be thinking about suicide and to take warning signs seriously. It acknowledges that it can be hard for parents to know what their teenage children are feeling, and that learning to recognize the signs of suicide and knowing what to do can help parents to help their children. It further emphasizes that failure to act could result in a lifetime of regret, while acting proactively can result in saving their child's life. Viewers are encouraged to visit www.elsuicidioesperenible.org to learn to recognize the signs and what to do when a teenage son or daughter is considering suicide.

INSTRUCTIONS: A preview of the spot is available on the Spanish Toolkit Disk. Due to the large file size, please email info@suicideispreventable.org if you would like to request a copy of this spot to be sent to your local stations. Please see appendix for more information on customization.

DIGITAL



728 x 90



160 x 600



300 x 250

DESCRIPTION: This is a static web banner in Spanish.

Available Sizes:

- 160 x 600
- 300 x 250
- 728 x 90

INSTRUCTIONS: Add this to your website or use for your digital advertising. For information about using the online ad please contact info@suicideispreventable.org.



MATERIALS FOR ASIAN AND PACIFIC ISLANDER COMMUNITIES

DESCRIPTION: This 26-page flip chart is intended for community lay health workers (promotores) and others involved in outreach to the Spanish-speaking community, with emphasis on those with low literacy skills. The content of the flip chart provides information on the warning signs of suicide, how to find the words to offer support to someone and how to reach out to available resources. It is recommended that individuals participate in a suicide prevention training prior to using the flip chart for community presentations. A report outlining the development process of the flip chart, an implementation tip sheet, and evaluation findings from the pilot implementation can be downloaded from the Resource Center on Your Voice Counts: www.yourvoicecounts.org.

INSTRUCTIONS: A PDF version of this flip chart is provided on Your Voice Counts (www.yourvoicecounts.org) and hard copies can be requested while supplies last by contacting Jana Sczersputowski at info@suicideispreventable.org.

MATERIALS IN CHINESE



Print ads



Brochure



11" x 17" poster

DESCRIPTION: These materials have been designed to reach helpers in the Mandarin-speaking community (Traditional). Available materials include an 11" x 17" poster, a bilingual brochure and a print ad in various sizes (6" x 11.6"; 11.5" x 10.44" and 12" x 10").

The 8-panel bilingual brochure (English/Traditional) provides information about warning signs and how to find the words to offer support to someone, and a link to the campaign website for national and local resources. The final size of the printed, folded brochure is 4" x 9". The brochure features the National Suicide Prevention Lifeline, but also has room on the "Reach Out" panels to include a sticker or stamp with local resource information.

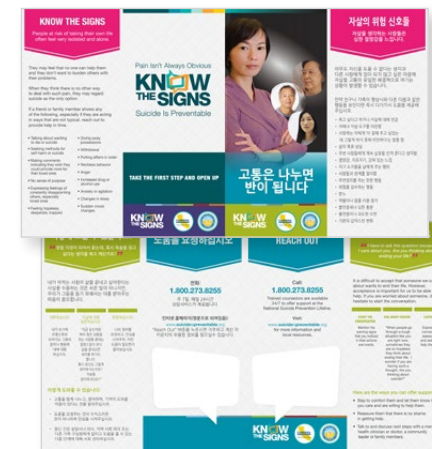
A report and handout describing the language adaptation and design process, as well as information about our community partners, can be downloaded from the Resource Center at www.yourvoicecounts.org.

INSTRUCTIONS: To print materials as is, print-ready PDF files are provided. To customize the materials, you can provide your preferred professional printer with the customizable PDF. To customize the PDF yourself or to print the poster as is, please see Appendix.

MATERIALS IN KOREAN



Print ads



Brochure



11" x 17" poster

DESCRIPTION: These materials have been designed to reach helpers in the Korean community. Available materials include an 11" x 17" poster, a bilingual brochure and a print ad in various sizes (6" x 11.6"; 11.5" x 10.44" and 12" x 10").

The 8-panel bilingual brochure (English/Korean) provides information about warning signs and how to find the words to offer support to someone, and a link to the campaign website for national and local resources. The final size of the printed, folded brochure is 4" x 9". The brochure features the National Suicide Prevention Lifeline, but also has room on the "Reach Out" panels to include a sticker or stamp with local resource information.

A report and handout describing the language adaptation and design process, as well as information about our community partners, can be downloaded from the Resource Center at www.yourvoicecounts.org.

INSTRUCTIONS: To print materials as is, print-ready PDF files are provided. To customize the materials, you can provide your preferred professional printer with the customizable PDF. To customize the PDF yourself or to print the poster as is, please see Appendix.

MATERIALS IN VIETNAMESE



Brochure



11" x 17" posters

DESCRIPTION: These materials have been designed to reach helpers in the Vietnamese community. Available materials include an 11" x 17" poster and a bilingual brochure.

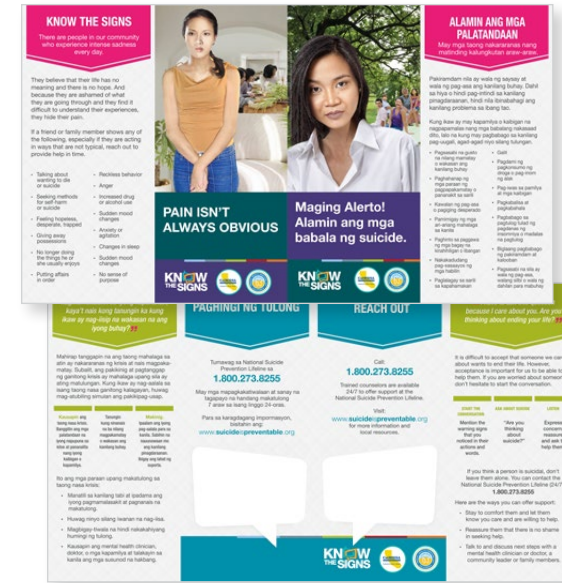
The 8-panel bilingual brochure (English/Vietnamese) provides information about warning signs and how to find the words to offer support to someone, and a link to the campaign website for national and local resources. The final size of the printed, folded brochure is 4" x 9". The brochure features the National Suicide Prevention Lifeline, but also has room on the "Reach Out" panels to include a sticker or stamp with local resource information.

A report and handout describing the language adaptation and design process, as well as information about our community partners, can be downloaded from the Resource Center at www.yourvoicecounts.org.

INSTRUCTIONS: To print materials as is, print-ready PDF files are provided. To customize the materials, you can provide your preferred professional printer with the customizable PDF. To customize the PDF yourself or to print the poster as is, please see Appendix.

*Please note there is an API poster available in English.

MATERIALS IN TAGALOG



Brochure



11" x 17" poster

DESCRIPTION: These materials have been designed to reach helpers in the Filipino community. Available materials include an 11" x 17" poster and a bilingual brochure.

The 8-panel bilingual brochure (English/Tagalog) provides information about warning signs and how to find the words to offer support to someone, and a link to the campaign website for national and local resources. The final size of the printed, folded brochure is 4" x 9". The brochure features the National Suicide Prevention Lifeline, but also has room on the "Reach Out" panels to include a sticker or stamp with local resource information.

A report and handout describing the language adaptation and design process, as well as information about our community partners, can be downloaded from the Resource Center at www.yourvoicecounts.org.

INSTRUCTIONS: To print materials as is, print-ready PDF files are provided. To customize the materials, you can provide your preferred professional printer with the customizable PDF. To customize the PDF yourself or to print the poster as is, please see Appendix.

MATERIALS IN HMONG

Tent cards

Postcard



Video

Video	Audio (Hmong)	English Translation
Middle-aged woman <i>Mother of young female in crisis</i>	Kuv tus ntxhais muaj qhov kev chim sai sai, zoo li luag lwm tus ntxhais thiab. Tabsis nws ho tham txog kev tuag thiab hais tias yuav tsis muaj leej twg khes txog nws li yog hais tias nws tuag lawm.	<i>My daughter has this very fast anger like other young girls her age, but she also talks about death in that there will be no one who cares about her if she dies.</i>
Middle-aged male <i>Close friend of the man in crisis</i>	Kuv tus phooj ywg tau qhia rau kuv hais tias nws muaj kev nyuaj siab heev. Nws mloog zoo li nws tag txoj hau kev lawm.	<i>My dear friend told me that he is stressed and overwhelmed, he felt hopeless.</i>
Postcard still and on-screen text	Txoj Kev Mob Yeej Ib Txwm Yuav Tsis Pom Tau Cov kev qhia pom ua ntej ntawm lawv txoj kev hu kom pab yeej muaj nyob rau ntawd, tabsis tsis yog ib qho ib txwm yooj yim pom. Yog tias txawm koj tsuas yog pom ib qhov kev qhia no xwb los, xub cev tes mus pab ua ntej.	<i>Pain isn't always obvious. By recognizing the warning signs of suicide, knowing how to start a conversation and where to turn to for help, you have the power to make a difference—the power to save a life.</i>
Still photos and on-screen text (warning signs)	Cov kev qhia pom ua ntej uas yuav ua zoo saib: Kev pw hloov, Muaj siv yeeb tshuaj los yog dej cawv ntxiv, Txhawj heev thiab kev txhawj ntshai, Npaj tus kheej rau txoj kev tuag thiab Yeej tsis paub muaj lub hom phiag	<i>Other warning signs to look for: Changes in sleep, Increased drug or alcohol use, anger or anxiety, putting affairs in order and no sense of purpose.</i>
National Suicide Prevention logos, website and contact information on-screen	Yog koj los sis koj paub ib tug txheeb ze, phooj ywg uas xav txog kev txov nws txoj sia, thov hu rau qhov National Suicide Prevention Lifeline ntawm 1-800- 273-8255 los sis, ntaus ntawm mus rau www.suicideispreventable.org .	<i>If you or you know a relative or friend who thinks about suicide, please do not hesitate to call the National Suicide Prevention Lifeline at 1-800-273-8255. For more information visit www.suicideispreventable.org.</i>

DESCRIPTION: These materials have been designed to reach helpers in the Hmong community. Available materials include a postcard and an outreach tent card.

This 8.5" × 5.5" postcard (Hmong/English) has been designed to reach helpers in the general community.

The outreach tent card (Hmong/English) is the size of a business card (3.5" × 2") when folded. It includes information about suicide warning signs and how to offer help to someone. It also refers individuals to the campaign website to learn more and to find local resources. It is available in Hmong and in English.

DESCRIPTION: The 60-second TV spot is aimed at helpers in the Hmong community. The spot alerts them to the possibility that someone close to them could be thinking about suicide and to take warning signs seriously. It acknowledges that talking about suicide can be difficult and reminds helpers that suicide is preventable. Viewers are encouraged to visit www.suicideispreventable.org to learn to recognize the signs and what to do when someone close to them is considering suicide.

A report and handout describing the language adaptation and design process, as well as information about our community partners can be downloaded from the Resource Center at www.yourvoicecounts.org.

INSTRUCTIONS: For information about using the online ad please contact info@suicideispreventable.org.

MATERIALS IN LAO



Brochure



11" x 17" poster

DESCRIPTION: These materials have been designed to reach helpers in the Lao community. Available materials include an 11" x 17" poster and a bilingual brochure.

The 8-panel bilingual brochure (English/Lao) provides information about warning signs and how to find the words to offer support to someone, and a link to the campaign website for national and local resources. The final size of the printed, folded brochure is 4" x 9". The brochure features the National Suicide Prevention Lifeline, but also has room on the "Reach Out" panels to include a sticker or stamp with local resource information.

A report and handout describing the language adaptation and design process, as well as information about our community partners, can be downloaded from the Resource Center at www.yourvoicecounts.org.

INSTRUCTIONS: To print materials as is, print-ready PDF files are provided. To customize the materials, you can provide your preferred professional printer with the customizable PDF. To customize the PDF yourself or to print the poster as is, please see Appendix.

MATERIALS IN KHMERER



Brochure



11" x 17" poster

11" x 17" poster with tear-off

DESCRIPTION: These materials have been designed to reach helpers in the Cambodian community. Available materials include an 11" x 17" poster, an 11" x 17" poster with a tear-off card and a bilingual brochure.

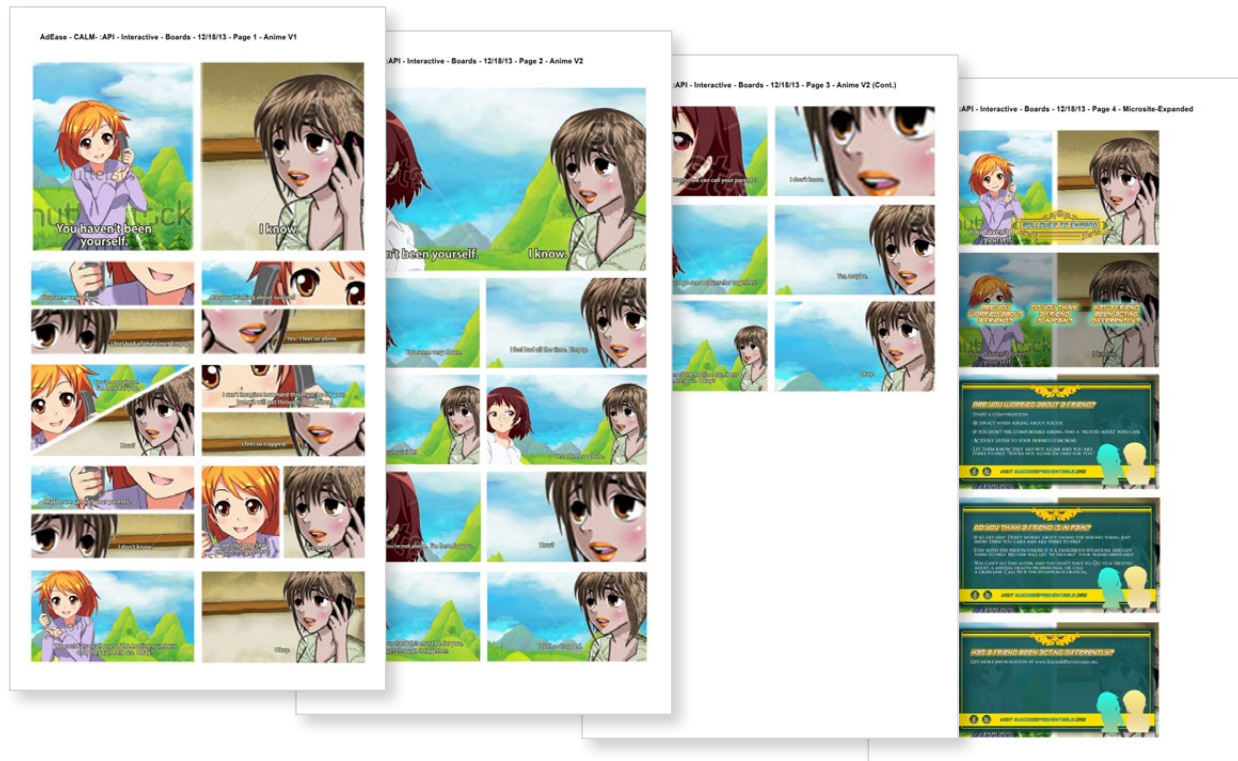
The 8-panel bilingual brochure (English/Khmer) provides information about warning signs and how to find the words to offer support to someone, and a link to the campaign website for national and local resources. The final size of the printed, folded brochure is 4" x 9". The brochure features the National Suicide Prevention Lifeline, but also has room on the "Reach Out" panels to include a sticker or stamp with local resource information.

A report and handout describing the language adaptation and design process, as well as information about our community partners, can be downloaded from the Resource Center at www.yourvoicecounts.org.

The poster with tear-off card has been designed to reach helpers in the general community and features a 5" x 3.5" tear-away card. When no tear-away card is attached, the poster features the National Suicide Prevention Lifeline. For vendor information please contact info@suicideispreventable.org.

INSTRUCTIONS: To print materials as is, print-ready PDF files are provided. To customize the materials, you can provide your preferred professional printer with the customizable PDF. To customize the PDF yourself or to print the poster as is, please see Appendix.

API YOUTH (IN ENGLISH)



ADDITIONAL MATERIALS

DESCRIPTION: An interactive online advertisement developed to reach Asian and Pacific Islander (API) youth who can act as helpers to youth at risk of suicide. The interactive digital ad features a 30-second anime-style video that allows the viewer to click on three links that expand to provide more information about suicide prevention and local resources.

INSTRUCTIONS: For information about using the online ad please contact info@suicideispreventable.org.

BRAND GUIDE AND LOGOS



DESCRIPTION: The Know the Signs brand guide provides an overview of how to use and customize the different elements of the Know the Signs campaign materials, specifically the logo, the color spectrum and fonts.

English and Spanish campaign logos (color and black and white "BW"), as well as the CalMHSA and Prop. 63 logos, are provided in various designs and standard file types as labeled (JPEG, PDF, PNG, EPS, AI).

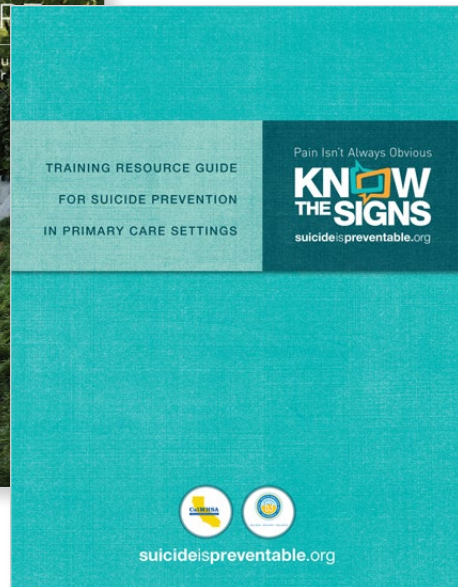
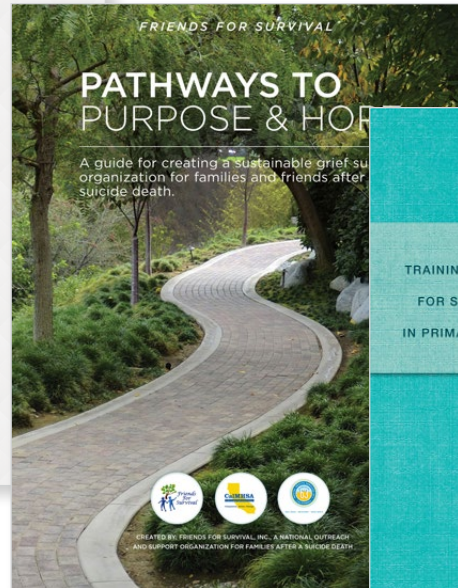
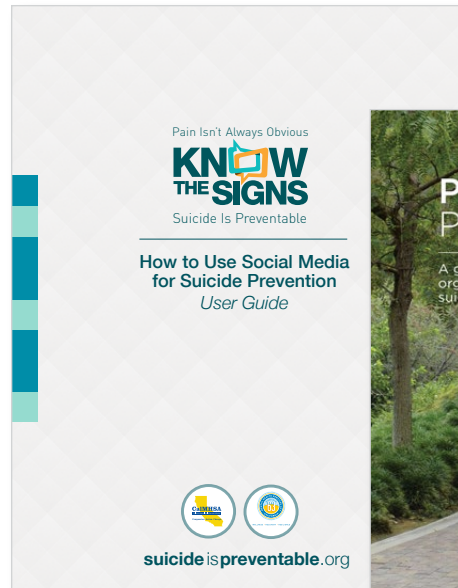
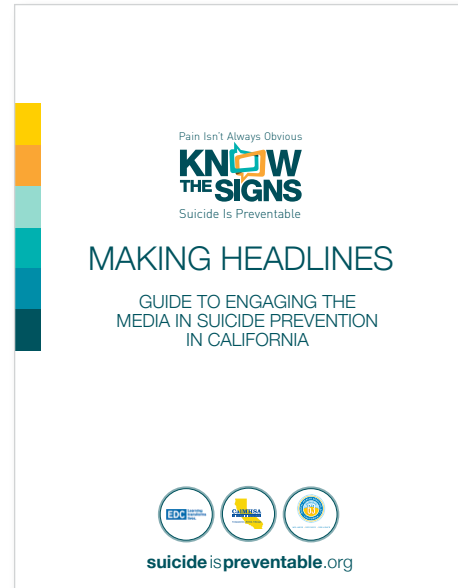
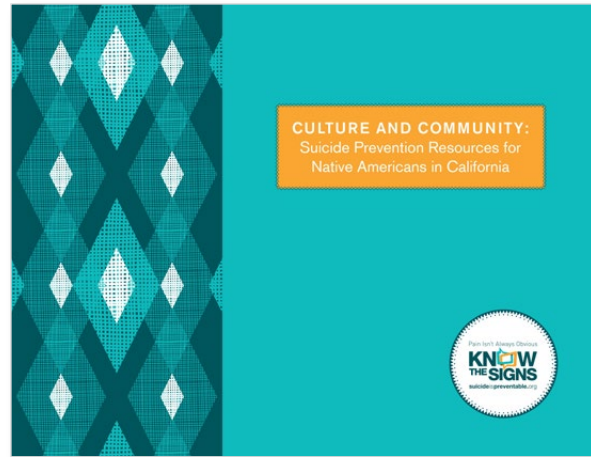
Use the brand guide as a reference when creating or implementing any Know the Signs campaign pieces.

OFFICE SUITE



DESCRIPTION: The office suite includes templates for a letterhead, flyer and PowerPoint, as well as an email signature.

TOOLKITS AND GUIDES



CULTURE AND COMMUNITY: SUICIDE PREVENTION RESOURCES FOR NATIVE AMERICANS IN CALIFORNIA

DESCRIPTION: The guide provides background on social marketing and safe messaging, describes helpful resources for suicide prevention programming in American Indian and Alaska Native communities, and includes an appendix of AI/AN materials that address topics closely related to suicide prevention, such as alcohol use, depression and mental illness.

INSTRUCTIONS: The guide can be downloaded as a PDF from the Resource Center at www.yourvoicecounts.org. The Resource Center also features a recorded webinar about using this resource.

MAKING HEADLINES

DESCRIPTION: The guide provides people engaged in suicide prevention, such as public information officers, advocates and others, with the tools necessary to serve as effective media spokespersons and to generate media coverage to create awareness of this important issue.

INSTRUCTIONS: The guide can be downloaded as a PDF from the Resource Center at www.yourvoicecounts.org. The Resource Center also features a recorded webinar about using this resource.

SOCIAL MEDIA USER GUIDE

DESCRIPTION: The booklet provides case studies and tips on how to utilize social media to complement suicide prevention efforts. An inventory of ready-to-use posts can be downloaded.

INSTRUCTIONS: The guide can be downloaded as a PDF from the Resource Center at www.yourvoicecounts.org. The Resource Center also features a recorded webinar about using this resource.

PATHWAYS TO PURPOSE AND HOPE

DESCRIPTION: The guide provides guidance on how to create a sustainable program for survivors of suicide loss, including how to form an organization, raise funds, recruit members and volunteers and much more. The guide is useful to those looking to start a new program or to expand the capacity or strengthen an existing one.

INSTRUCTIONS: The guide can be downloaded as a PDF from the Resource Center at www.yourvoicecounts.org. The Resource Center also features a recorded webinar about using this resource.

TRAINING RESOURCE GUIDE FOR SUICIDE PREVENTION IN PRIMARY CARE SETTINGS

DESCRIPTION: A toolkit to help guide county efforts to engage primary care in suicide prevention. It includes a one-hour suicide prevention training with slides, notes and handouts; tips, tools and templates to support planning and implementation of the training in primary care settings.

INSTRUCTIONS: The guide can be downloaded as a PDF from the Resource Center at www.yourvoicecounts.org. The Resource Center also features a recorded webinar about using this resource.

GIVEAWAYS



KEY CHAIN

DESCRIPTION: Artwork is provided for a double-sided key chain with the campaign logo and URL on one side and the National Suicide Prevention Lifeline on the flip side. The size of the artwork is 2" x 1.25".

INSTRUCTIONS: Print-ready PDF files are provided. For vendor referrals contact info@suicideispreventable.org.

TOTE BAG

DESCRIPTION: Artwork for a canvas tote bag featuring the campaign logo and URL and promoting the National Suicide Prevention Lifeline. The size of the artwork is 4" x 4".

INSTRUCTIONS: Print-ready PDF files are provided. For vendor referrals contact info@suicideispreventable.org.

DRINK COASTER

DESCRIPTION: Artwork for several versions of a drink coaster featuring the campaign logo and URL. Two design options are provided in two standard drink coaster formats (circle and square; size: 3.75" x 3.75")

INSTRUCTIONS: Print-ready PDF files are provided. For vendor referrals contact info@suicideispreventable.org.

MAGNET

DESCRIPTION: Artwork for three design options for a refrigerator magnet (size 3" x 5") are provided. The campaign logo, URL and the National Suicide Prevention Lifeline are included on all options.

INSTRUCTIONS: Print-ready PDF files are provided. For vendor referrals contact info@suicideispreventable.org.



PIN BUTTON

DESCRIPTION: Artwork for a 2-inch round pin button featuring the campaign logo and URL is provided.

INSTRUCTIONS: Print-ready PDF files are provided. For vendor referrals contact info@suicideispreventable.org.

POCKET CALENDAR

DESCRIPTION: Artwork is available for two design options to customize a 3.5" x 6" clear vinyl covered pocket calendar with full color front and back covers.

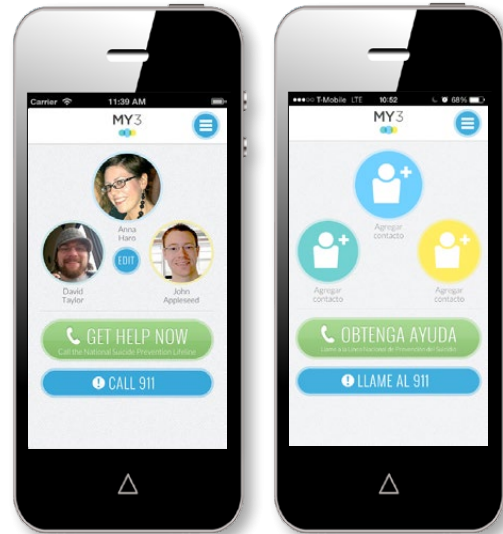
INSTRUCTIONS: Print-ready PDF files are provided. For vendor referrals contact info@suicideispreventable.org.

BANNER PEN

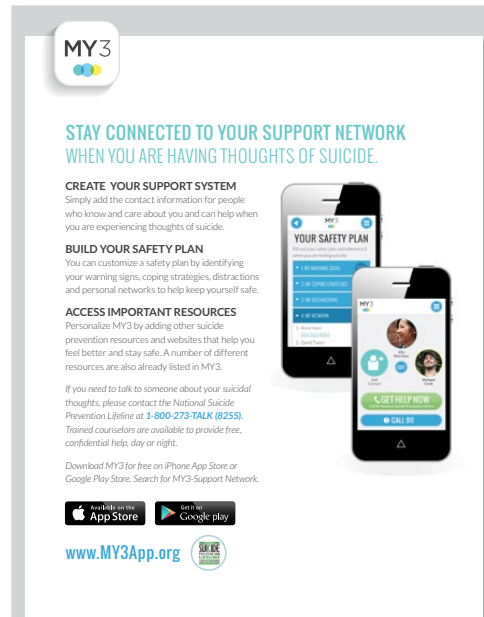
DESCRIPTION: Artwork to customize a ballpoint pen with a banner that retracts from the barrel of the pen to display information about the campaign, including the KTS logo and information about the National Suicide Prevention Lifeline. The artwork is bilingual in English and Spanish.

INSTRUCTIONS: Print-ready PDF files are provided. For vendor referrals contact info@suicideispreventable.org.

MY3 APP



Tent cards

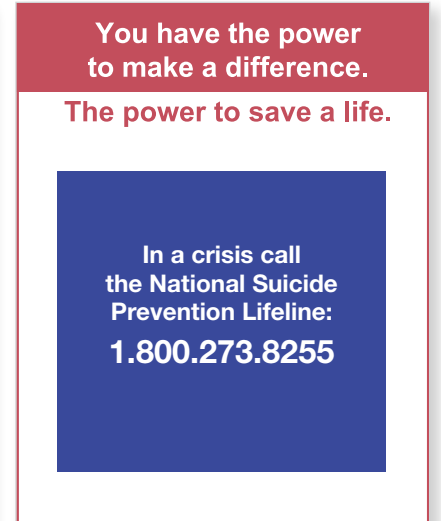


Flyers

DESCRIPTION: The MY3 mobile app (in English and in Spanish) connects individuals at risk of suicide to their support network. Promotional materials including tent cards and flyers are available for both mental health care providers and their clients who may be at risk for suicide. Materials are available in English and Spanish.

INSTRUCTIONS: For providers and for individuals at risk. The app can be downloaded from Google Play or the App Store. Promotional materials can be downloaded from www.my3app.org. Visit the "About" page to find materials that will help you share MY3 with your community, including features for a safety plan and resources.

PHARMACY BAG



DESCRIPTION: Artwork for two customized pharmacy bags is provided. The designs feature the Know the Signs campaign logo and promote the National Suicide Prevention Lifeline (artwork dimensions: front: 4.25" x 8.13"; back: 4.25" x 5.38"; sides: 1.5" x 7.5").

INSTRUCTIONS: Print-ready PDF files are provided that can be printed as-is or you can send to your preferred vendor for customization. For vendor referrals contact info@suicideispreventable.org.

THEATER



Lobby Standee



Retractable Banners

APPENDIX

LOBBY STANDEE

DESCRIPTION: Artwork is provided for a 60" × 36" lobby display.

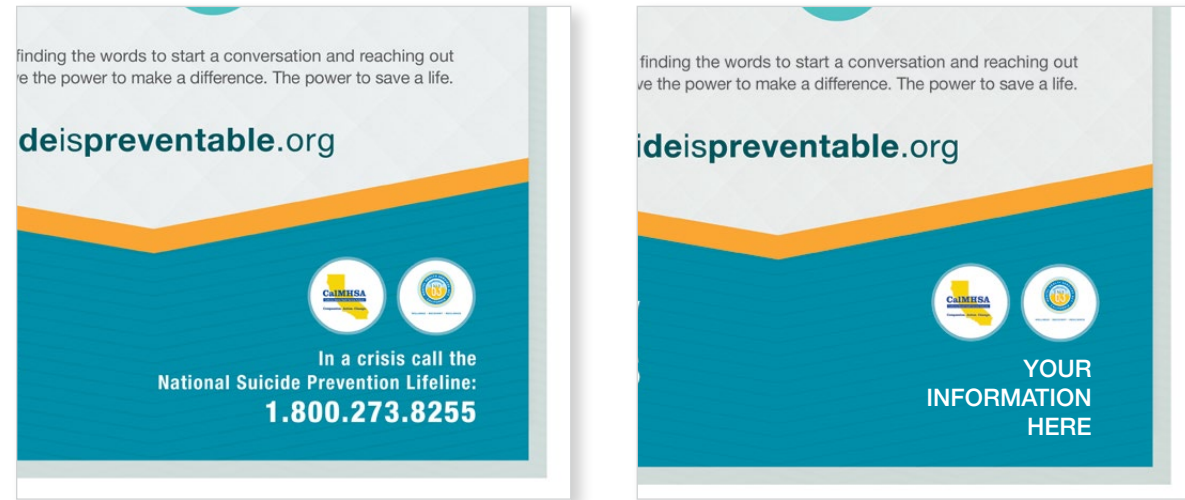
INSTRUCTIONS: Print-ready PDF files are provided. For vendor referrals contact info@suicideispreventable.org.

RETRACTABLE BANNER

DESCRIPTION: Artwork is provided for a 33" × 80" banner display.

INSTRUCTIONS: Print-ready PDF files are provided. For vendor referrals contact info@suicideispreventable.org.

POSTERS



INSTRUCTIONS:

There are three ways to use these posters, please follow the correct set of instructions.

Print recommendations:

- Print full color
- Opaque white paper
- 40–100 lbs weight paper

1. To print your poster as is:

- Download the desired poster size and accept the licensing agreement.
- Print in-house or provide the file to a local or online printing service.

To customize the poster, you can provide your preferred professional printer with a customizable PDF or customize using Adobe Reader or Adobe Acrobat Pro (as described in the following).

2. To customize using Adobe Reader:

- Download Adobe Reader for free from www.adobe.com/products/reader.html.
- Download the desired poster size and accept the licensing agreement.
- Use highlighted fields located at the bottom right corner.
- Click in box and type your desired copy.
- Save your PDF and print.

To add a logo or an image using Microsoft Word

Once you are done customizing the poster using Adobe Reader, save your PDF file as a JPEG by selecting “File,” then selecting “Save As...” For “Format:,” select “Adobe PDF Files” in dropdown menu and save.

- Open a Word document. If you downloaded the 11" x 17" poster, select 11" x 17" tabloid size from the menu in “Page Layout” (“Page Setup” on Mac).
- On Windows, choose “Insert” from the main tab and select “Picture” to insert the saved PDF file. Find the file location and select “Insert.” (On Mac, from the “Insert” menu, choose “Photo > Picture from File...” and select the saved PDF.)
- Select your image and click the “Picture Tools,” “Format” tab (“Format Picture” tab on Mac). Use the Crop tool to take off the borders of your image.
- Select “Wrap Text” from the “Picture Tools” “Format” tab (“Format Picture” tab on Mac) in the “Arrange” section and select “Square” to move the image.
- You can then adjust to the size of the document by dragging the corners or by selecting “Format” from the picture tools tab and clicking the lower right arrow by “Size.” Here you can type in your desired size (8.5" x 11" or 11" x 17"). Make sure that the “Lock Aspect Ratio” box in the Scale section of the Size menu has not been selected. Once your size has been set, click “OK”.
- Save the final file in your preferred format (PDF recommended) and print in-house or send to your preferred printer.

3. To customize using Adobe Acrobat Pro.

- Download the desired poster size and accept the licensing agreement
- Double-click the file to open it up in Adobe Acrobat Pro. If it does not open automatically, choose “Open With” and select Adobe Acrobat Pro or open directly from within Adobe Acrobat Pro.
- Use highlighted fields located at the bottom right corner.
- Click in box and type your desired copy.

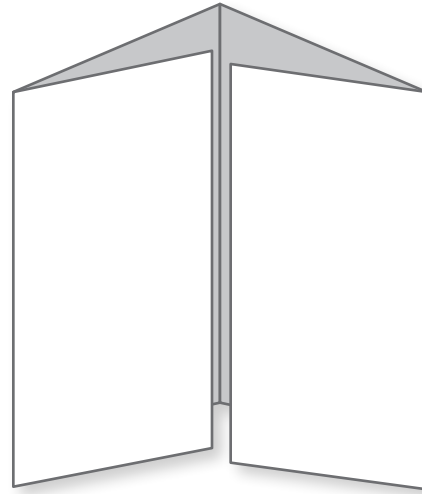
To adjust the font size or box placement, use the following instructions:

- Ctrl+Shift+7 (Command+Shift+7 on Mac) to open a “fields box” on the left side of the screen and highlight the customizable space.
- Double-click first customizable box and a “text field properties” menu will pop up.
- Select the “Appearance” tab. In the “Text” portion, select your desired font size, color and style. The font should adhere to campaign brand guidelines (12- or 16-point Helvetica Neue for Mac or Arial for PC).
- To adjust the size of the text box, drag the blue box outlining the perimeter of the customizable area to stretch or shrink the area as needed.
- To move the text box, click on the blue line and drag the box.
- Once the format is adjusted, select Ctrl+Shift+7 (Command+Shift+7 on a Mac) to exit.
- Click the customizable space and add the copy.

To add a logo, use the following instructions:

- Choose Tools, Content and then “Edit Object Tool”.
- From there, right-click on the page and chose “Place Image”
- Locate the logo or image you want to add and click “Open”
- The file will appear on your document. You can move the logo to the correct placement and adjust to the size of the document by dragging the corners

BROCHURE



INSTRUCTIONS:

There are two versions of the brochure: a customizable one to send to a professional printer and in-house customizable one that you can print on your home/office printer.

- To customize, use the highlighted field that is preplaced on the white talk bubble in the PDF to add your crisis number and/or website
- Alternatively, add a stamp or sticker to customize the brochure for your county.

Print recommendations:

- Print full color, double-sided
- Opaque white paper
- 40–60 lbs weight paper
- Tabloid size (11" × 17")

This brochure is a double gatefold, which means it folds into itself twice from the center (for information on folding: <http://desktoppub.about.com/od/glossary/g/doublegatefold.htm>). After folding, the brochure will measure 4.25" × 5.5".

You will need to print on a tabloid size paper and fold your paper in half so that your brochure is now two-sided. From here, you can proceed with the double gatefold as described.

PRINT ADS

INSTRUCTIONS:

- There are several print ads in various sizes. To send a final print ad to the printer without customizing, please use the 7.85" × 10.5" ad, and notify the printer or publisher that this has an additional .125" bleed.
- For a magazine ad, use the full-page 8" × 10.5" or the half-page 8" × 5.25" ad, and let your printer or publisher know that these include crop marks and bleeds.
- For a newspaper ad, please use the 4.92" × 10" (3 column) or 10" × 21" (6 column) ads. These do not include crop marks or bleeds. The customizable ads for both magazine and newspaper are also available on www.yourvoicecounts.org in black and white.
- To customize, you will need an Adobe Acrobat program (Acrobat Reader is free from: www.adobe.com/products/reader.html).
- To add your local crisis line or website, enter your text in the highlighted editable fields in the PDF.
- To add a logo, you will need Acrobat Pro. Using this program, save the document (with your updated text changes) as a Word document or JPEG. Then, insert your logo and save the final document. Talk to your printer or publisher for any resizing needs/options.
- To print this advertisement as is, you can delete the placeholder text and send the ad directly to a printer or publisher and ask them to disregard customizable spaces.

TV ADS

INSTRUCTIONS:

The 30 second TV spots are available in both Standard and High Definition and in English or Spanish. The TV spots can be customized by adding the county's logo and information in the endslate. The website www.suicideispreventable.org and www.elsuicidioesprevenible.org should not change on the TV spots. This comes with a fee of about \$200-\$400 per spot depending on definition format and request specifications. Please contact both of the following emails blueteam@extremereach.com and kwrightpena@extremereach.com to provide them with instructions and the individual ISCI (pronounced "isky") codes. ISCI codes are used to identify commercials for airing.

For this campaign, the ISCI codes are below:

ISCI Code	TV Spot
CALM12TV112H	English High Definition "SHARING"
CALM12TV112	English Standard Definition "SHARING"
CALM12TV111H	Spanish High Definition "RECONOZCA LAS SENALES"
CALM12TV111	Spanish Standard Definition "RECONOZCA LAS SENALES"



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