

Research Based Public Awareness at the Local Level

Daniel J. Reidenberg, Psy.D., FAPA
Executive Director, SAVE
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Background

- What is social marketing?
- What is it you really want to do?
Effect behavior or attitude change
(primary) and fit with your mission
(secondary)

Commercial vs. Social Marketing

Commercial Marketing

- Benefit for seller or producer
- Tangible products
- Examples:
 - Buy pizza
 - Buy tickets to a movie
 - Sign up with this bank

Social Marketing

- Benefit for society or a select group
- Changes something, idea, attitude, behavior
- Examples:
 - Aging-eat calcium
 - Heart-exercise
 - Health-wash hands

Public Awareness and Suicide Prevention

- Efforts include:
 - Universal
 - Universal preventions have been used with the aim of shifting risk and protective factors across a whole population and involve the cooperation of the community and/or the media.
 - Selective
 - Indicated
 - Clinical interventions

SAVE's Public Awareness

- History
- Types of campaigns (local, national)
- Media used
- Research (U of MN, 2007)
- Case example

Billboard Messaging

- With regard to public service announcements (PSAs), the billboard format provides a particularly novel approach to suicide prevention.
 - Like most other types of PSAs...
 - it is difficult to study real-world exposure
 - it is difficult to control the dosage of exposure (e.g., driving by the billboard daily for some vs. once in a lifetime for others)
 - the message needs to be provocative enough to capture the attention of the intended audience
 - Unlike most other types of PSAs...
 - the information provided must be extremely limited so the viewer can comprehend and retain the information

Past Research

Universal Suicide Prevention Programs

- Suicide education and awareness programs are rarely empirically validated.
 - Some research has found improvements in knowledge about suicide, mental health referral sources, coping, etc.
- There is only one study that found the rates of suicide attempts were lower in the prevention group in contrast to a comparison group.
 - SOS; Asestine & DeMartino, 2004
- There has been a range of explanations for the paucity of positive findings for the effects of suicide prevention programs.
 - e.g., low dosage of program, low rates of suicidality

Additional Potential Risks

- Some (Chambers et al, 2005) have suggested that it is important for billboards to avoid the impression...
 - that suicide is common (normative) and thus a viable option
 - that depression and suicide are always linked
- *Suicide prevention efforts may not always serve their intended goals. Well-intended efforts to prevent suicide may regrettably in some cases heighten the risk of suicide. It is incumbent upon us to prevent potential pitfalls.*

BEFORE You Create a Media Plan

- **Need to know** what the need is (what do you want?)
- **Need to assess** the community (are they or could they be ready?)
- **Need to assess** the communities and partner's readiness (are the resources available?)

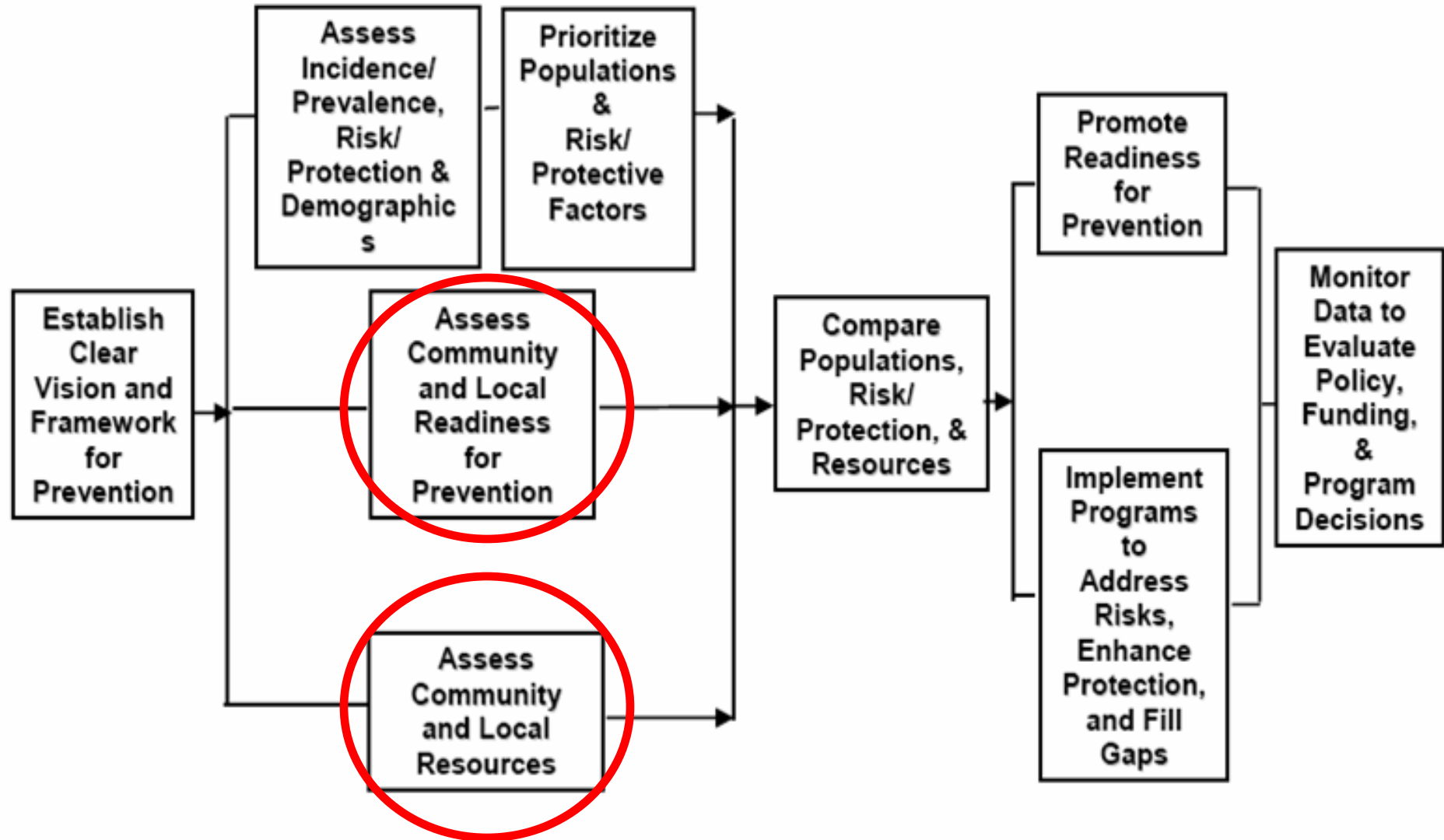
Community Assessment: Needs

- Like other needs assessment surveys and strategic planning, gives you a window into the community
- Tells you not if you can do it, but what you need to know before you do it (helps you proceed, or not)
- Begins a dialogue, brings in partners, builds energy and momentum

Community Assessment: How

- Determine your vision, goals, objectives
- Gather data (compare to what's known)
- Find out who knows has the information you want to know in your area
- Develop a plan, resources to implement plan

Assessing Community Needs and Resources (Nagy, K. & Schulz, J. (ed),
KU Community Tool Box, <http://ctb.ku.edu>

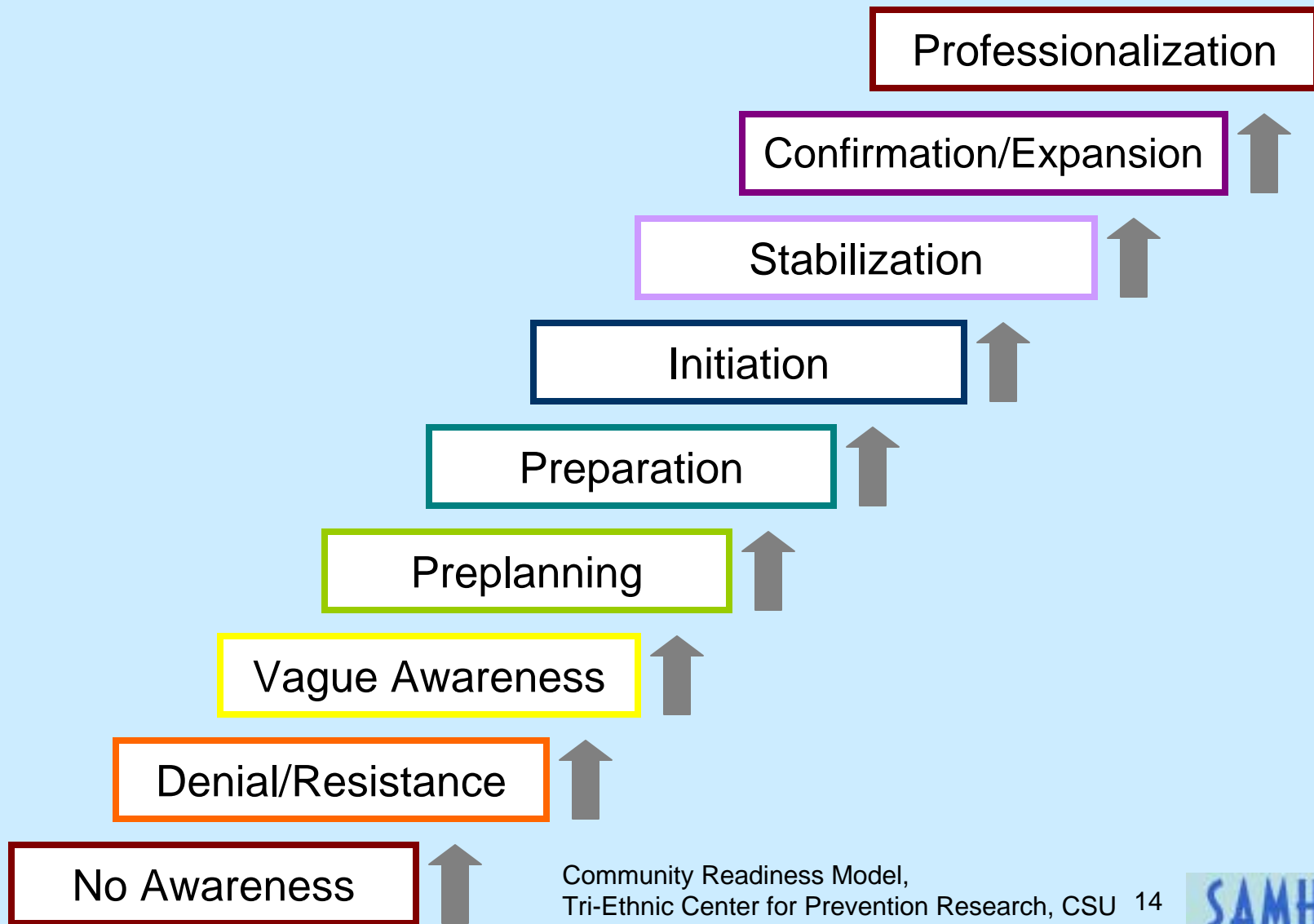


Community Assessment: Readiness

- What is going on already?
- What does the community know?
- Who in your community knows about this?
- Are there resources to support your goal?

Tri-Ethnic Center for Prevention Research, Colorado State University
<http://www.triethniccenter.colostate.edu>

Stages of Community Readiness



Creating a Media Plan

- Define your objective (what are you trying to change?)
- Develop a realistic timeline-consider frequency, repetition, placement, mediums
- Identify who is your target audience: primary and secondary
- Develop a key message (are you changing a belief or creating a new one?, consider purity and specificity issues)
- Know your secondary message!
- Create your media tools/materials (indoor, outdoor, press kit, local, national resources)

Creating a Media Plan: Next Steps

- Identify a spokesperson
- Develop a tracking system (how will you know if it worked?)
- Conduct focus groups
- Conduct interviews
- Create surveys/polls
- Develop an evaluation plan

Campaign Tips

- Message(s) should be clear and concise-7 word rule
- Message(s) should be timely-don't use old data
- Message(s) should leave a lasting impression
- Message(s) should be real, tangible (millions mean little to most)
- Use reliable and recognizable or credentialed people
- Mediums should be carefully considered
- Duration of campaign is important

Media Tips

- Recognize they are in business to make money
- Know that they make far more from a retail giant than from a non-profit agency
- Remember that they know your business is typically time-limited (one campaign) and retail is not
- Always try and get PSAs added to your contract(s)
- Get agreement on tracking exposures early

Do's and Don'ts in Suicide Awareness Media Campaigns

Do

- Promote health, wellness
- Use a strengths-based approach
- Encourage help-seeking
- Promote that help is available
- Share treatment effectiveness and alternatives
- Make your campaign local!
- Consider culturally specific issues

Don't

- Glorify or romanticize those who died by suicide
- Focus on a particular person
- Normalize the incidence of suicide (it's not common)
- Try to explain the unexplainable
- Relay the details of a death or methods used

Resources/References

- Suicide Prevention Resource Center
www.sprc.org (Safe and Effective Messaging for Suicide Prevention)
- Colorado State University:
<http://triethniccenter.colostate.edu>
- University of Kansas:
<http://ctb.ku.edu/en>
- The Annenberg Foundation
www.annenbergfoundation.org

Resources/References

- SAVE: www.save.org
- Chambers DA, Pearson JL, Lubell K, et al. The science of public messages for suicide prevention: A workshop summary. *SLTB*, 2005; 35(2): 134-145.
- Strategic Message Development, Anara Guard, SPRC
- Klimes-Dougan, B. 2007, Suicide Prevention: Considering Billboards as a Method for Educating the Public.