

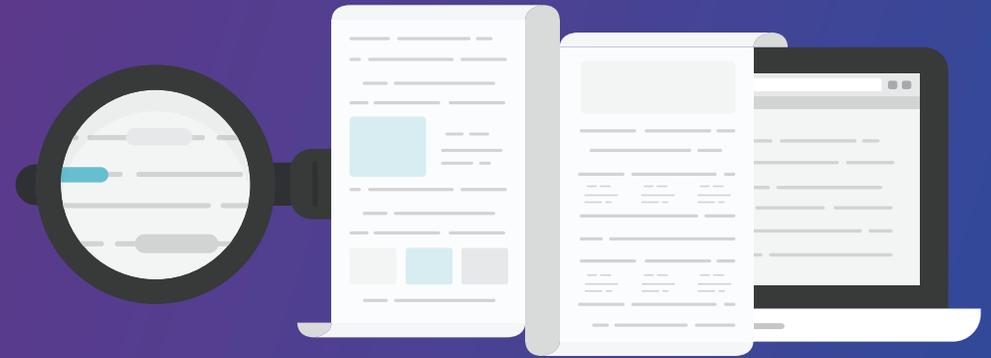


# SUICIDE PREVENTION CAMPAIGN BRAINSTORM BOOK

This brainstorm book contains exercises to guide you through the process of developing a suicide prevention communications campaign. Exercises are meant to be completed as you move through the steps outlined within the roadmap.



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# EXERCISE 2: Understand the suicide landscape

Instructions: Consider the questions below and use the “5 Whys Root Cause Analysis” to dig deeper. Determine the answer to each question and then ask, “Why might that be?” five times, digging deeper into the root cause of each question.

1. What are the current trends related to suicide either within our geographic area or populations that we work with?

**Response**

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**And Why Might That Be?**

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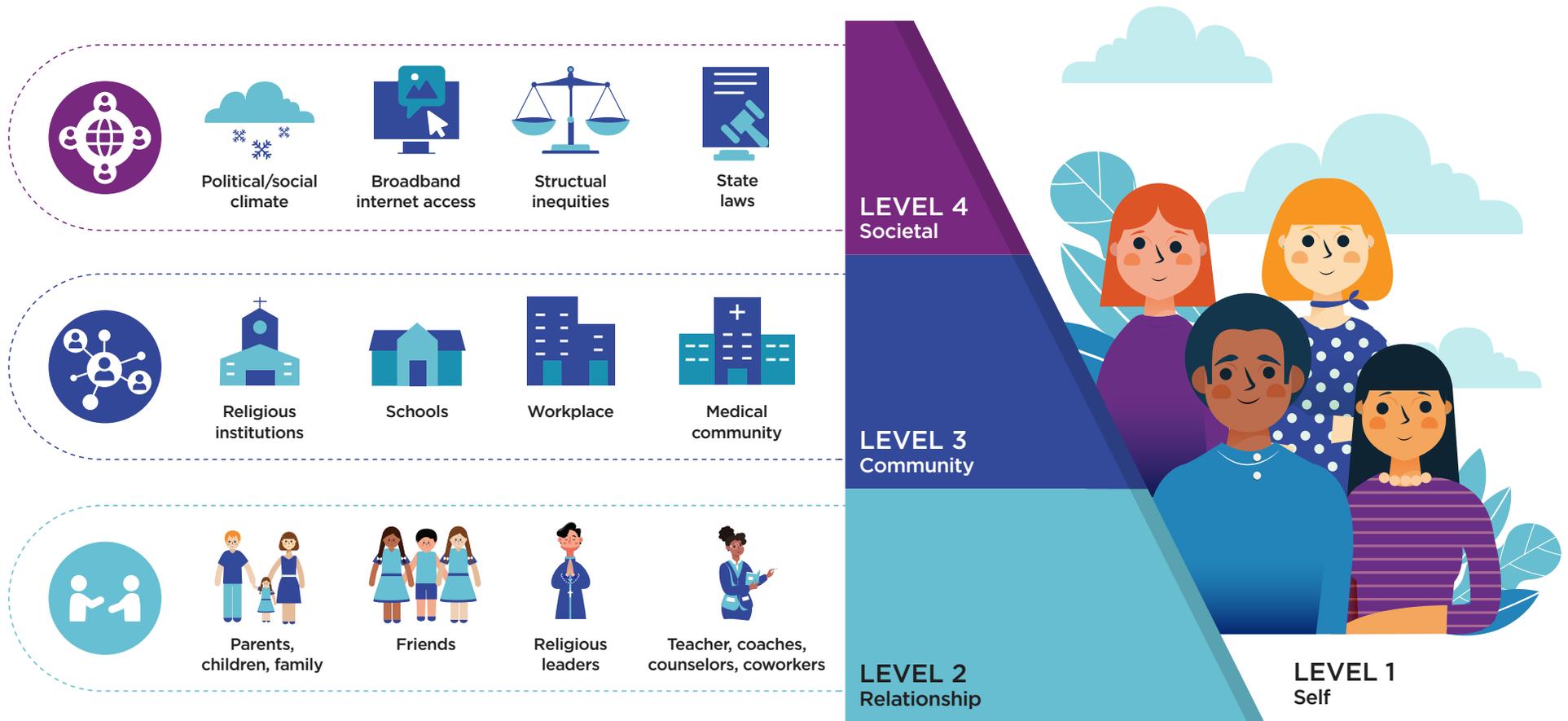






# EXERCISE 4: Identify the campaign audience

Instructions: Create a Social Ecological Map of your campaign beneficiary to reflect on all of the people that may be able to influence them. Once you have completed the exercise, identify who you will direct your campaign toward. This group will be your campaign audience. They will either come from level 2 or 3, or level 1 if your campaign audience is the campaign beneficiary themselves.





**LEVEL 4**  
Societal

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**LEVEL 3**  
Community

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**LEVEL 2**  
Relationship

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**Campaign Beneficiary:** \_\_\_\_\_





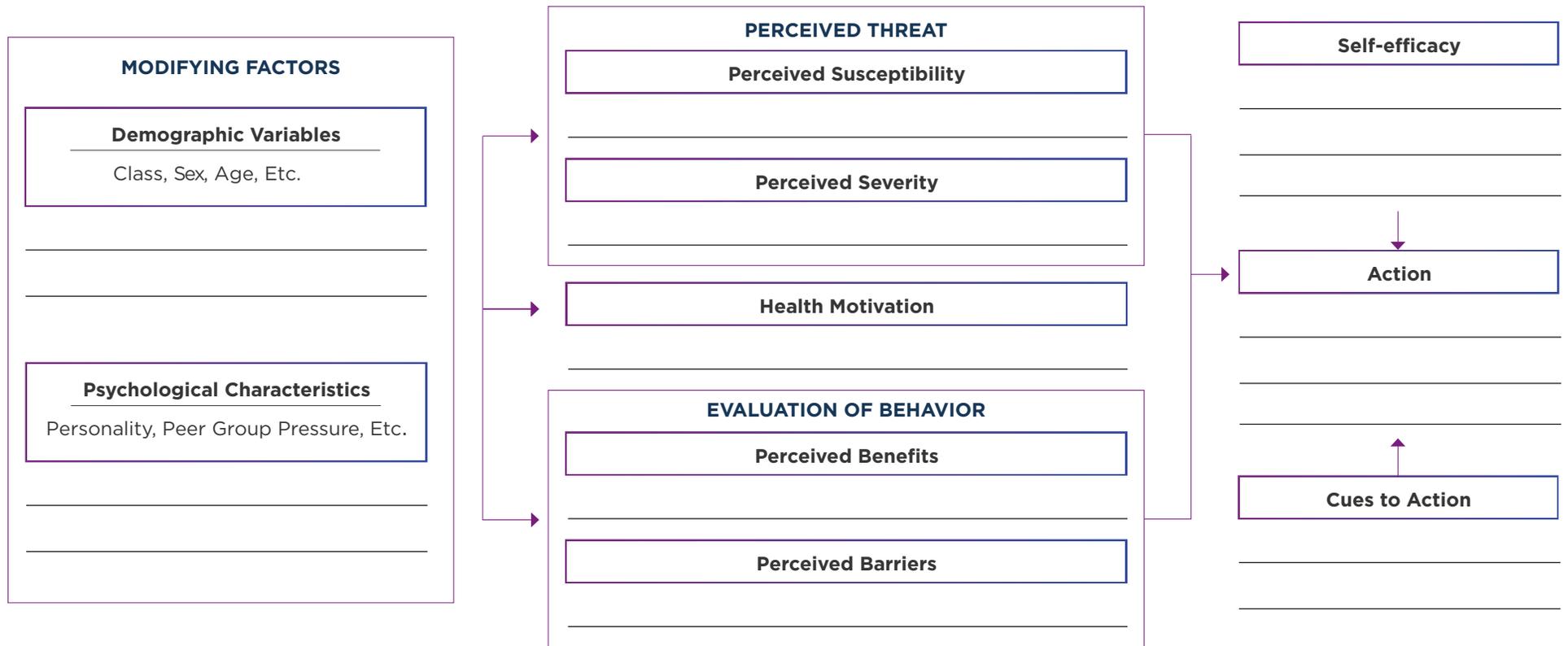


# EXERCISE 6: Use a behavior change model to design your campaign strategy

**Instructions:** Review the behavior change models included within the roadmap. Select the behavior change model you feel is most relevant to the intended scope of your campaign. Based on your selection, complete Exercise 7A (Health Belief Model) or 7B (Social Cognitive theory). This exercises can help you pinpoint where your population falls within the behavior change model, thus helping you determine an effective strategy and call to action.

## Exercise 6A - Health Belief Model

**Instructions:** Fill in the sections of the facets of the Social Cognitive Theory model below to flesh out your particular audience's context and needs.



## Exercise 6B - Social Cognitive Theory

Instructions: Fill in the sections of the facets of the Social Cognitive Theory model below to flesh out your particular audience's context and needs.

How can you provide opportunities for your audience to practice or engage in a desired behavior?

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What cognitive factors might be a play for your audience, such as their belief in their personal ability to perform a behavior?

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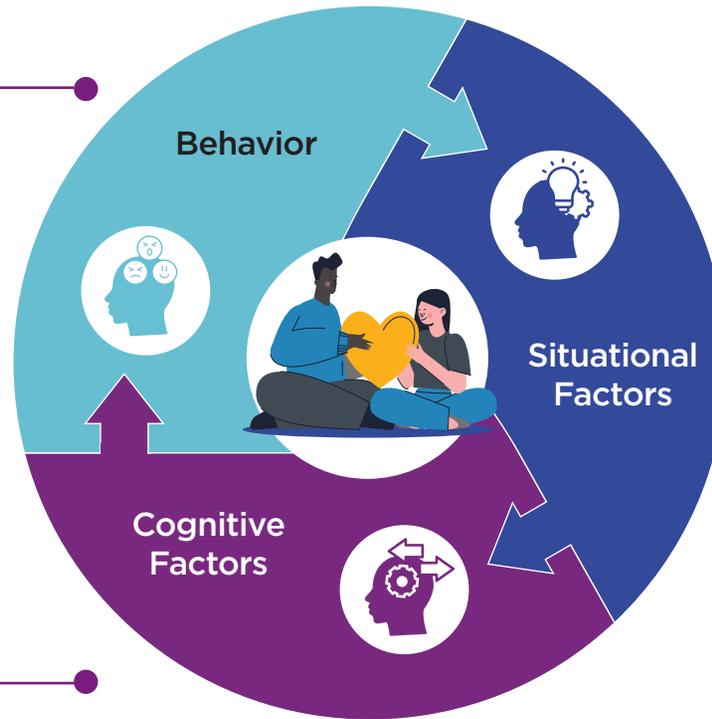
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What is happening in their environment that must impact their willingness or ability to perform a desired behavior?

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# EXERCISE 7: Develop a clear call to action (CTA)

Instructions: Think about the individuals or communities who you identified as having influence over (campaign audience) the individual/group(s) at higher risk for suicide (campaign beneficiaries). List out every possible behavior or action that you could ask your audience to do at each point on the suicidality spectrum.

**Campaign Beneficiary:** \_\_\_\_\_

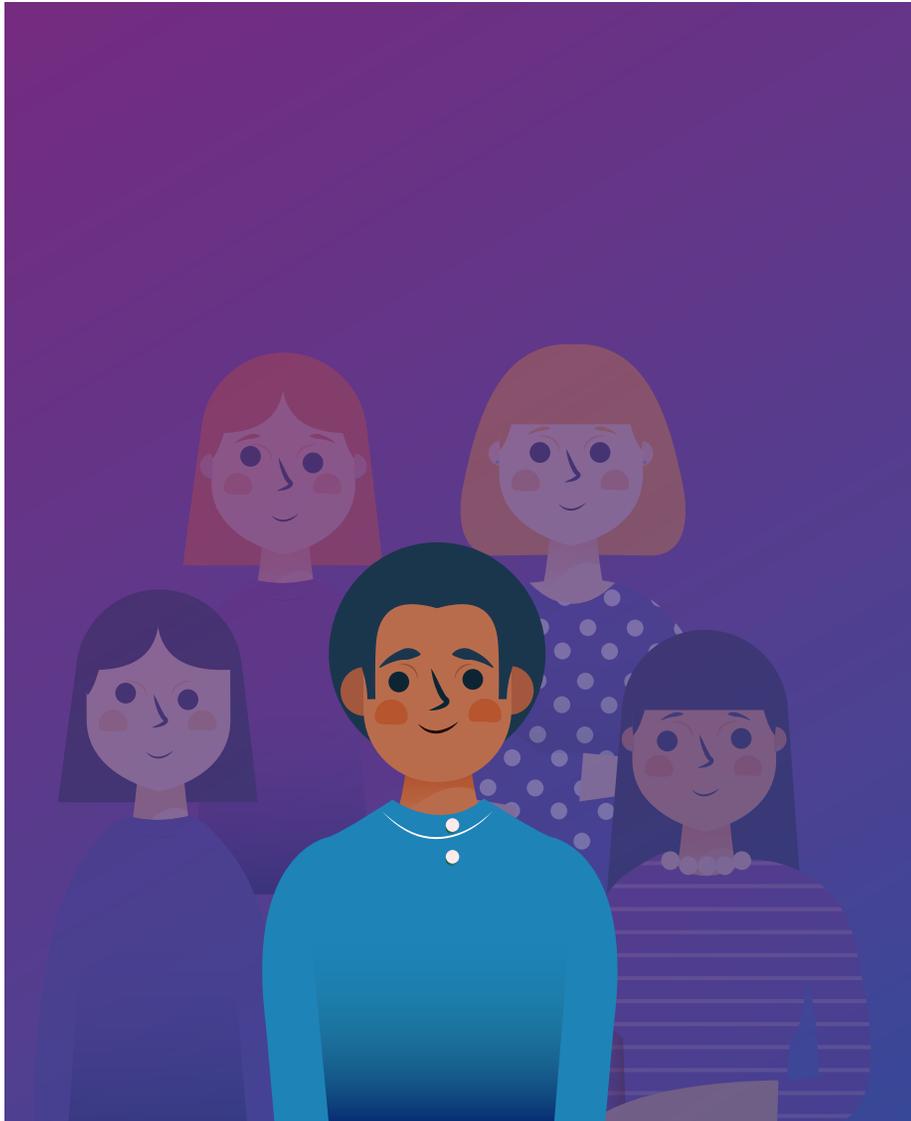
**Campaign Audience:** \_\_\_\_\_

UPSTREAM	THOUGHTS OF SUICIDE	PLANNING	ATTEMPT
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
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_____	_____	_____	_____
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_____	_____	_____	_____
_____	_____	_____	_____



# EXERCISE 8: Develop your evaluation approach

Instructions: Over the course of this brainstorm book, you've identified answers to the questions below. As you prepare to complete the logic model template keep these answers in mind.



## Exercise 8A - Evaluation checklist

1. Who in your campaign's group is at higher risk for suicide?

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2. Who is your campaign audience?

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## Exercise 8B - Creating your campaign's logic model

Instructions: Use this template to build a visual that captures the relationship between the inputs, activities, and outputs needed to drive the intended outcomes of your campaign.

<b>INPUTS</b>	Resources, such as funding, staff, materials, and time, that are invested into the campaign development and implementation.
<b>ACTIVITIES</b>	Specific actions, processes, or interventions that are implemented using the inputs. Activities should capture steps that help you implement the campaign.
<b>OUTPUTS</b>	Direct products or services that result from the campaign. These are often quantifiable and tangible, such as the number of calls put into a hotline, or the number of mental health first aid seminars held.
<b>OUTCOMES</b>	The changes or benefits that results from your campaign. You may choose to categorize outcomes into short-term outcomes, intermediate outcomes, or long-term outcomes.

<b>INPUTS</b>	<b>ACTIVITIES</b>	<b>OUTPUTS</b>	<b>OUTCOMES</b>
<b>KEY ASSUMPTIONS</b>		<b>EXTERNAL FACTORS</b>	

# EXERCISE 9: Craft an effective message

Instructions: Impactful campaigns convey positive messages in a compelling and engaging way to effectively connect with the key audience. Campaign language is most effective when it is concise, written in plain language, and centered around a behavior-changing call to action. Use this page to brainstorm messages and design elements that will resonate with your key audience and promote your call to action, while also making note of specific content to avoid.

Your chosen CTA: \_\_\_\_\_

POTENTIAL KEY MESSAGES	POTENTIAL DESIGN ELEMENTS	MESSAGES/DESIGN ELEMENTS TO AVOID
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

# EXERCISE 10: Spread your message

Instructions: The dissemination strategy should be tailored to your key audience based on the insights gathered during exercise 5. Use this page to brainstorm all the potential communication platforms you could use to reach your audience, beginning with the ones that your key audience prefers or uses most frequently.

COMMUNICATION PLATFORM	POTENTIAL ADVANTAGES	POTENTIAL DISADVANTAGES/ BARRIERS	APPROPRIATE FOR CAMPAIGN MESSAGING TONE/FORMAT	
				
				
				
				
				