



2021 September Suicide Prevention Month Media Materials

Created for Regional Suicide Prevention Coalitions
By the Oregon Alliance to Prevent Suicide and the
Coalition Leader Advisory

August 2021

Preparing for the Event

What: Signs of Hope Campaign for Suicide Prevention Month September 2021

When: Thursday, September 9th

Time: Coalition specific.

Where: Coalition specific.

Partnering with the Alliance:

1. Do you need signs ordered for you? Tell Jenn at jfraga@aocmhp.org by Wednesday, August 18th. Go [here](#) to see the signs that will be ordered.
 - a. Signs will be delivered to Jenn and she will connect with you to plan delivery.
2. Do you want a blank sign to write your own messages or community resource? Let Jenn know and she will connect with you about logistics.
3. Take photos of your event and send them to Jenn at jfraga@aocmhp.org. Photos will be shared on the [Alliance Website](#) and our listserv.
4. Will you be holding signs during a specific time? Please complete [this form](#) so we can share a schedule on our [Alliance Website](#) and our listserv.

Press Release

Contact:

Insert Coalition Contact Information OR use Alliance Contact information

Annette Marcus, amarcus@aocmhp.org

Suicide Prevention Policy Manager, Oregon Alliance to Prevent Suicide

Regional Suicide Prevention Coalitions Want You to Know

Hope and Help is Around the Corner:

Salem, Ore.; September 1, 2021 – On Thursday, September 9th, [Regional Suicide Prevention Coalitions](#) across the state will join together and hold Signs of Hope as a visible reminder to people that they are not alone, that communities are here to help, and who they can reach out to when help is needed. Joining this campaign are the Oregon Alliance to Prevent Suicide, regional suicide prevention coalitions, Lines for Life, and the Oregon chapter of the American Foundation for Suicide Prevention.

Highlighting stories of resilience, sharing strategies to deal with suicidal thoughts, and connecting people with needed resources are important ways that news organizations can help to prevent suicide.

“While the practical and mental health challenges brought on by COVID-19 and the Oregon wildfires over the past years are like none in our lifetime, everyday Oregonians and state and local organizations have been stepping in to support one another and to make it safe to ask for help. The Signs for Hope campaign helps people to remember that it is normal to struggle, that they are part of community that cares.” - Annette Marcus, Oregon Alliance to Prevent Suicide

Defying many people’s expectations, preliminary reports from the Oregon Health Authority and CDC indicate suicide rates did not increase in 2020. At the same time, Lines for Life and Northwest Human Services report that traffic to their helplines have steadily increased.

While there is no one explanation for this, we are hopeful that it reflects an increase in people’s comfort in reaching out for help.

We invite you to join us in this movement to spread hope. Here are some tangible steps you can take:

1. Get comfortable asking, “Are you okay” and listening to the answer by going [here](#)
2. Know the warning signs of suicide, including protective factors, by going [here](#)
3. Participate in a webinar by the American Foundation for Suicide Prevention, such as Talk Saves Lives or More than Sad by going [here](#)
4. Register for your local Question, Persuade, Refer (QPR) Suicide Prevention Training or Mental Health First Aid. Like CPR, this training will give you the life-saving skills and tools to help someone who has suicidal thoughts or a mental health crisis. **INSERT YOUR LOCAL RESOURCE HERE OR YOU CAN USE THIS LINK [HERE](#)**

Who to call or text if you or someone you know is in need of mental health support:

1. Senior Loneliness Line: 503-200-1633
 2. Crisis Text Line: 741741
 3. National Suicide Hotline: 800-273-8255
 4. Trevor Project (LGBTQ+): 1-866-488-7386
 5. Veteran Crisis Line: 1-800-273-8255
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Ideas for Getting the Word Out

1. Call your local media outlets to alert them about the event
 - a. [Here](#) is a list of media lists across Oregon
 - i. http://www.dailynewsoregon.com/oregon_news_media_list.php
 - b. [Here](#) is a second list of newspaper outlets across Oregon
 - i. <https://sos.oregon.gov/blue-book/Pages/cultural/media-newspapers.aspx>
2. Connect with local media outlets after the event to show the success and connections made through the campaign
 - a. See [here](#) for an example
3. Share information on available social media outlets
 - a. Make press releases into an image to share on Facebook or Instagram
4. Connect with local leaders, such as City Commissioners or other public leaders
 - a. [Here](#) is a list of County Governments
5. If you are planning on standing in a certain spot at specific times of the day, include this when you connect with the media or share information about the event
6. Consider identifying a story of hope, help, or healing to share with local media
 - a. Please look at the [Breaking the Silence campaign](#) from Lines for Life for ideas

Safe Messaging

“Safe messaging focuses on avoiding potentially harmful messaging content. Certain types of messages about suicide can increase the likelihood that at-risk individuals will consider or attempt suicide themselves. “

Framework for Successful Messaging

A primary source for reporting guidelines is the *Framework for Successful Messaging* created by the National Action Alliance for Suicide Prevention. A full discussion of the *Framework* is available at <https://suicidepreventionmessaging.org/> The *Framework* is a resource to help programs and individuals messaging about suicide to develop content that is strategic, safe, positive, and makes use of relevant guidelines and best practices. The Suicide Prevention Resource Center’s “Best Practices and Recommendations for Reporting on Suicide” document is also an excellent source. It is available at <https://reportingonsuicide.org/>

The National Action Alliance provides an overview of the framework with graphics at https://suicidepreventionmessaging.org/sites/suicidepreventionmessaging.actionallianceforsuicideprevention.org/files/documents/FrameworkOverview_Apr2019.pdf

Framework for Successful Messaging

Created by the National Action Alliance for Suicide Prevention as part of its focus to Change the Conversation about suicide and suicide prevention

The Framework is a comprehensive web-based resource that outlines four critical issues to consider when messaging to the public about suicide.

» All messages should consider four key elements: **Strategy, Safety, Positive Narrative, and Guidelines**

Positive Narrative

means "promoting the positive" in some form, for example, by

- Sharing resources
- Telling real stories of help-seeking, giving support, coping, or resilience
- Describing action steps the audience can take
- Featuring program successes, new research, or how people are making a difference.

Safety is avoiding content that is unsafe or undermines prevention.

Safety

Strategy involves planning and focusing messages, so they are as effective as possible. Includes

- Integrating communications with other efforts
- Defining clear goals
- Understanding the audience
- Identifying a "call to action"
- Providing resources for taking action.

Strategy



Positive Narrative



Guidelines

Guidelines means using any specific guidance or best practices that apply.

Learn more at SuicidePreventionMessaging.org.

Ideas for Signage

Different ways you can participate in the Signs of Hope campaign:

1. Recruit volunteers to hold signs in different parts of your county
 - a. Clackamas County worked with their Department of Transportation to find the busiest intersections at two different times of the day, one in the morning and one in the afternoon
 - b. Volunteers then signed up for different time slots at different intersections
2. Place signs at different strategic places around your county
 - a. You can partner with different local businesses to have signs placed in front of the stores, emergency service buildings, community organizations, schools, parks, etc.
 - b. You can either pick them up yourselves after the event has ended or let community members know they can pick one up to have for themselves
3. Place signs in the lawns of coalition members

See images below for examples:

