

Pain Isn't Always Obvious

KNOW THE SIGNS

Suicide Is Preventable

Know the Signs is a statewide suicide prevention social marketing campaign with the overarching goal to increase Californians' capacity to prevent suicide by encouraging individuals to know the signs, find the words to talk to someone they are concerned about, and to reach out to resources. The majority of campaign materials are focused on helpers; those in a position to recognize warning signs and offer support to a person at risk.

All campaign materials refer individuals to the campaign websites.

www.suicideispreventable.org

elsuicidiodoesprevenible.org

Campaign Materials:

All campaign materials can be viewed, customized and downloaded from the Resource Center on yourvoicecounts.org.

- Evaluation and campaign reports
- Survey instruments
- "How to" Guides and Toolkits
- Outreach posters, brochures and tent cards (*in English, Hmong, Khmer, Korean, Lao, Mandarin, Punjabi, Russian, Spanish, Tagalog, Vietnamese*)
- Outreach poster with tear-away card that can be customized by local crisis lines (intended for individuals in crisis).
- Print Ads (*English, Korean, Mandarin*)
- TV and radio spots (*English, Hmong, Spanish*)
- Outdoor ads (*English*)
- Online ads (*English, Spanish*)
- Pin Buttons

In addition, many counties have adapted the Know the Signs materials into a variety of different outreach tools and advertisements, including but not limited to, pharmacy bags, bus advertisements, theater standees and give-aways such as tote bags, magnets, pens and key chains. Samples and files for these materials can be made available.

Campaign materials are available in several languages and for a variety of communities.

See below and "additional resources" on the next page for an overview.

Materials to reach helpers, unless otherwise noted.

- African American Community (*Outreach poster*)
- Cambodian Community (*Outreach poster, brochure and poster with tear-away card*)
- Chinese Community (*Outreach poster, brochure, print ad*)
- Filipino Community (*Outreach poster, brochure*)
- General public (*Outreach poster, brochure, tent card, online ads, billboards*)
- Hmong Community (*Outreach card, TV and radio spot*)
- Individuals in crisis (*Outreach poster with tear-away card; MY3 fliers and tent cards*)
- Korean Community (*Outreach poster, brochure, print ad*)
- Lao Community (*Outreach poster, brochure*)
- Men (*Outreach poster, radio spot*)
- Spanish-speaking (*Outreach poster, brochure, tent card, TV and radio spot, animated video, and flipchart.*)
- Vietnamese Community (*Outreach poster, brochure*)



Additional Resources

All can be downloaded from the Resource Center at www.EMMResourceCenter.org.

MY3 (www.my3app.org)



The MY3 mobile app (in English and in Spanish) connects individuals at-risk for suicide to their support network. MY3 features a safety plan and resources. Promotional materials can be downloaded at my3app.org. The app can be downloaded from Google Play and the App Store. *For providers and for individuals at risk.*

Training Resource Guide for Suicide Prevention in Primary Care Settings

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. *For primary care providers.*

Making Headlines

A Guide to Engaging the Media in Suicide Prevention in California



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

Culture and Community

Suicide Prevention Resources for Native Americans in California



This is an annotated and illustrated collection of culturally relevant and responsive suicide prevention social marketing materials developed by Native groups in California and other states. The guide also 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. *For Native American communities and those reaching out to them.*

Pathways to Purpose and Hope

A Guide to Creating a Sustainable Suicide Bereavement Support Program for Families and Friends After a Suicide Death

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 those looking to start a new program or to expand the capacity or strengthen an existing one. *For suicide loss support organizations.*

How to Use Social Media for Suicide Prevention

This booklet provides case studies and tips to utilize social media to complement suicide prevention efforts. An inventory of ready-to-use posts can be downloaded. *For counties, CBOs and advocates.*

EI Rotafolio (The Flip Chart)



A flip chart designed to reach Spanish speakers with low literacy language skills, is available to counties and community-based organizations to support their suicide prevention outreach. *For counties, CBOs and Promotores.*

Directing Change (www.DirectingChangeCA.org)



A student film contest that aims to promote school-based prevention programs and peer-to-peer awareness efforts. The program invites young people to create short films about suicide prevention and mental health. Films can be downloaded from the website at no cost and used to raise awareness about these topics. *For youth ages 14-25, schools and CBOs.*

