

Engaging the Media in Promoting Suicide Prevention



A GUIDE FOR FIELD ADVOCATES AND ACTIVISTS

Point de Vue

Overview of today's presentation

-  MEDIA TYPES
-  NEWS SOURCES
-  MESSAGE CRAFTING
-  MATCHING MESSAGE TO MEDIUM
-  ART OF THE PITCH
-  SEEKING ASSISTANCE

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MEDIA TYPES 



The MEDIA

A POWERFUL ALLY in your suicide prevention if tapped effectively and with on-target messaging.

YOUR GOAL? How to best harness and direct its power to assist in prevention efforts.

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MEDIA TYPES 

MEDIA defined

NOT JUST **MASS (CONSUMER) MEDIA** DIRECTED AT BROAD AUDIENCES VIA CONVENTIONAL OUTLETS SUCH AS TELEVISION, NEWSPAPERS, MAGAZINES, RADIO AND THE INTERNET.

MEDIA INCLUDES **TRADE OR PROFESSIONAL** MAGAZINES, WEBSITES, NEWSLETTERS AND MORE, ALL TARGETED TO PROFESSIONALS WORKING IN SPECIFIC FIELDS RELEVANT TO SUICIDE PREVENTION SUCH AS LAW ENFORCEMENT, EDUCATION, PASTORAL COUNSELING AND HEALTH CARE.

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MEDIA TYPES 


GET IT!

Guide from SPAN USA and SPRC




EVERYTHING YOU NEED TO KNOW ABOUT ENGAGING PRIMARILY **CONSUMER** MEDIA OUTLETS.



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MEDIA TYPES 

But what about **TRADE** media for:

TEACHERS PRIMARY CARE PHYSICIANS POLICE OFFICERS

AND OTHER PROFESSIONALS WHO PLAY A ROLE IN SUICIDE PREVENTION?

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MEDIA TYPES 

What about all of the many audiences with relevance to suicide prevention?

SOCIAL WORKERS • PSYCHIATRISTS • NURSES • PSYCHOLOGISTS • PUBLIC HEALTH OFFICIALS • HEALTH CARE ADMINISTRATION • HMOs/PPOs/MANAGED CARE • VETERANS AFFAIRS • MILITARY • MENTAL HEALTH FOUNDATIONS • CORRECTIONS • SCHOOLS COLLEGES/UNIVERSITIES • PASTORAL COUNSELING • BEREAVEMENT • AGING/GERIATRICS • SUBSTANCE-USE DISORDERS/RECOVERY PROGRAMS • EMERGENCY/CRISIS INTERVENTION • LEGAL/JUDICIAL • HUMAN RESOURCES • MORTICIANS • CORONERS • INSURANCE • RISK MANAGEMENT • PHARMACEUTICAL • WOMEN'S ISSUES • DIVERSE CULTURES • FAMILIES AND CHILDREN • GENERAL MEDICINE • PEDIATRICS • GENERAL MENTAL HEALTH • RURAL • SURVIVORS OF SUICIDE LOSS • SURVIVORS OF SUICIDE ATTEMPT • EATING DISORDERS • GLTB • VIOLENCE/ASSAULT • MEANS RESTRICTION • HOUSING/HOMELESSNESS • EUTHANASIA/ASSISTED SUICIDE • CELEBRITIES

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MEDIA TYPES 

Trying to reach **PROFESSIONAL** audiences through **CONSUMER** media outlets can be inefficient and ineffective.




Like trying to nail Jello® to a wall and hoping it sticks!

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NEWS SOURCES 

What to do?
Where to start?

Focus on finding a compelling **MESSAGE** that you want to convey to bring about the change you want to achieve.



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NEWS SOURCES 




The one-stop shop for the latest RESEARCH



Easy search by keyword(s) including state, subject, author
 Free and updated daily
 Access to 11 million citations
 "Related Article" feature to retrieve similar citations w click of a mouse
 Research authors' emails are available for contacting

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NEWS SOURCES 




Sample headlines for search for SUICIDE

- 1: Cohen VK. Keeping students alive; mandating on-campus counseling saves suicidal college students' lives and limits liability. *Fordham Law Rev.* 2007 May;75(6):3081-135. No abstract available. PMID: 17593598
- 2: Duarte-Veldez YM, Bernal G. Suicide behavior among Latino and Latina adolescents: conceptual and methodological issues. *Death Stud.* 2007 May-Jun;31(5):435-55. PMID: 17554838
- 3: Bernard SJ, Paulozzi LJ, Wallace DL; Centers for Disease Control and Prevention (CDC). Fatal Injuries among children by race and ethnicity - United States, 1999-2002. *MMWR Surveill Summ.* 2007 May 19;56(55):1-16. PMID: 17510613
- 4: Kessler RC, Berglund PA, Borges G, Castilla-Puentes RC, Glantz MD, Jaeger SA, Merikangas KR, Nock MK, Russo LJ, Stang PE. Smoking and suicidal behaviors in the National Comorbidity Survey: Replication. *J Nerv Ment Dis.* 2007 May;195(5):369-77. PMID: 17502801
- 5: Gould MS, Kalafat J, Harrismunfakh JL, Kleinman M. An Evaluation of Crisis Hotline Outcomes. Part 2: Suicidal Callers. *Suicide Life-Threat Behav.* 2007 Jun;37(3):3380352. PMID: 17579545

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NEWS SOURCES 



BEHAVIORAL HEALTH HEADLINES DATABASE

Latest NEWS in behavioral health and substance abuse



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NEWS SOURCES 





BEHAVIORAL HEALTH HEADLINES DATABASE




Abstracts articles from more than 150 national, State and local newspapers, trade newsletters, professional journals, national and State reports
Free and updated every 2 weeks
To help alert policymakers, consumers, providers and other stakeholders about emerging trends in public sector behavioral health services
You can search latest news for your state, surrounding states, how your state stacks up nationally

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NEWS SOURCES 






kaisernetwork.org **www.kff.org**




Provides in-depth information on key health policy issues
Free of charge
A non-partisan source of facts, information and analysis for policymakers, the media, the health care community and the public

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NEWS SOURCES 






WEB-BASED INJURY STATISTICS QUERY AND REPORTING SYSTEM








An interactive database system that provides customized reports of injury-related data
Compiled by the CDC's National Center for Injury Prevention and Control
Both fatal and non-fatal reports
Free of charge

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NEWS SOURCES 



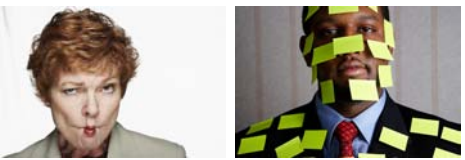
Other places where the **REAL NEWS** lurks about suicide prevention include:

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NEWS SOURCES 

Information overload? Too many resources?





Let's simplify things and consider the best **MESSAGES** you can convey to the media

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MESSAGE CRAFTING 


VA Tech Media Pitch

STEP 1: Choose a recent event that is relevant to suicide prevention





OPPORTUNITY: This tragedy presents the prevention field with a chance to inform key audiences who can bring about change in policy on college campuses

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MESSAGE CRAFTING 

VA Tech Media Pitch
STEP 2: What are others saying about VA Tech?



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MESSAGE CRAFTING 

VA Tech Media Pitch
STEP 3: What are the TRADE sources saying?



THE PRESIDENCY®
 Published by the American Council on Education (ACE) for higher education leaders and critical issues affecting their institutions

OTHER TRADE SOURCES:
 >>insidehighered.com
 >>Chronicle of Higher Education
 >>Campus Safety Journal
 >>University Business



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MATCHING MESSAGE TO MEDIUM 

VA Tech Media Pitch
STEP 4: Key MESSAGES from VA Tech

Importance of intervening early before someone like the shooter gets to the "edge of the cliff"

Enhancing mental health services for students is key to academics, safety and overall institutional excellence

Campus leaders must support mental health services on campus or these services won't be implemented, strengthened or sustained

A campus culture "shift" that encourages help-seeking behaviors – and doesn't punish students for seeking help – is vital to protecting both students and academic institution



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MATCHING MESSAGE TO MEDIUM 

VA Tech Media Pitch
STEP 5: Consider your AUDIENCES

MASS (CONSUMER) MEDIA OUTLETS

Find them at SPAN USA Media Action Center








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MATCHING MESSAGE TO MEDIUM 

VA Tech Media Pitch
STEP 5: Consider your AUDIENCES

TRADE (PROFESSIONAL) MEDIA OUTLETS


Find them online or through a local library, or ask for help from a local advertising agency

REACH PROFESSIONAL AUDIENCES IN YOUR STATE THROUGH:

Newsletters, workshop/conference booth and presentation, websites, blogs and listserves serving campus counselors, administrators, deans, provosts, trustees, chancellors, leadership teams, security staff; your State Dept. of Ed; accrediting and licensing bodies; education commissions; elected leaders






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MATCHING MESSAGE TO MEDIUM 

VA Tech Media Pitch
CONSIDER THIS!

These trade organizations may have regional chapters in your State with newsletters, conferences, training, websites, blogs and listserves for their localized membership:

- >>American Association of University Administrators
- >>American College Counseling Association
- >>Association of College & University Policy Administrators
- >>Association of College Trustees
- >>National Association of College and University Attorneys
- >>Commission for Counseling and Psychological Services
- >>Council for Advancement of Standards in Higher Education

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MATCHING MESSAGE TO MEDIUM

VA Tech Media Pitch
STEP 6: Find the media's HOT BUTTON

WHAT DO THE **MASS (CONSUMER)** OUTLETS CARE MOST ABOUT?

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MESSAGE CRAFTING

VA Tech Media Pitch
STEP 6: Find the media's HOT BUTTON

WHAT DO THE **TRADE (PROFESSIONAL)** OUTLETS CARE MOST ABOUT?

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ART OF THE PITCH

VA Tech Media Pitch
STEP 7: Crafting a compelling PITCH


POTENTIAL STORY ANGLES:

KEEPING STUDENTS ALIVE: Mandating on-campus counseling saves suicidal students' lives and limits liability.

VA TECH RAISES QUESTIONS ABOUT HIGH STRESS and depression on college campuses. Here's how innovative local institutions are responding.

THINK THAT UNLESS YOU'VE HAD A SUICIDE on campus your university is not at risk? Think again, as one in 10 college students considers suicide.

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ART OF THE PITCH 

VA Tech Media Pitch

STEP 8: Taking your PITCH to the media



ENVISION THE STORY YOU'D LIKE TO SEE AND WHAT THE POTENTIAL HEADLINE COULD BE

TELEPHONE AN EDITOR/PRODUCER TO MAKE YOUR CASE THAT COVERAGE OF THIS ISSUE IS WARRANTED AND OF INTEREST TO THEIR AUDIENCES


EMAIL OR FAX THEM A PITCH LETTER PLUS FOLLOWUP INFORMATION WITH DATA AND CITATIONS

MAIL THEM A PRESS KIT WITH NEWS RELEASES, BACKGROUNDEERS, FACT SHEETS

FOLLOW UP - BE PERSISTENT WITHOUT BEING A PEST

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ART OF THE PITCH 



VA Tech Media Pitch

STEP 8: More exposure from a PITCH

WRITE A LETTER TO THE EDITOR OF YOUR LOCAL NEWSPAPER MAKING THE LINK BETWEEN ACADEMICS AND SUPPORTIVE CAMPUS CULTURE

JOIN AN ONLINE LISTSERVE FOR UNIVERSITY PERSONNEL AND STATE YOUR CASE IN A BRIEF MESSAGE TO MEMBERS

CONTACT YOUR STATE CHAPTER OF A NATIONAL TRADE ORGANIZATION SUCH AS THE AMERICAN COLLEGE HEALTH ASSOCIATION, AND DISCUSS A POTENTIAL PARTNERSHIP TO SUPPORT TRAINING OR A SOCIAL MARKETING CAMPAIGN TO EDUCATE STAFF AND STUDENTS

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ART OF THE PITCH 

Beyond a VA Tech Media Pitch

What FACTORS may be contributing to suicide in your state or community?

Rates of alcoholism that are among the highest in the country?

Shortage of adequately trained clinicians to deal with suicidal individuals?

Limited insurance coverage for behavioral health services?

A large population of active military personnel or veterans of military service?


Resistance to screening programs for youths in area school districts?

Resistance to means-restriction efforts such as gun locks?


Underreporting and lack of surveillance to identify how many suicide completions and attempts occur annually?

Resistance to help-seeking behaviors that are based in cultural or other issues?


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ART OF THE PITCH 


Beyond a VA Tech Media Pitch
What recent NEWS STORIES can make suicide prevention relevant to the media?




Medicaid Cuts




Immigration Reform




Active Military & Veterans



Health Insurance Reform




PPD Depression Bill



No Child Left Behind


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SEEKING ASSISTANCE 

DON'T GO IT ALONE

Seeking assistance from local ad agencies

LEVERAGE YOUR EFFORTS TO ENGAGE THE MEDIA BY TAPPING LOCAL PROS FOR SUPPORT AND ADVICE



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SEEKING ASSISTANCE 

Ad agencies can assist with:

MEDIA LIST DEVELOPMENT to identify key contacts at TRADE (PROFESSIONAL) or MASS (CONSUMER) outlets

ACCESS TO NEWSWIRE SERVICES for State or regional distribution of press releases in timely and efficient manner


CLIPPING SERVICE to monitor media coverage garnered – where, when, length, tone and content

COMMUNICATIONS PLANNING including special outreach for months of May and September to coincide with national events in suicide prevention



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Engaging
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Suicide
Prevention



A GUIDE FOR
FIELD ADVOCATES
AND ACTIVISTS

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