



# 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.



# TABLE OF CONTENTS



EXERCISE 1	Understand your place in suicide prevention	3
EXERCISE 2	Understand the suicide landscape	6
EXERCISE 3	Identify your campaign beneficiary	11
EXERCISE 4	Identify the campaign audience	15
EXERCISE 5	Get to know your audience	17
EXERCISE 6	Use a behavior change model to design your campaign strategy	20
EXERCISE 7	Develop a clear call to action (CTA)	22
EXERCISE 8	Develop your evaluation approach	24
EXERCISE 9	Craft an effective message	27
EXERCISE 10	Spread your message	28





3. What other individuals or organizations should we consider partnering with?

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---



# 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**

---

---

---

---

---

---

---

---

---

---

**And Why Might That Be?**

---

---

---

---

---

---

---

---

---

---

**And Why Might That Be?**

---

---

---

---

---

---

---

---

---

---

**And Why Might That Be?**

---

---

---

---

---

---

---

---

---

---

**And Why Might That Be?**

---

---

---

---

---

---

---

---

---

---

**And Why Might That Be?**

---

---

---

---

---

---

---

---

---

---

2. What group is most impacted by suicide in our community? Are there any sub-groups within the broader group?

**Response**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**And Why Might That Be?**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**And Why Might That Be?**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**And Why Might That Be?**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**And Why Might That Be?**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**And Why Might That Be?**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

3. What might be influencing the disproportionate impact of suicide on this population?

**Response**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**And Why Might That Be?**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**And Why Might That Be?**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**And Why Might That Be?**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**And Why Might That Be?**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**And Why Might That Be?**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---



4. What is the most common means of suicide/suicide attempt within the population(s) we work with?

**Response**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**And Why Might That Be?**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**And Why Might That Be?**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**And Why Might That Be?**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**And Why Might That Be?**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**And Why Might That Be?**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

5. Are there any differences in means of suicide based on demographics or other sub-groups?

**Response**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**And Why Might That Be?**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**And Why Might That Be?**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**And Why Might That Be?**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**And Why Might That Be?**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**And Why Might That Be?**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

# EXERCISE 3: Identify your campaign beneficiary

Instructions: Use the following questions to help you consider which group or groups you are best equipped to support through your campaign.

1. Which campaign beneficiary can we best serve with a campaign right now?

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

2. Why did we choose this/these groups?

- i. What data do we have to support this choice?
- ii. How does this align with or complement existing efforts?
- iii. Is it duplicative of similar work our organization or others have conducted? If yes, how will our work further contribute or amplify other efforts?
- iv. Is this a hard-to-reach or easy-to-reach audience?
- v. What biases might be driving our choice? Have we chosen a group we are comfortable and have experience with? Have we chosen a group that is easier to access rather than the group who most needs support?

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

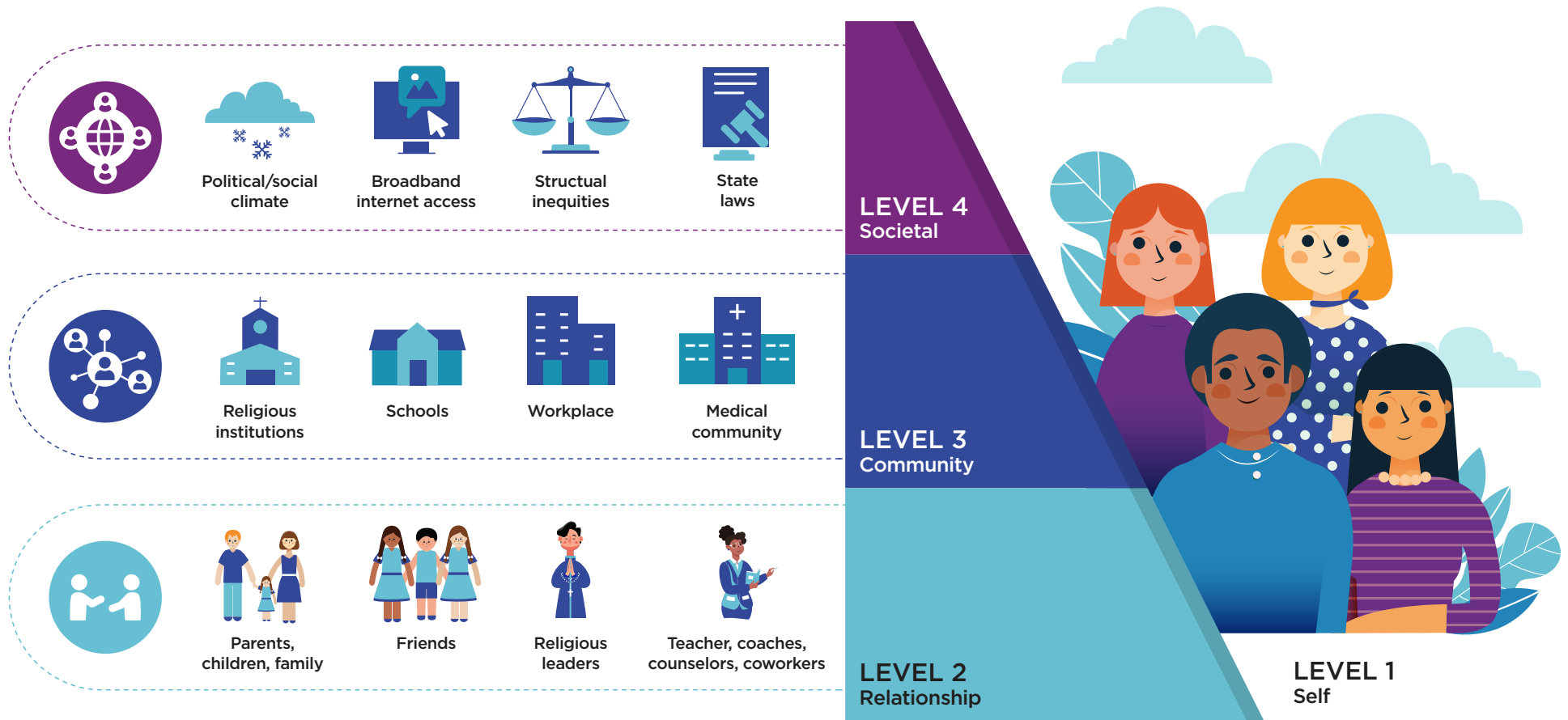






# EXERCISE 4: Identify the campaign audience

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

---

---

---

---

---

---

---

---



**LEVEL 3**  
Community

---

---

---

---

---

---

---

---



**LEVEL 2**  
Relationship

---

---

---

---

---

---

---

---

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



# EXERCISE 5: Get to know your audience

**Instructions:** Think about your campaign audience. What do you know about them? What do you not know?

**Provide responses to the following questions to strengthen your understanding. As a note, this list of questions should not be considered exhaustive.**

1. What do you already know about the campaign audience?

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

2. Are there any sub-audiences for whom the campaign should further refine messaging?

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

3. How does this audience consume information? Do they use traditional media? If so, which specific types of traditional media? Do they engage on social media and which platforms do they use, or is there something else they prefer?

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

4. Are there any influential or respected members of the campaign audience that you could consider inviting to be a trusted messenger? Or is there a trusted messenger that this audience would listen to?

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

5. Have other behavior change efforts been effective with this population? If so, what can you learn from them?

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

6. What other groups may already be working with this audience?

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

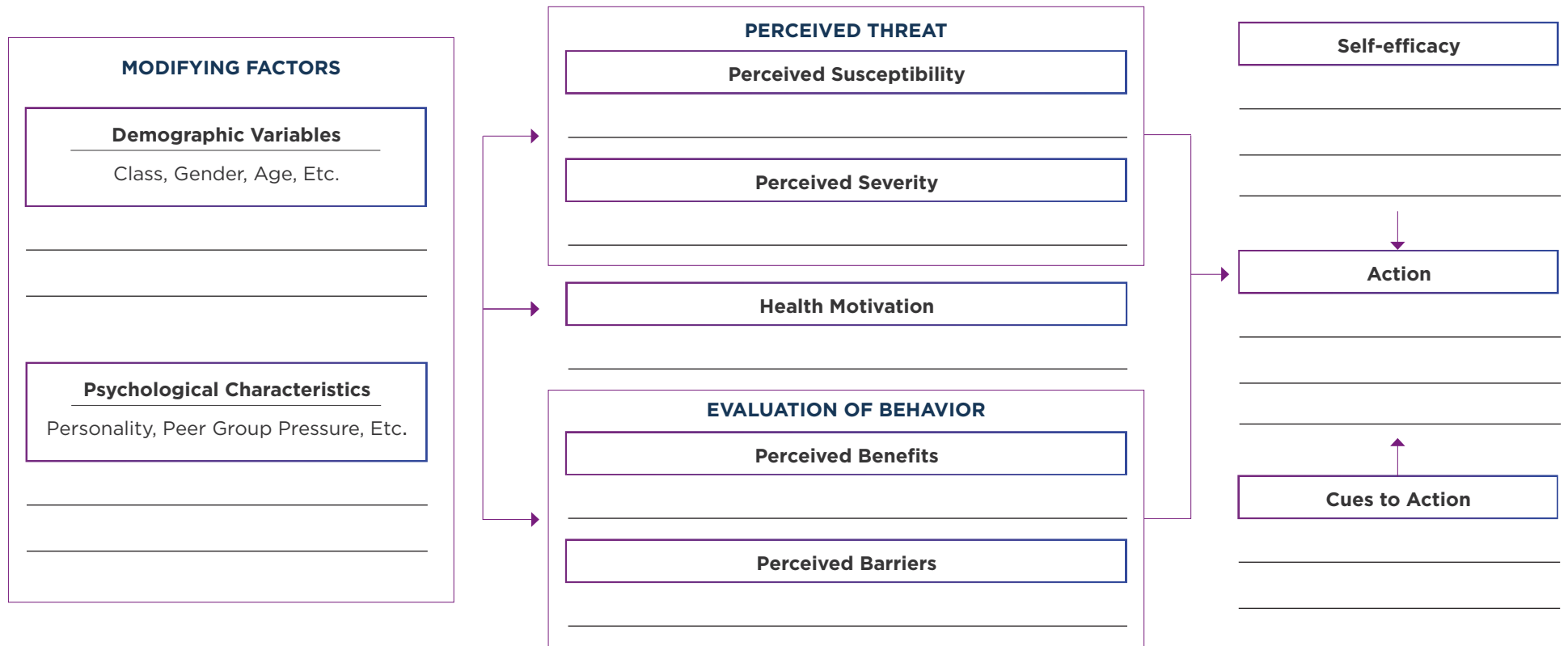
---

# 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?

---

---

---

---

---

---

---

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

---

---

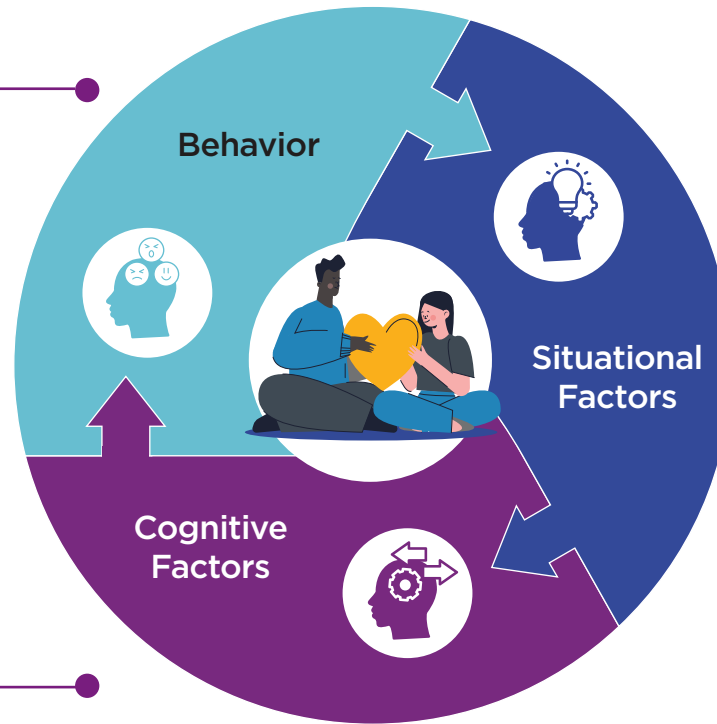
---

---

---

---

---



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

---

---

---

---

---

---

---

---

---

---

---

---

# 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
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

UPSTREAM	THOUGHTS OF SUICIDE	PLANNING	ATTEMPT

# 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?

---

---

---

---

---

---

---

---

---

---

2. Who is your campaign audience?

---

---

---

---

---

---

---

---

---

---



3. What are the goals of your campaign?

---

---

---

---

---

---

---

---

---

---

---

---

---

---

4. What is the behavior you aim to change or initiate?

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

5. What is the message of your campaign?

---

---

---

---

---

---

---

---

---

---

---

---

---

---

6. How should the message be delivered?

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## 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.

INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES
KEY ASSUMPTIONS		EXTERNAL FACTORS	

# 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	
			