

Resource List

APHA 2013: Rethinking suicide prevention communications based on current research
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Communications Planning Resources and Tools

- **Making Health Communication Programs Work – National Cancer Institute** aka the “Pink Book”
<http://www.cancer.gov/cancertopics/cancerlibrary/pinkbook>
- **Strategic Communications Workbook for Garrett Lee Smith Grantees (Gallup)**
http://www.sprc.org/sites/sprc.org/files/event_materials/2Aand9A_handout_1.pdf
- **Creating and Implementing a Communications Plan: A Step-by-Step Approach** (from the Tribal Youth Program T/TA Center)
www.tribalyouthprogram.org/sites/tribalyouthprogram.org/files/TYP%20Communications%20Toolkit.pdf
- **Communications Plan Template and Sample Plan** (Kellogg Foundation) <http://www.wkkf.org/knowledge-center/resources/2006/01/Template-For-Strategic-Communications-Plan.aspx>
- **CDC's Gateway to Communication Practice and Social Marketing**
<http://www.cdc.gov/healthcommunication/>
- **Webinar: Make Your Campaign Count: How to Communicate Effectively** (for grantees, 2013)
www.sprc.org/news-events/events/make-your-campaign-count-how-communicate-effectively
- **Webinar: Planning Strategic Communication Campaigns** (webinar, State and Tribal Grantees, 2010)
www.sprc.org/news-events/events/orientation-series-planning-strategic-communication-campaigns
- **Webinar: What Makes Media Campaigns Effective: Planning for Success** (for campus grantees, 2010)
<http://www.sprc.org/news-events/events/what-makes-media-campaigns-effective-planning-success>
- **PPT: Developing And Marketing Your Suicide Prevention Message: A Strategic Approach** (2006)
<http://www.sprc.org/sites/sprc.org/files/library/strategicmessaging.pdf>
- **Guide to Choosing and Adapting Culturally and Linguistically Competent Health Promotion Materials**
http://nccc.georgetown.edu/documents/Materials_Guide.pdf

News and Entertainment Media

- **Reporting on Suicide website** (includes media recommendations)
<http://reportingonsuicide.org/>
- **Team-Up Toolkit for Entertainment & Media-Reporting on Mental Health** (Entertainment Industries Council, for the California Mental Health Services Authority) <http://www.eiconline.org/teamup/>
- **Guide to Engaging the Media in Suicide Prevention**
http://www.sprc.org/library_resources/items/guide-engaging-media-suicide-prevention
- **Working with the Media** (National Consumer Supporter Technical Assistance Center)
<http://www.ncstac.org/content/materials/WorkingWiththeMedia.pdf>
- **Picture This: Veteran Mental Health Challenges and Solutions** (EIC)
www.eiconline.org/VAMentalHealth.pdf
- **Picture This: Depression and Suicide Prevention** (EIC)
http://www.eiconline.org/resources/publications/z_picturethis/Disorder.pdf
- **Webinar: Suicide Narratives in the News Media: What Effect Might They Have and What Can We Do?**
<http://www.sprc.org/training-institute/r2p-webinars/suicide-narratives-news-media-what-effect-might-they-have-and-what-1>
- **Webinar: The Economic Crisis and Suicide Risk: Covering the Story** (2009)
www.sprc.org/training-institute/r2p-webinars/economic-crisis-and-suicide-risk-covering-story

Stigma

- **SAMHSA's Resource Center to Promote Acceptance, Dignity and Social Inclusion Associated with Mental Health (ADS Center)** www.stopstigma.samhsa.gov
- **Beat the Stigma and Discrimination! Four Lessons for Mental Health Advocates**
www.dmh.ca.gov/PEIStatewideProjects/docs/CorriganBeattheStigmaandDiscrimination.pdf
- **A Toolkit for Evaluating Programs Meant to Erase the Stigma of Mental Illness.**
www.dmh.ca.gov/PEIStatewideProjects/docs/CorriganToolkitforEvaluation.pdf
- **Anti Stigma Programme European Network (ASPEN)** (includes a best practices toolkit)
<http://www.antistigma.eu/>

Suicide Loss Survivor and Suicide Attempt Survivor Stories

- **Special Considerations for Telling Your Own Story: Best Practices for Presentations by Suicide Loss and Suicide Attempt Survivors**
http://www.suicidology.org/c/document_library/get_file?folderId=258&name=DLFE-542.pdf

Social Media

- **CDC Social Media Resources:** <http://www.cdc.gov/socialmedia>
 - The Health Communicator's Social Media Toolkit
http://www.cdc.gov/socialmedia/Tools/guidelines/pdf/SocialMediaToolkit_BM.pdf
 - Guide to Writing for Social Media
<http://www.cdc.gov/socialmedia/Tools/guidelines/pdf/GuidetoWritingforSocialMedia.pdf>
- **Creating Your Organization's Social Media Strategy Map**
http://beth.typepad.com/beths_blog/2009/01/creating-your-organizations-social-media-strategy-map.html
- **Lifeline Online Postvention Manual (For postvention)**
<http://www.sprc.org/sites/sprc.org/files/library/LifelineOnlinePostventionManual.pdf>
- **Webinar: Using New Technologies for Youth Suicide Prevention (2012)**
<http://www.sprc.org/news-events/events/using-new-technologies-youth-suicide-prevention>

Evaluation

- **Are We There Yet? A Communications Evaluation Guide**
<http://dev.comnetwork.org/resources/downloads/AreWeThereYet.pdf>
- **Evaluating Communication Campaigns** (addresses evaluation of campaigns, policy-oriented communications, and advocacy efforts)
http://www.nhaha.org/docs/publichealthed/Evaluating_comm_campaigns_2008.pdf
- **Lessons in Evaluating Communications Campaigns: Five Case Studies**
<http://www.hfrp.org/evaluation/publications-resources?topic=18>

Other Topics

- **AAS Video Recommendations**
<http://www.suicidology.org/stats-and-tools/choosing-suicide-educational-videos>
- **Talking About Suicide and LGBT Populations**
<http://www.lgbtmap.org/file/talking-about-suicide-and-lgbt-populations.pdf>
- **Creating an Effective Web Site**
<http://www.washington.edu/lst/help/planning/effectivewebsite>
- **Faces and Voices of Recovery "Recovery Messaging" (stories of people in recovery from addiction)**
http://www.facesandvoicesofrecovery.org/about/trainings_events/media_trainings.php
(3.24 min video) <http://www.youtube.com/watch?v=fDLFCGV4ekc&feature=mhum&lr=1>