

SUICIDE PREVENTION: PASSIVE & ACTIVE AWARENESS CAMPAIGNS

Temple University

Wellness Resource Center

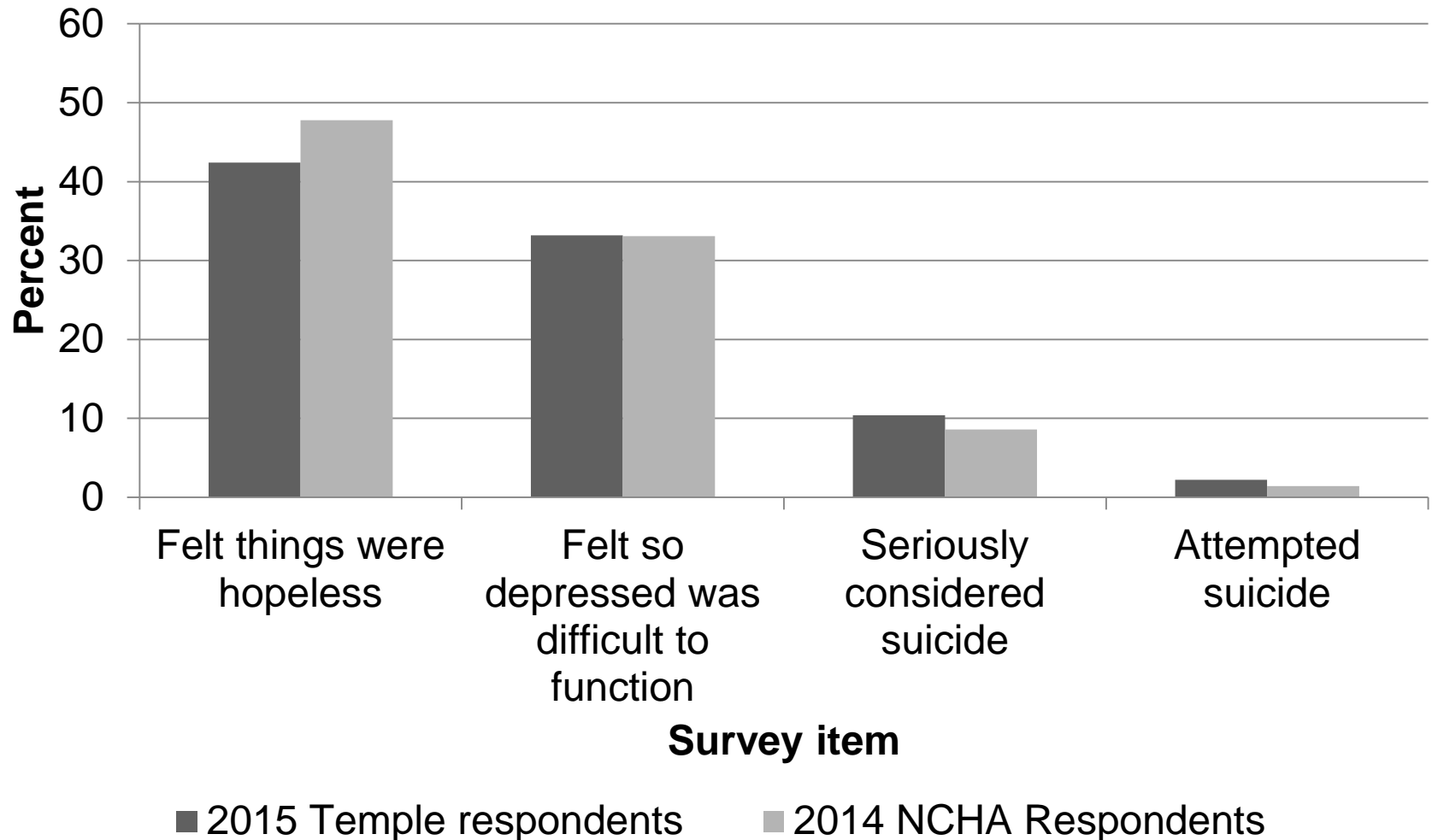
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Agenda

- What students express about suicide at Temple University
- Awareness campaigns
- Passive: Social marketing poster campaign
- Active: Wellness Days

What do Temple students express regarding suicide?



Awareness campaigns

- Messages can be communicated through:
 - Mass media
 - Small media
 - Social media
 - Interpersonal communication

Guide to Community Preventive Services. Health communication and social marketing: health communication campaigns that include mass media and health-related product distribution.

www.thecommunityguide.org/healthcommunication/campaigns.html.

Accessed February 22, 2016.

Suicide prevention awareness campaigns

- **Social marketing campaign (passive awareness)**
 - Target audience: Students, faculty, staff, and parents of students at Temple University
 - Purpose: Describe the warnings signs of suicide, targeting the general student body but also higher risk groups, and provide on- and off-campus resources
- **Monthly Wellness Days (active awareness)**
 - Target audience: Primarily students
 - Purpose: Help students understand a more holistic conceptualization of well-being and provide students with the opportunity to engage in self-care activities

SOCIAL MARKETING POSTER CAMPAIGN

Targeted groups: Who is at risk?

- General students
- Parents of students
- Students identifying as:
 - Commuters
 - International
 - LGBTQIA
 - Veterans

Bostwick WB, Meyer I, Aranda F, et al. Mental health and suicidality among racially/ethnically diverse sexual minority youth. *Am J Public Health*. 2014;104:1129-1136

Rudd MD, Goulding J, & Bryan CJ. Student veterans: a national survey exploring psychological symptoms and suicide risk. *Prof Psychol Res Pr*. 2011;42(5):354-360.

Creation

- Provided basic ideas and content to graphic design intern
- Received formal feedback from students identifying as veterans and LGBTQIA
- Talked to peer educators at the Wellness Resource Center who commuted to school
- Did not get feedback from international students
 - Lesson learned: One portion of our text was mistranslated, leading to the creation of a new poster

WHEN
IT'S MORE
THAN
JUST A
BAD DAY...



KNOW THE SIGNS, SAVE A LIFE

-  Withdrawing from friends and family
-  Changes in sleep patterns
-  Increased use of drugs and alcohol
-  Talking about feeling trapped or wanting to die

.....

CALL FOR HELP

NATIONAL SUICIDE PREVENTION LIFELINE
<http://www.suicidepreventionlifeline.org/>
Call for Help: 1-800-273-8255

WELLNESS
RESOURCE  CENTER

YOU DON'T HAVE TO
LIVE ON CAMPUS
TO BE A PART OF IT



CALL IF YOU ARE CONCERNED FOR
YOURSELF OR A FRIEND

- Withdrawing from friends and family
- Increased use of drugs and alcohol
- Changes in sleep patterns
- Feeling trapped or wanting to die

TUTLEMAN COUNSELING CENTER
temple.edu/studentaffairs/counseling
Call for Help: 215-204-7276

NATIONAL SUICIDE PREVENTION LIFELINE
suicidepreventionlifeline.org
Call for Help: 1-800-273-8255

CAMPUS SAFETY
Call for Help: 215-204-1234

WELLNESS
RESOURCE  CENTER

Mitten Hall • temple.edu/studentaffairs/wellness • Lower Level



BE A LIFESAVER

YOU ARE STRONG ENOUGH TO WIN THIS BATTLE.



CALL IF YOU ARE CONCERNED FOR YOURSELF OR A FRIEND

WARNING SIGNS

- Withdrawing from friends and family
- Increased use of drugs and alcohol
- Changes in sleep patterns
- Feeling trapped or wanting to die

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TEMPLE VETERANS ASSOCIATION

temple.edu/students/veterans



BE A LIFESAVER

WELLNESS
RESOURCE  CENTER

Mitten Hall • temple.edu/studentaffairs/wellness • Lower Level



YOU HAVE WHAT IT TAKES. ASK FOR HELP

WARNING SIGNS

WITHDRAWING FROM FRIENDS AND FAMILY
FEELING TRAPPED OR WANTING TO DIE
CHANGES IN SLEEP PATTERNS
INCREASED USE OF DRUGS AND ALCOHOL

TUTTLEMAN COUNSELING CENTER

TEMPLE.EDU/STUDENTAFFAIRS/COUNSELING
CALL FOR HELP: 215-204-7276

CAMPUS SAFETY

CALL FOR HELP: 215-204-1234

NATIONAL SUICIDE PREVENTION LIFELINE

SUICIDEPREVENTIONLIFELINE.ORG
CALL FOR HELP: 1-800-273-8255

TEMPLE VETERANS ASSOCIATION

TEMPLE.EDU/STUDENT/VETERANS



BE A LIFESAVER

WELLNESS
RESOURCE  CENTER

Mitten Hall • temple.edu/studentaffairs/wellness • Lower Level

Far From Home Close to Help



Warning Signs

- ♥ Withdrawing from friends and family
- ♥ Changes in sleep patterns
- ♥ Increased use of drugs and alcohol
- ♥ Feeling trapped or wanting to die

Call If You Are Concerned For Yourself Or A Friend

TUTTLEMAN COUNSELING CENTER
temple.edu/studentaffairs/counseling
Call for Help: 215-204-7276

NATIONAL SUICIDE PREVENTION LIFELINE
suicidepreventionlifeline.org
Call for Help: 1-800-273-8255

CAMPUS SAFETY
Call for Help: 215-204-1234

INTERNATIONAL STUDENT & SCHOLAR SERVICES
Call for Help: 215-204-7708

WELLNESS
RESOURCE CENTER

Mitten Hall • temple.edu/studentaffairs/wellness • Lower Level



BE A LIFESAVER

YOU ARE NOT ALONE. REACH OUT FOR HELP.

CALL IF YOU ARE CONCERNED FOR YOURSELF OR A FRIEND

- Withdrawing from friends and family
- Changes in sleep patterns
- Increased use of drugs and alcohol
- Feeling trapped or wanting to die

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CAMPUS SAFETY
Call for Help: 215-204-1234

**NATIONAL SUICIDE
PREVENTION LIFELINE**
suicidepreventionlifeline.org
Call for Help: 1-800-273-8255

**TEMPLE UNIVERSITY
QUEER STUDENT UNION**
templequeerstudentunion@gmail.com
Office A352, 3rd Floor (The Village),
Howard Gittis Student Center



BE A LIFESAVER

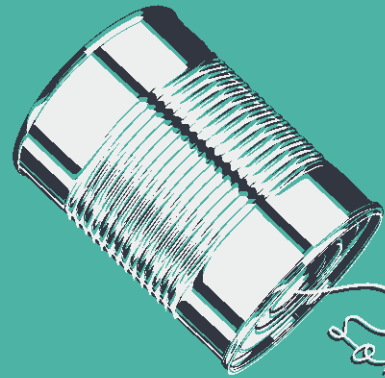
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RESOURCE CENTER

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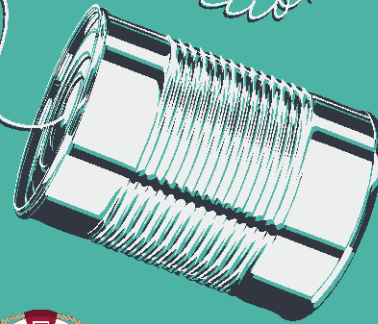


SAFE ZONE

WELLNESS
RESOURCE ♥ CENTER



*Sometimes parents are
the only line of connection*



BE A LIFESAVER.

64% of students reported that they would first talk to their
parents if they were experiencing emotional distress.
(2 of 3)

Distribution

- Fall 2013 through Summer 2014
 - General student poster: August/September 2013
 - Veteran poster: November 2013
 - All other posters: varying order, every two months
- Every school/college office, each department within the Division of Student Affairs, Student Health Services, Victims Advocate, and Academic Advising Units

Evaluation

- Every other spring the Wellness Resource Center administers a Wellness Survey
 - We have asked about other poster campaigns through this survey in the past
 - Opportunity to ask about this poster campaign in spring 2017
 - Opportunity to ask about help-seeking behavior for mental health concerns in spring 2017
- Positive feedback from other offices on campus

WELLNESS DAYS

Who are Temple University students?

Characteristic	Percent
Sex	
Female-identified	52%
Male-identified	48%
Race/ethnicity	
White, non-Hispanic	54%
Black/African American	12%
Asian/Pacific Islander	10%
Hispanic/Latino	6%
International	8%
Part-time students	15%

Campus partners

- Academic Resource Center
- Active Minds
- Campus Recreation
- Department of Kinesiology
- Disability Resources and Services
- Interfaith Council
- Leadership Development
- Psychological Services Center
- ROTC
- Student Activities
- Student Conduct and Community Standards
- Student Health Services
- Sodexo
- Temple Student Government
- University Housing and Residential Life

Wellness Day format

- Expo style table set-up with representatives from each campus partner
 - Information about the campus resource
 - Chosen topic and give away and/or activity
- Skill-building workshops held in adjoining spaces

Monthly attendance

Date	Attendance	Reflection
Wednesday, January 28	234	<ul style="list-style-type: none">• Successful promotion during the event encouraged students to stop by
Tuesday, February 24	70	<ul style="list-style-type: none">• Held on a Tuesday; Tuesday/Thursday schedule not conducive with this event's structure, especially workshops
Wednesday, March 25	165	<ul style="list-style-type: none">• Wednesday schedule seemed to help attendance
Monday, April 13	41	<ul style="list-style-type: none">• Beautiful day and hard to get students inside

SUMMARY

Challenges, benefits, and future directions

Challenges, benefits, and future directions

- Challenges
 - Evaluation
 - Can resources available match need that might increase after an awareness campaign?
- Benefits
 - Fosters collaboration among different entities on campus
 - Broader reach to more students
- Future directions
 - Think proactively about measurable, reasonable goals for any awareness campaign
 - Does your unit's resources match your goals?