

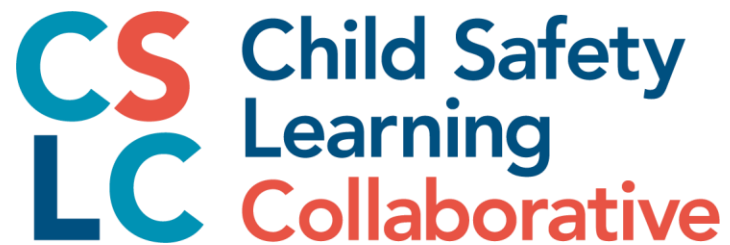
Welcome!

Please share in chat or unmute:

- Name
- Role
- State
- Topic area

What are you most looking forward to for the end of 2024?





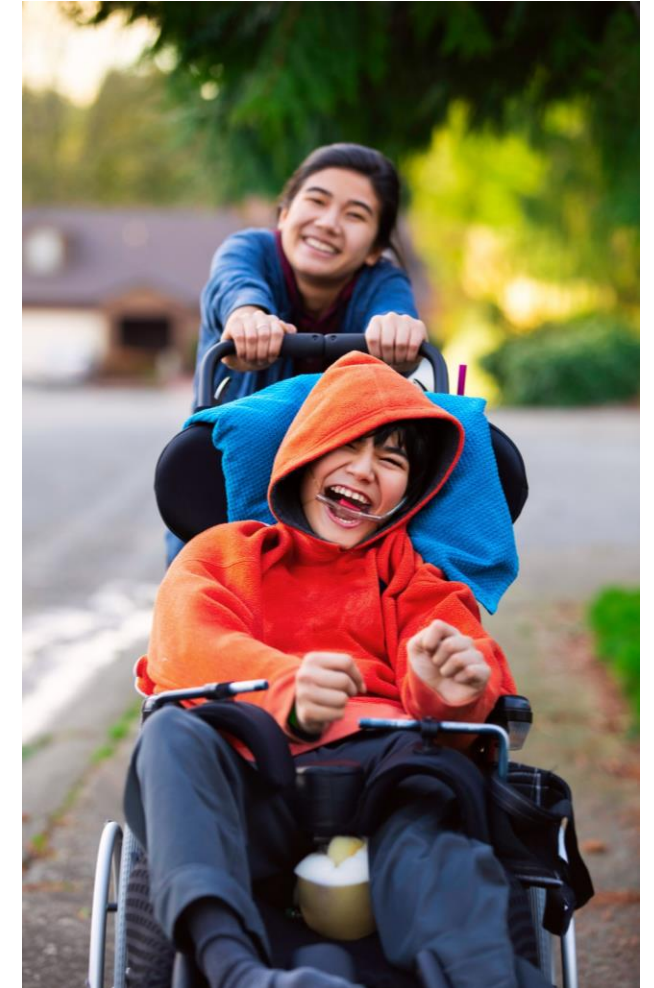
State Technical Assistance Webinar

November 21, 2024



Funding Sponsor

The Children's Safety Network is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under the Child and Adolescent Injury and Violence Prevention Resource Centers Cooperative Agreement (U49MC28422) for \$5,000,000 with 0 percent financed with non-governmental sources. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.



Accessibility



Closed Captions can be viewed by clicking the CC button at the bottom of your Zoom screen.



We will provide **verbal descriptions and summaries** of slide content and chat messages.



Follow-up materials such as recordings and handouts will be available and meet or exceed compliance guidance.

Engagement



Use the **chat feature** to ask questions and make comments throughout.



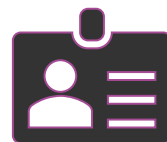
Please stay muted when not speaking.



Please turn your **camera on**, if possible, to facilitate our engagement.



This **session will be recorded** and posted publicly.



Rename yourself with your state abbreviation and full name.

Community Guidelines

We ask during today's session that you:

- Focus on intentional presence
- Bring a curious stance
- Be partners in learning
- Honor other's perspectives, experiences and learning styles
- Take care of yourself as needed

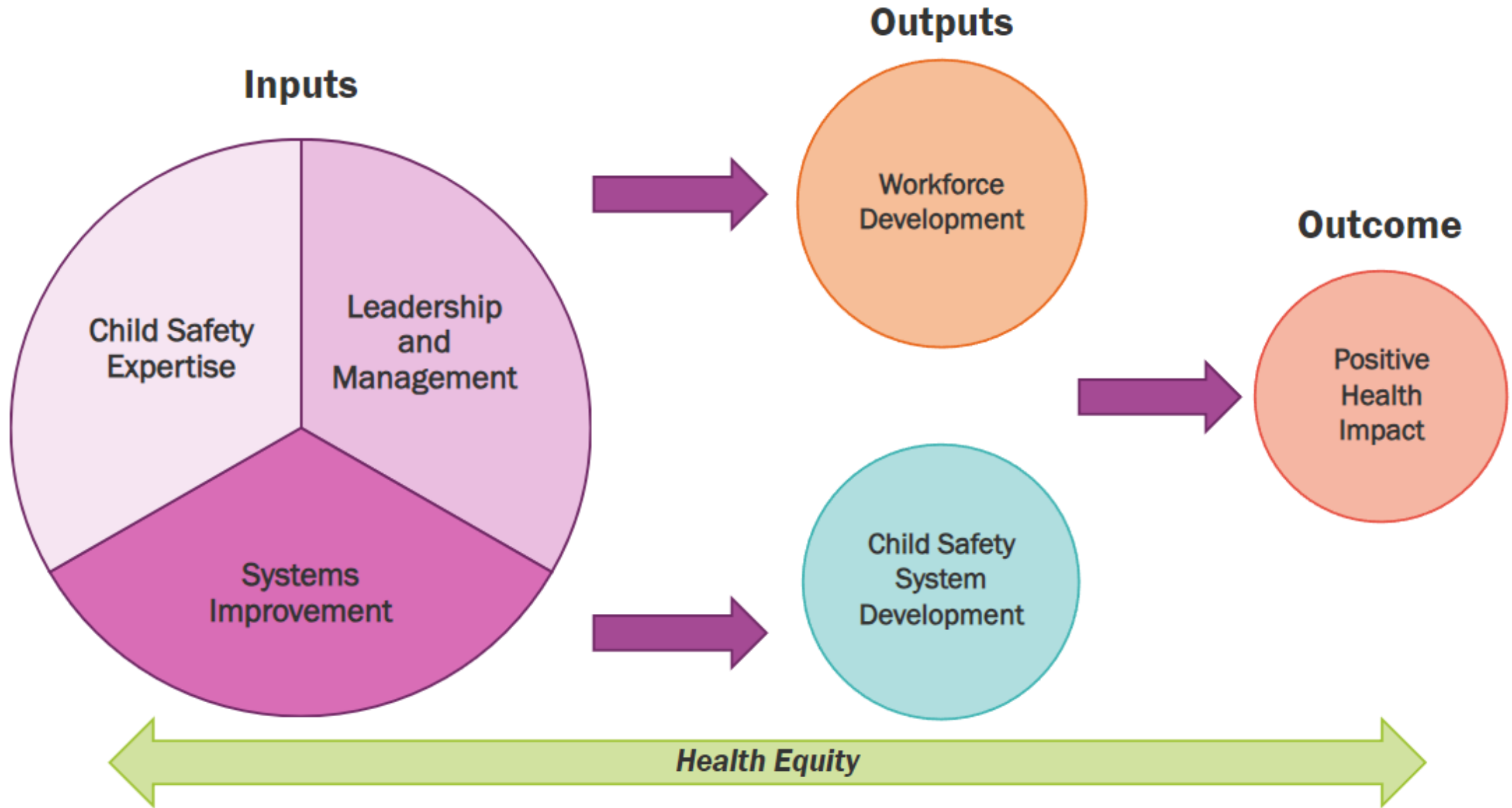


State Technical Assistance Webinar



Improving
Prevention
Messaging with
your Workforce

CSN Framework for Quality Improvement and Innovation in Child Safety



Agenda

- Playbook for Developing Suicide Prevention Communication Campaigns
- Social Ecological Model Activity
- Additional resources from the CDC
- Additional resources from CSN
- Closing



Today's Presenter



Lisa Hines

Centers for Disease Control
and Prevention



Playbook for Developing Suicide Prevention Communication Campaigns

November 2024: Children's Safety Network



**Excellent communication
doesn't just happen naturally.
It is a product of process, skill,
climate, relationship, and hard
work.**

– Pat McMillan, author, CEO

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The Playbook is...



a step-by-step guide to help users clarify their goals, define and understand their audience, and develop and evaluate their campaign.

A Gap Analysis Drove Playbook Development

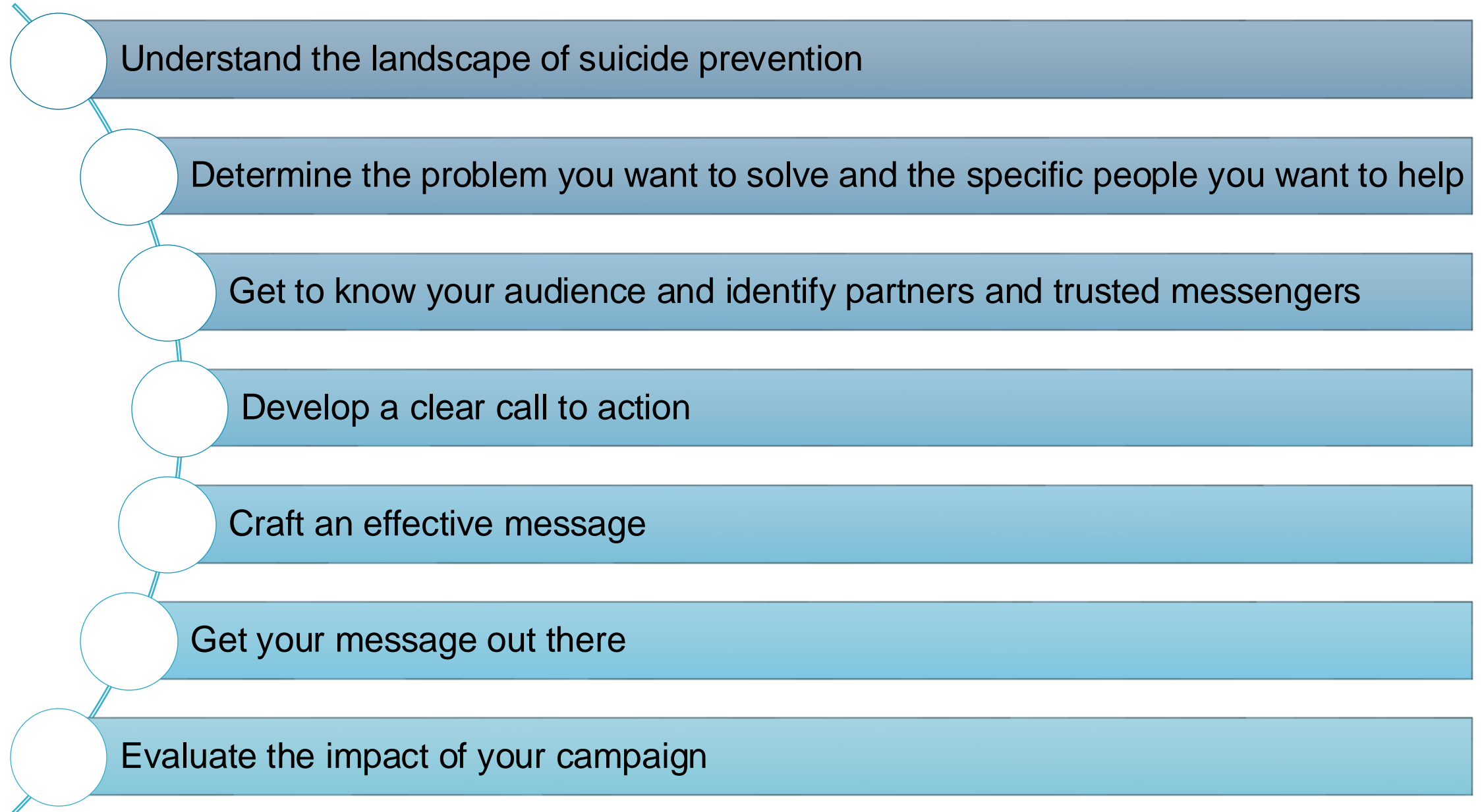


As part of the National Strategy for Suicide Prevention development, a federal interagency workgroup was tasked with conducting a landscape analysis of current/recent suicide prevention communication campaigns.

The workgroup analyzed campaigns to determine the extent to which they followed best practices around communication science and suicide prevention.

The workgroup identified a need for a suicide prevention specific communication planning tool focused on behavior change using communication science and best practices.

Playbook Sections



Key Components of the Playbook



Step by Step Descriptions

Descriptions of the **actions the step entails**, an overview of **why it is important**, and helpful **tips**



Considerations & Suggestions

Key **considerations and suggestions** for identifying and addressing potential biases



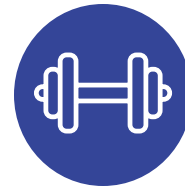
Relevant Resources

Relevant resources to seek out **additional information**



Critical Questions

Critical **questions** to help **guide decision-making**



Supplemental Workbook

Exercises to guide **critical thinking** and document your **approach** to campaign development

Workbook

You will end with:

- ✓ A specific segment of the population at risk you want to focus on
- ✓ Data to support that choice
- ✓ Social – Ecological influences
- ✓ Clear call to action
- ✓ Draft campaign messaging & potential design elements
- ✓ Ideas for a dissemination strategy
- ✓ Plans for an evaluation strategy



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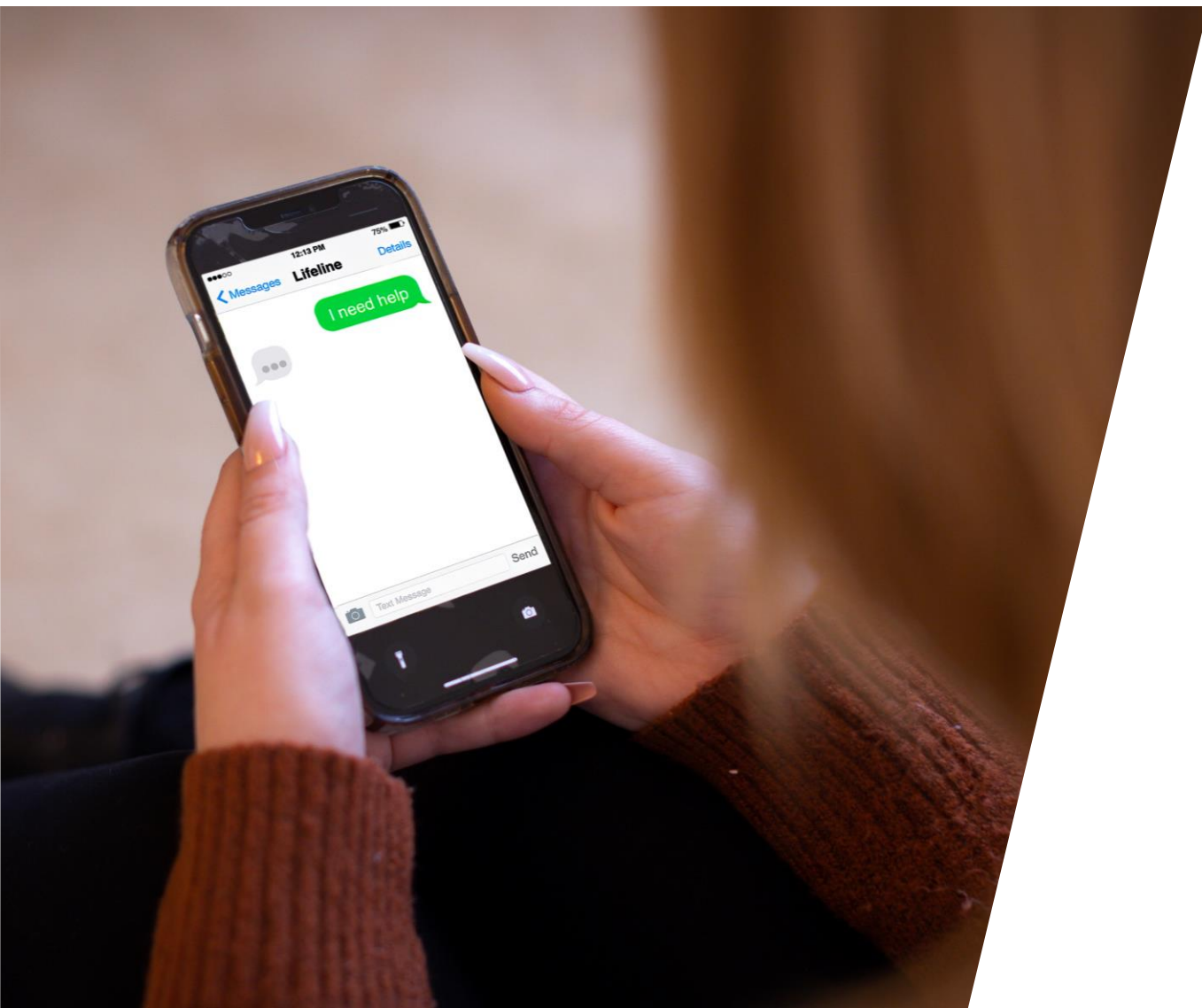
Examples and Ideas

- Examples of how to use behavior change models such as Health Belief Model and Social Cognitive Theory
- Personas to illustrate how to consider and use a social-ecological model design
- Suggestions for low, mid, and high-cost options

For Public Health by Public Health

- State public health communication and suicide prevention specialists
- Partners such as the National Action Alliance for Suicide Prevention and American Academy of Pediatrics
- Federal government: HHS, CDC, SAMHSA, IHS, NIH, VA , FDA





Volunteer Experts

- Audience Research
- Messaging
- Evaluation
- Design
- Dissemination
- Suicide Prevention
- Mental Health
- Crisis Communication
- Tribal Communication
- Health Equity
- Social Media



Planning for a **late 2024 release**

2024 CDC deliverable in the new National Strategy for Suicide Prevention's Federal Action Plan

Anyone who is struggling can call 988, whether it's someone who is depressed, needs to talk, is thinking about suicide, or a loved one who is concerned. Free help 24 hours, 7 days a week.

Be the first to know when it's released!

Join our Suicide Prevention list-serv

[CDC News & Updates | CDC](#)



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1

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Suicide Prevention



Injury, Violence, &
Safety

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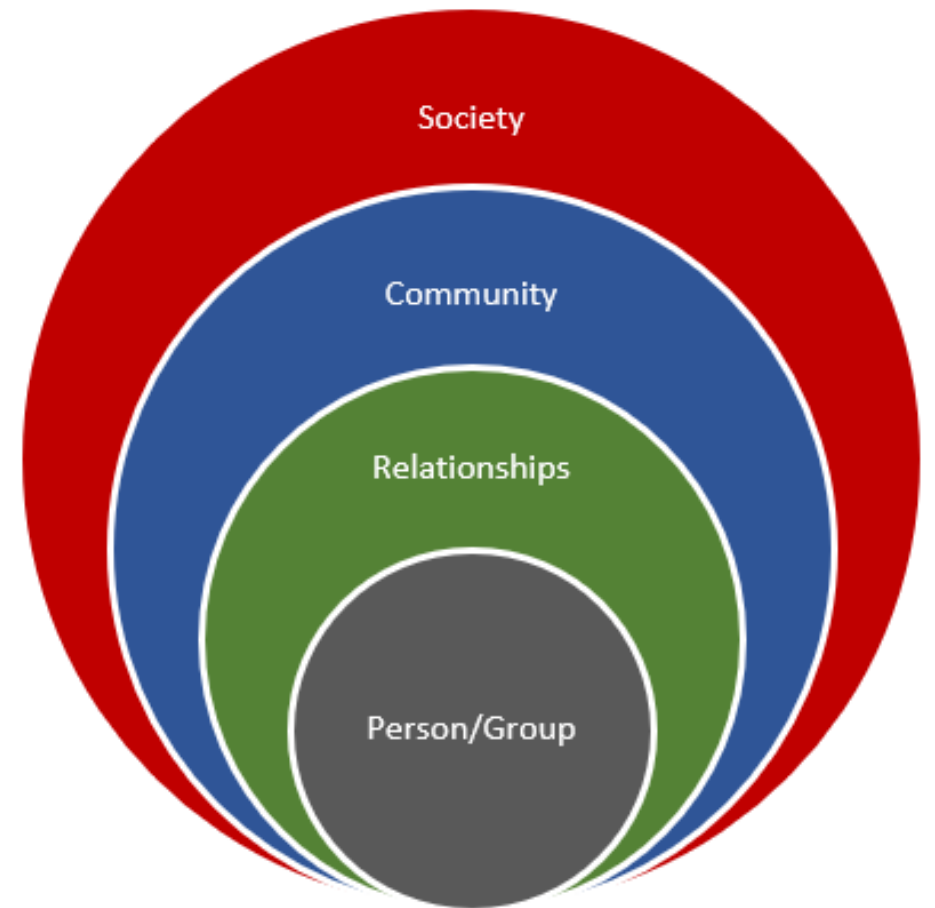
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Social Ecological Model Activity

Tell me:

- Who is your **Tier 1** group or persona?
- Who are their **Tier 2** influencers?
- What or Who are their **Tier 3** influencers?
- What **Tier 4** issues may be impacting their beliefs and feelings?

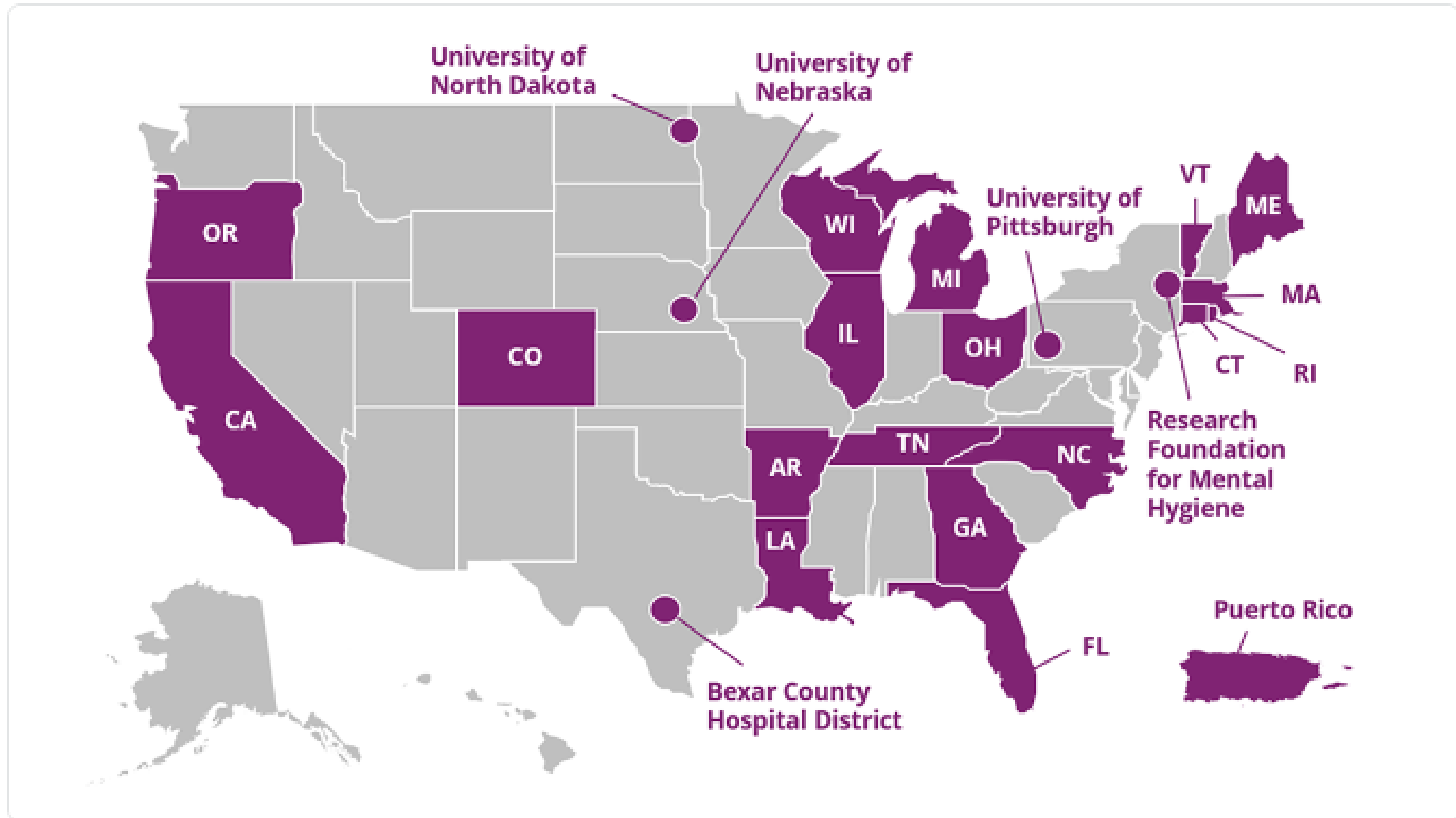


CDC Programs & Resources

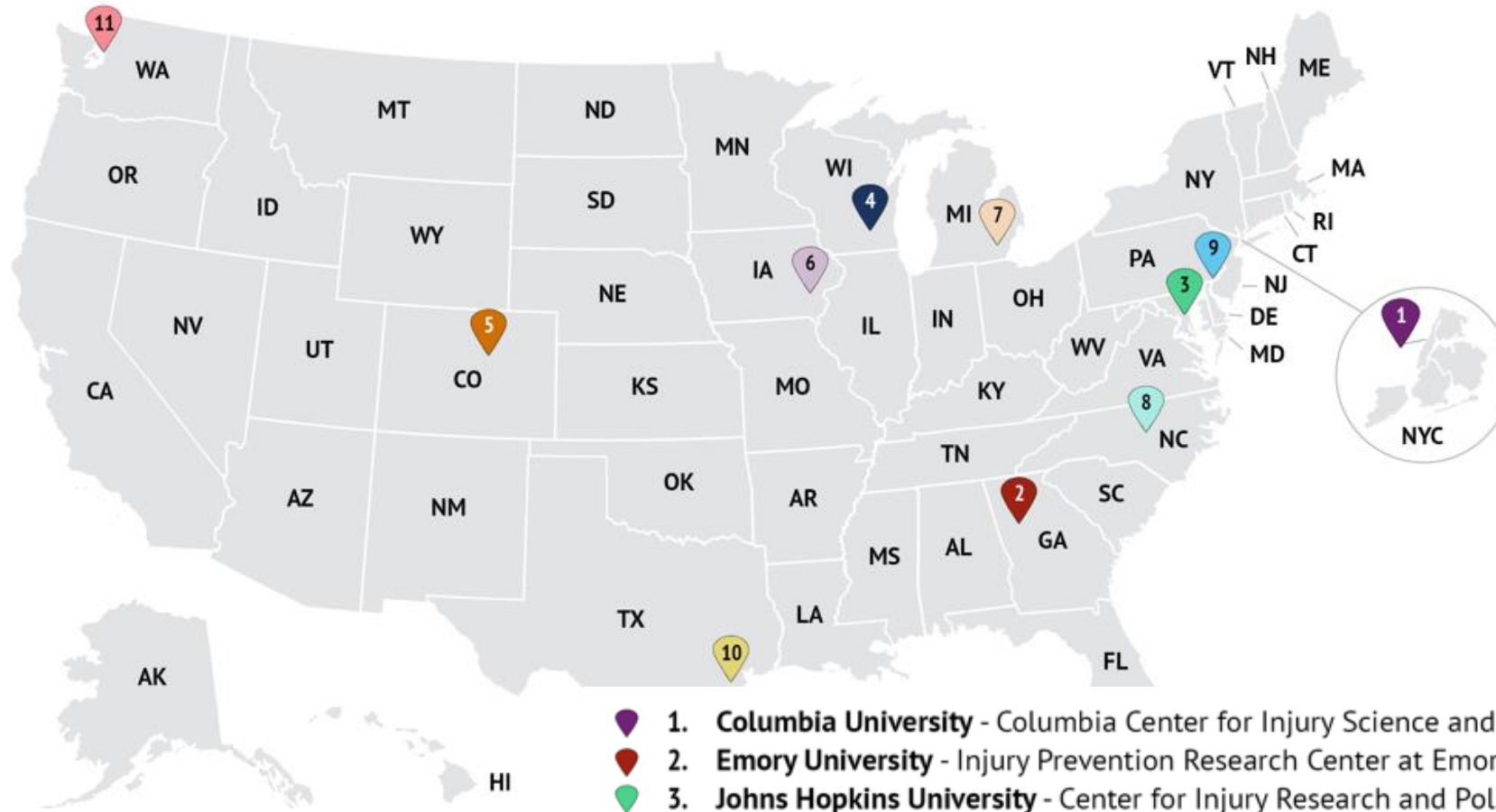


U.S. CENTERS FOR DISEASE
CONTROL AND PREVENTION

Comprehensive Suicide Prevention Program

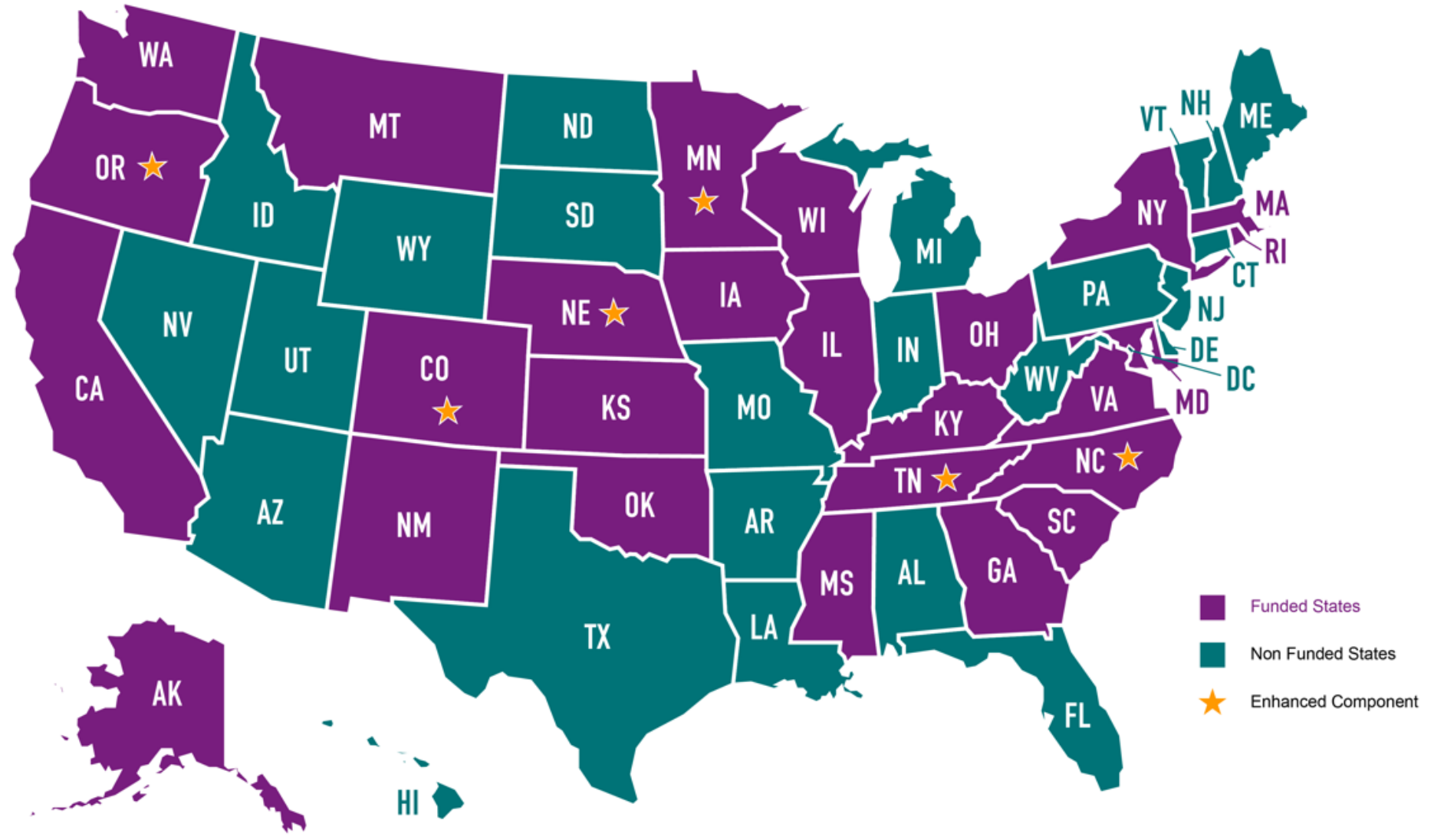


CDC Funded Injury Control Research Centers (ICRCs), 2024-2029

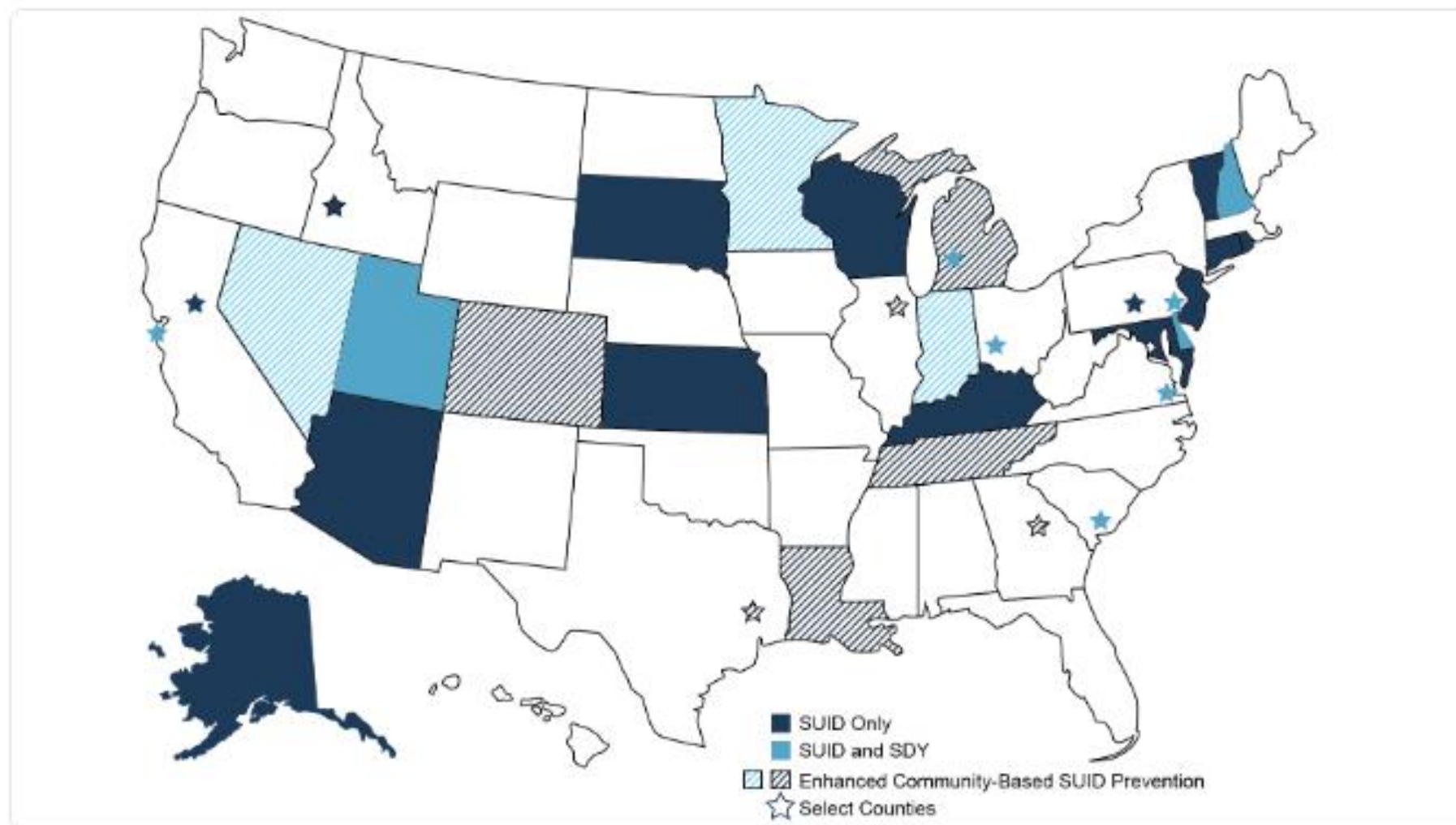


1. **Columbia University** - Columbia Center for Injury Science and Prevention
2. **Emory University** - Injury Prevention Research Center at Emory
3. **Johns Hopkins University** - Center for Injury Research and Policy
4. **Medical College of Wisconsin at Milwaukee** - Comprehensive Injury Center
5. **University of Colorado Anschutz Medical Campus** - Injury and Violence Prevention Center
6. **University of Iowa** - Injury Prevention Research Center
7. **University of Michigan** - Injury Prevention Center
8. **University of North Carolina** - Injury Prevention Research Center
9. **University of Pennsylvania** - Penn Injury Science Center
10. **University of Texas Health Science Center (UTHealth), Houston** - Violence and Injury Prevention Research Center
11. **University of Washington** - Harborview Injury Prevention & Research Center

2021 Core State Injury Prevention Program



Current SUID and SDY Case Registry Sites



CDC Topic Websites

- + [Drowning prevention](#)
- + [Child Passenger Safety & Teen Driving](#)
- + [Suicide Prevention](#)
- + [Bullying – Violence Prevention](#)
- + [CDC - BAM, Your Life, Bullying – Healthy Schools](#)

- + [Sudden Infant Death prevention](#)

If you just communicate, you can get by. But if you communicate skillfully, you can work miracles.

– Jim Rohn, author, speaker and entrepreneur

Questions?

Lisa Hines: Lhines@cdc.gov

"The findings and conclusions in this presentation are those of the author(s) and do not necessarily represent the official position of the Centers for Disease Control and Prevention."

We are here to help and support your work!



Comparisons of your state's injury data to national data
Cost data on childhood injuries in your state

Cost-savings data on injury prevention programs

Strategies for explaining injury data to policy makers and non-public health audiences

Information on which populations (state/nationally) are most vulnerable to particular injuries

Strategies for building and maintaining partnerships

Examples of successful legislation and policies

Consultation on the evaluation of programs and partnerships

Examples of best practices and model programs

www.childrenssafetynetwork.org/technical-assistance

Questions and Closing



What questions do you still have?

What would you like to know more about?

Thank you!

- 1 Please fill out our brief evaluation:



- 3 Visit our website:
childrenssafetynetwork.org

- 2 Follow us on social media:

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