

Impact and Reach of the Statewide Know the Signs Campaign

The Know the Signs campaign is a statewide suicide prevention effort with the goal to empower Californians to know the warning signs for suicide, find the words to offer support to others, and reach out to resources.

1,069,055

Suicide prevention outreach materials provided to **485** organizations in California; **459,067** outreach materials were in English, **236,077** in Spanish, and **373,911** in other languages including Khmer, Vietnamese, Tagalog, Hmong, Lao, Korean and Chinese. (July 2014-June 2015)

1,100,410

Unique visitors
(Sept 2011-June 2015)

suicideispreventable.org



40-45%

Of households in each county were reached an average of 8-12 times during two statewide media buys (TV, outdoor, print magazines, online ads) in Nov 2012 through Feb 2013 and Sept 2013 through Feb 2014.

53% value added that equaled approximately

\$3,157,020

in pro bono media.

50%

Over half of Californians were exposed to Know the Signs materials and those exposed to the campaign reported higher levels of confidence to intervene with someone at risk for suicide. The campaign was rated by an expert panel to be aligned with best practices and one of the best media campaigns on the subject. (RAND, May 6, 2015).

"The MY3 App is incorporated to all suicide prevention trainings."

Kris Huschle,
Humboldt County
Mental Health Department

Supporting Local Suicide Prevention Efforts and Diverse Communities



"Individuals from the Task Force, who were presented with the Know the Signs information and provided with resources, used that information to 'have the talk' with a person who they were worried about. In both cases, after a referral and a lot more discussion, the suicidal person got the help they needed from a professional. They did not complete the attempt."

Amy Machin-Ward, Tahoe Truckee Youth Suicide Prevention Task Force serving Nevada & Placer Counties

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The Know the Signs campaign supported county behavioral health agencies and their community partners with **276** presentations, webinars, trainings, and technical assistance, as well as mini grants, to encourage integration of statewide resources into local PEI efforts. As a result approximately **13,360** people were reached. (June 2014 and June 2015.)



"Know the Signs posters and brochures and MY3 wallet cards have been distributed at many community events."

Christi Lupkes, Tulare County Mental Health Department



Cultural Adaptations

for helpers of LGBTQ youth, API youth, Hispanic and African American communities, and in seven languages representing Asian and Pacific Islanders.



A Directory of Materials created for and by Native Americans.



373,911 outreach materials in Chinese, Hmong, Khmer, Korean, Lao, Tagalog and Vietnamese were disseminated; 3,404 community members reached through wellness workshops, cultural events and outreach through API mini grant program.



4,105 posters and 7,930 brochures mailed to 88 organizations to support outreach to African American community members.