The subject: "KNOW THE SIGNS" campaign was executed by an expert panel to be aligned with best practices and to be informed by an expert panel.

The campaign was rolled out to highlight the risk of suicide in younger age groups and to inform the general public about the signs and how to respond.

50% of its budget was spent on prevention media ads.

$3,177,020

33% value added that is equal to approximated

53%

of U.S. households in each county were reached at least once.

373,417

people in all 50 states, including Alaska and Hawaii, were reached with messaging.

485,067

people in California, 485,067 in English, 330,077 in Spanish, and 37,480 in other languages, including Chinese.

1.909,055

people in California, 1.909,055 unique visits.

1,100,410

unique visitors.

SuicidePreventable.org

SuicidePreventable.org

Chinese, (July 2014 - June 2015)

Teenagers, Regroup, Help, Focus on Mental Health.

Prevention via Web, Mobile, and Social Media.

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Supporting Local Suicide Prevention Efforts and Diverse Communities

"The MY3 App is incorporated to all suicide prevention trainings."
Kris Huschle, Humboldt County Mental Health Department

"I have shared the materials at gatekeeper trainings and in trainings of our own volunteers and staff."
Carly Galambos, Family Service Agency of the Central Coast (Monterey County)

"I have sent the Media Guide for Reporting Suicide to all local media outlets."
Frank Warren, San Luis Obispo County Behavioral Health

"Know the Signs posters and brochures and MY3 wallet cards have been distributed at many community events."
Christi Lupkes, Tulare County Mental Health Department

"Los Angeles County paid for a marketing campaign with billboards, posters, and bus ads to promote Know the Signs campaign in May 2014."
Kathleen Piche, Los Angeles County Department of Mental Health

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.)

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

4,105 posters and 72,930 brochures mailed to 60 organizations to support outreach to African American community members.

Two interactive online ads reaching peers as helpers of API youth and helpers of LGBTQ youth (in partnership with the Trevor Project).

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.

El Rotafolio suicide prevention trainings resulted in 422 people trained who in turn reached 2,598 community members with community presentations (as of July 2013.)