



## Online Communications Approaches for Suicide Prevention

Presenters: Mike Newton-Ward, MSW, MPH  
Jarrod Hindman, MS

*Audio will stream through your computer speakers at 2 PM. If you can't listen through your computer, please call: 866-835-7973*



# Meeting Orientation

- If you are having any technical problems joining the webinar please contact the Adobe Connect at **1-800-416-7640**.
- Type any additional questions into the Q&A box to the left of the slides.
- This webinar will be recorded and archived and a copy of this session will be sent out to all registrants after the meeting.



*Online Communications Approaches for  
Suicide Prevention*

**South by Southwest Injury Prevention Network**  
January 22, 2014

Mike Newton-Ward, MSW, MPH

*“Working for a healthier and safer North Carolina”*





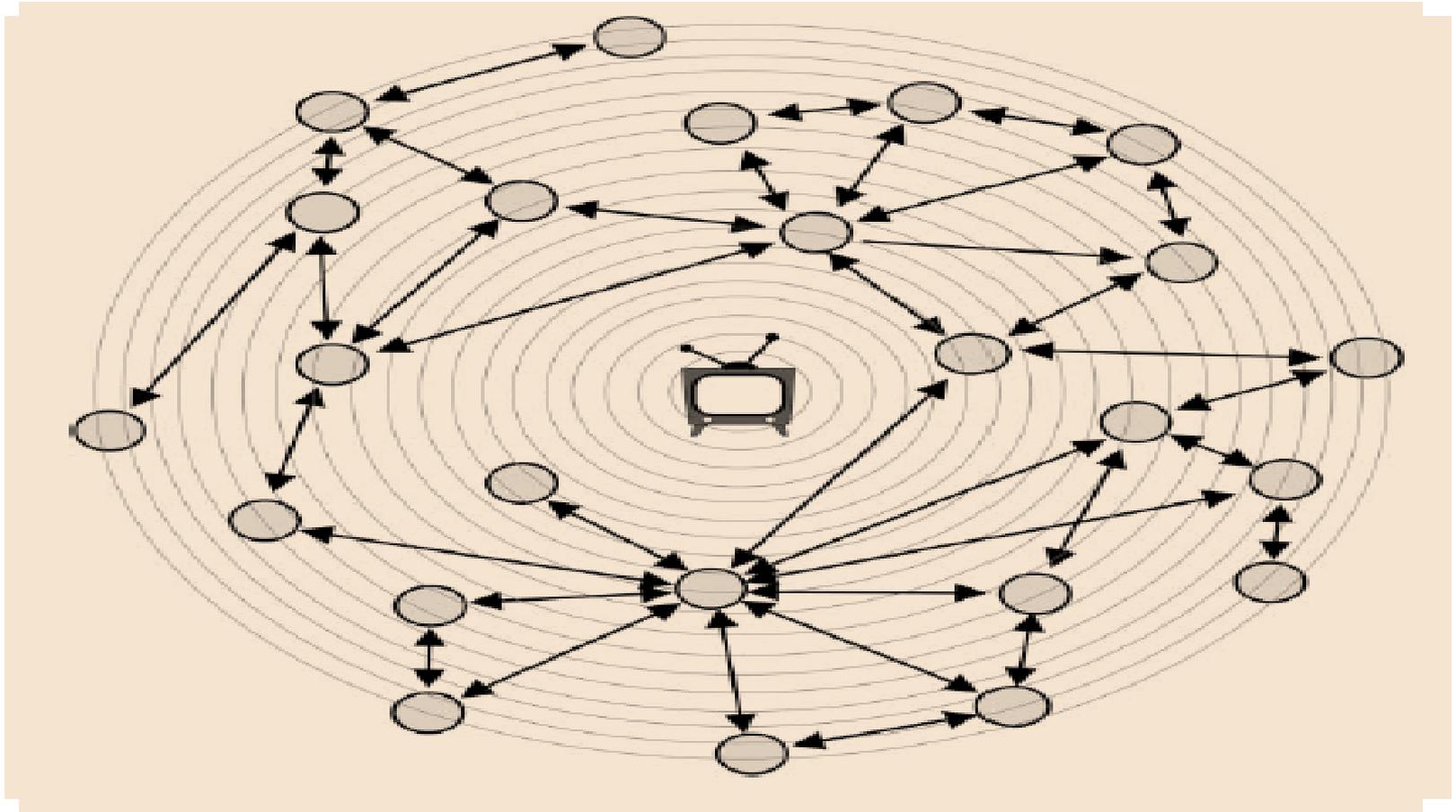
# Which Ones are Best?

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**The one's people are already  
paying attention to!**

# NEW RULES FOR THE ROAD

# Influence: Then...and Now



Source: Watts, DJ, Dodds, PS. (2007). Influentials, networks and public opinion formation. *Journal of Consumer Research*; 34. via Craig Lefebvre

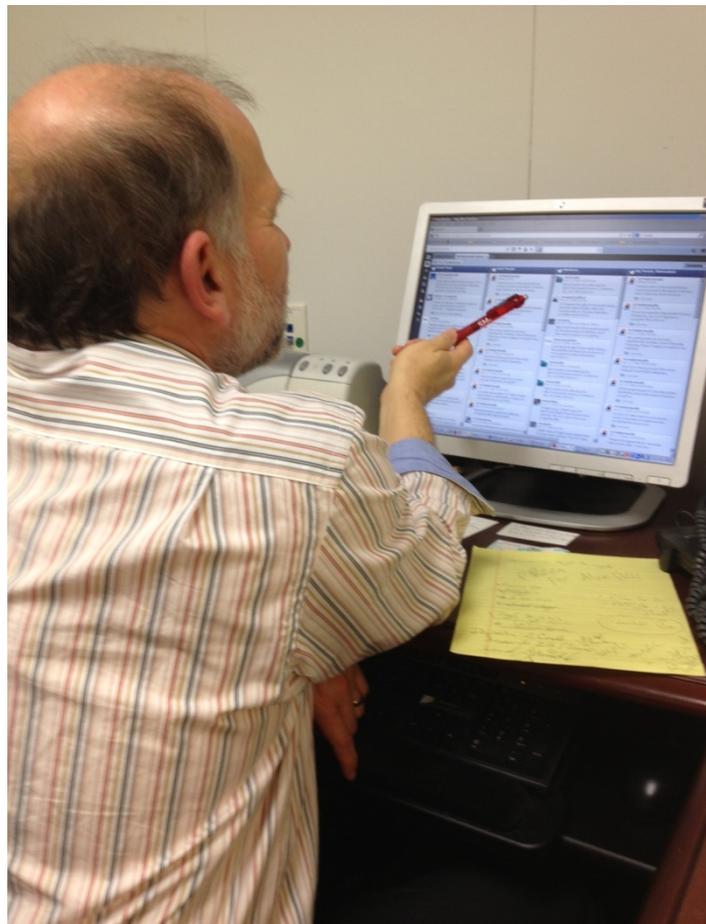
# MAKING ON-LINE MEDIA WORK!

# ENGAGEMENT



- Invite content
- Respond
- Questions/polls
- Video

# A Day in the Life...



- Mindset
- Social media policy
- A plan
- Time
- Staff
- What *is* he doing...?



# Some Communication Rules Still Rule!

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- 1) What are your goals?
- 2) What is the behavior?
- 3) Who are your audiences?
- 4) What social media do they already use?
  - what else do they attend to?
  - where do they gather?
- 5.a) What do they need to know? (Your message)
- 5.a) What do they want to know? (What's important to them)



# Some Communication Rules Still Rule!

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- ✓ Know your goal
- ✓ Target your audiences
- ✓ Repeat, repeat, repeat
- ✓ Simple actions
- ✓ Location
- ✓ Benefits

# Think Pepsi!



Product



Place



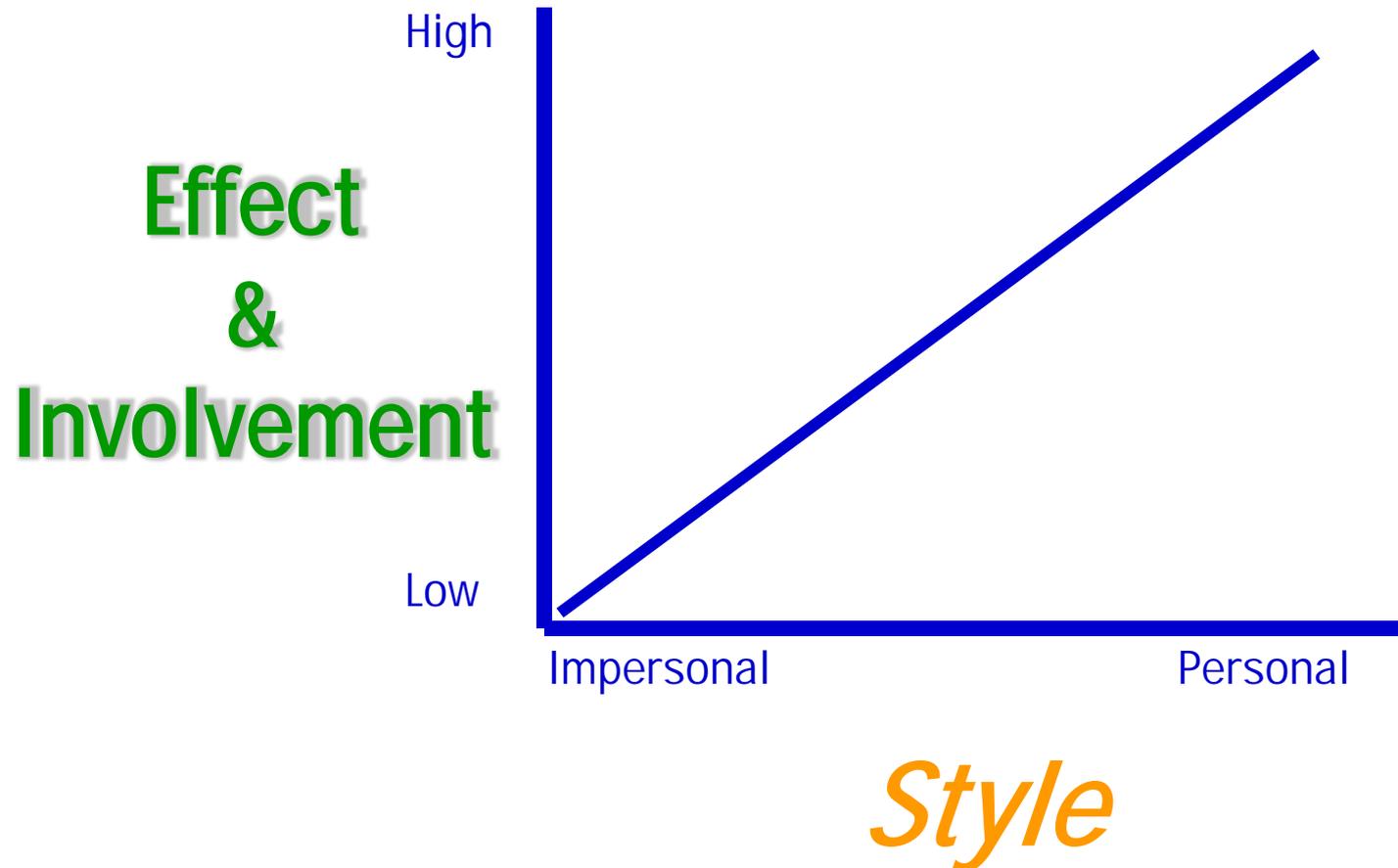
Price



Promotion

# Some Resources

# Communication and Behavior

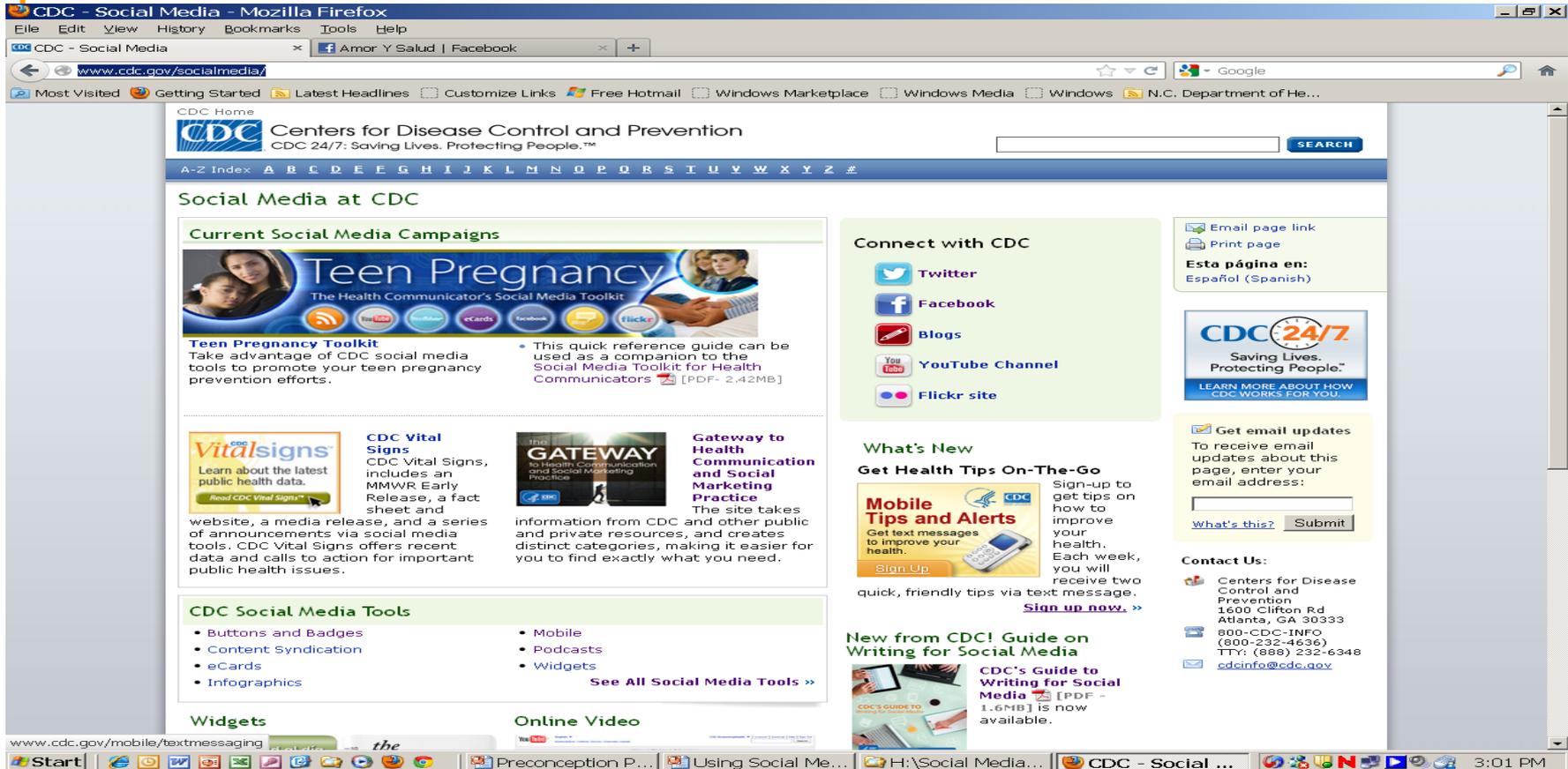


# Tools for Tactics

- Listen
  - Google Alerts, RSS readers, Twitter Search
- Converse
  - Blog comments, Twitter, Facebook comments
- Tell Your Story
  - Blogs, Twitter, video/photo sharing, podcasts
- Help Supporters Tell Your Story
  - User generated content, contests, social network apps, widgets
- Generate Buzz
  - Social news (eg Digg), StumbleUpon, Twitter, FriendFeed
- Build Community
  - Social networks, Twitter, tagging, gaming/virtual worlds
- Collaborate/Collect Information
  - Wikis, social bookmarking, tagging



# Learn More!



**CDC - Social Media - Mozilla Firefox**  
File Edit View History Bookmarks Tools Help

www.cdc.gov/socialmedia/

**CDC Home**  
**Centers for Disease Control and Prevention**  
CDC 24/7: Saving Lives. Protecting People.™

A-Z Index A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

**Social Media at CDC**

**Current Social Media Campaigns**

**Teen Pregnancy**  
The Health Communicator's Social Media Toolkit

**Teen Pregnancy Toolkit**  
Take advantage of CDC social media tools to promote your teen pregnancy prevention efforts.

- This quick reference guide can be used as a companion to the Social Media Toolkit for Health Communicators [PDF- 2.42MB]

**Connect with CDC**

- Twitter
- Facebook
- Blogs
- YouTube Channel
- Flickr site

**What's New**

**Get Health Tips On-The-Go**

**Mobile Tips and Alerts**  
Get text messages to improve your health.  
Sign Up

Sign-up to get tips on how to improve your health. Each week, you will receive two quick, friendly tips via text message. **Sign up now. >>**

**New from CDC! Guide on Writing for Social Media**  
CDC's Guide to Writing for Social Media [PDF - 1.6MB] is now available.

**CDC Vital Signs**  
CDC Vital Signs, includes an MMWR Early Release, a fact sheet and website, a media release, and a series of announcements via social media tools. CDC Vital Signs offers recent data and calls to action for important public health issues.

**Gateway to Health Communication and Social Marketing Practice**  
The site takes information from CDC and other public and private resources, and creates distinct categories, making it easier for you to find exactly what you need.

**CDC Social Media Tools**

- Buttons and Badges
- Content Syndication
- eCards
- Infographics
- Mobile
- Podcasts
- Widgets

**See All Social Media Tools >>**

**Widgets**

**Online Video**

**Contact Us:**

Centers for Disease Control and Prevention  
1600 Clifton Rd  
Atlanta, GA 30333  
800-CDC-INFO  
(800-232-4636)  
TTY: (888) 232-6348  
cdcinfo@cdc.gov

www.cdc.gov/mobile/textmessaging

Start | Preconception P... | Using Social Me... | H:\Social Media... | CDC - Social ... | 3:01 PM

<http://www.cdc.gov/socialmedia/>



# Resources to Get You Started



HHS Center for New Media  
([www.hhs.gov/web/socialmedia/](http://www.hhs.gov/web/socialmedia/))



Mashable ([www.mashable.com](http://www.mashable.com))

- @mashable (also on Facebook and YouTube)



Pew Internet  
([www.pewinternet.org](http://www.pewinternet.org))

- @Pew\_Internet (also on Facebook)



# Your Facilitator

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Mike Newton-Ward, MSW, MPH

Social Media Manager

North Carolina Department of Health & Human Services

E-mail: [mike.newton-ward@dhhs.nc.gov](mailto:mike.newton-ward@dhhs.nc.gov)

On Twitter: @NC\_DHHS

# MANTHERAPY.ORG /

SxSW Webinar

January 22, 2014

Jarrold Hindman, MS / Colorado Office of Suicide  
Prevention

303.692.2539 / [jarrod.hindman@state.co.us](mailto:jarrod.hindman@state.co.us)

# PARTNERS /PUBLIC, PRIVATE, NON-PROFIT

Office of Suicide Prevention



Linking Communities, Building Awareness,  
Preventing Suicide  
[www.coosp.org](http://www.coosp.org)



THE Carson J Spencer  
FOUNDATION

MANOTHERAPY.ORG /PSA

D. BOONE /

“I WAS NEVER LOST BUT I WAS  
POWERFULLY  
BEWILDERED ONCE FOR THREE DAYS.”

Man



ON



OFF

*Billie Boy 100-501*

Woman



## MALE HEALTH DISPARITIES / ISSUES

- More unintentional injuries and death
- More HIV/AIDS
- More liver disease, heart disease, heart attacks
- More smoking, binge drinking, HBP
- More homicides
- More suicides (4 to 1)
- More uninsured

# UNDERSTANDING MALE SUICIDE /

## The Male Cultural Stigma to Seeking Help

- Men are far less likely to report depression. While there is no evidence that women experience higher rates of depression, men account for only 1 in 10 diagnosed cases of depression.<sup>1</sup>
- Men have a resistance to asking for help, communicating inner feelings and forming groups around emotional issues.<sup>2</sup>

[1] “Ranking America’s Mental Health: An Analysis of Depression Across the States.” Prepared for Mental Health America by Thomson Healthcare. November 29, 2007.

[2] “Suicide – Men at Risk”. Julie-Anne Davies and Steve Waldon. March 2004.

# CONSTRUCTION OF MALENESS /

- **No Sissy Stuff** – Stigma of all stereotyped feminine qualities including openness and vulnerability. Never resemble women or display strongly feminine characteristics for fear of being a “sissy”.
- **The Big Wheel** – Success, status and the need to be looked up to for what one can do or has achieved.
- **The Sturdy Oak** – A manly air of toughness, confidence and self-reliance.
- **Give ‘em Hell** – The aura of aggression, violence and daring.

# BACKGROUND /

## **2007-2009 Research and Development Period**

Research question #1: “How do we reach men in distress who do not access mental health services?”

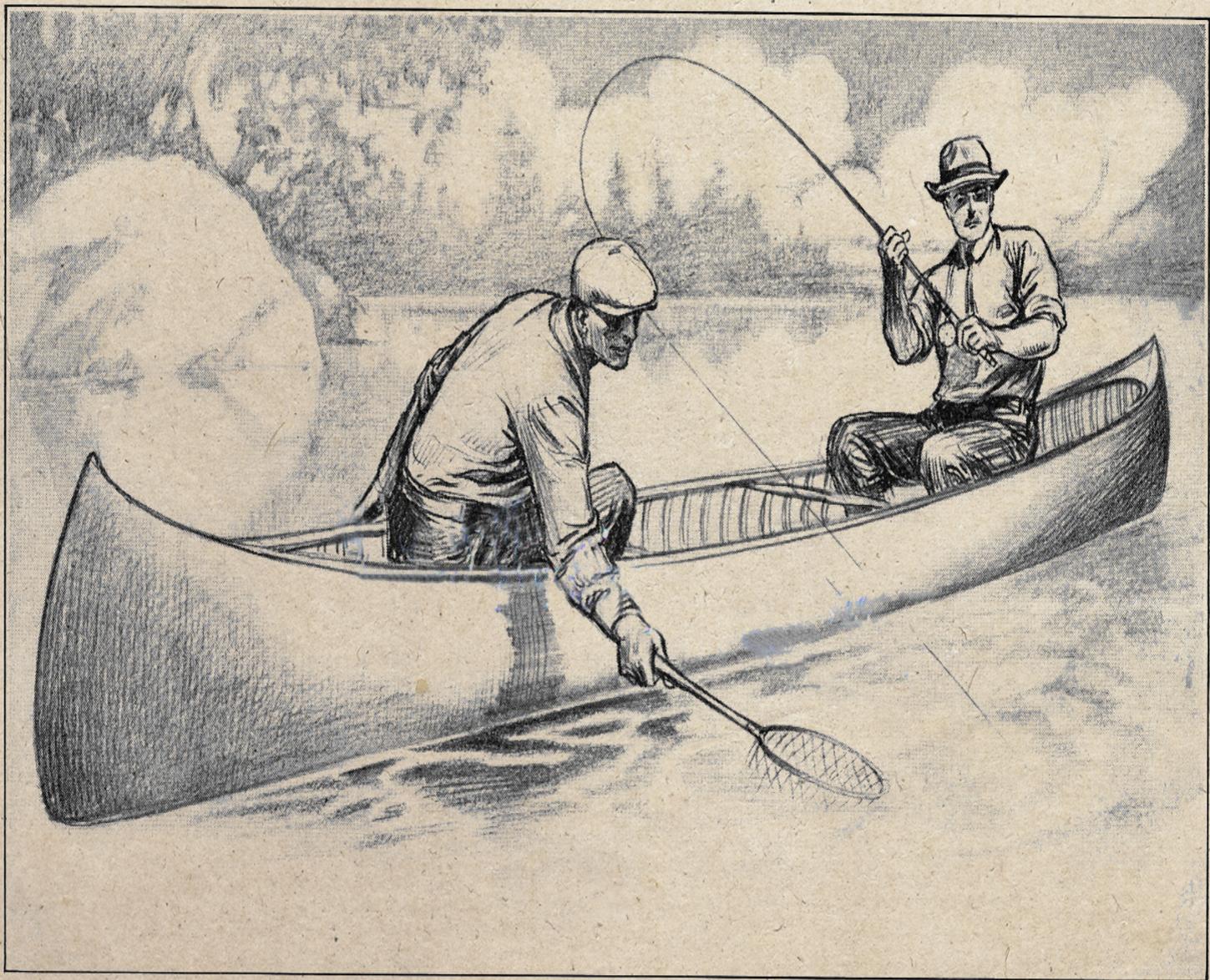
- Five focus groups – male business leaders, sociologists specializing in men’s studies, faith leaders, employee professionals, HR professionals, mental health service providers
- Transcribed/qualitative analysis

Research Question #2: How do suicidal men “come back to life”?

- 8 in-depth interviews with men who had experienced a suicide crisis, were at least 2 years out and were now considered “thriving”; 30-54 years old
- 2-hour interviews, transcribed/qualitative analysis

## CONCLUSIONS AND APPROACH /

- 1) Soften the mental health language in initial communication
- 2) Show role models of hope and recovery
- 3) Connect the dots: physical symptoms
- 4) Meet men where they are
- 5) Target “double jeopardy men”
- 6) Offer opportunities to give back & make meaning out of the struggle
- 7) Coach the people around the high-risk men
- 8) Give men at least a chance to assess and “fix themselves”



**FISH WHERE THE FISH ARE**

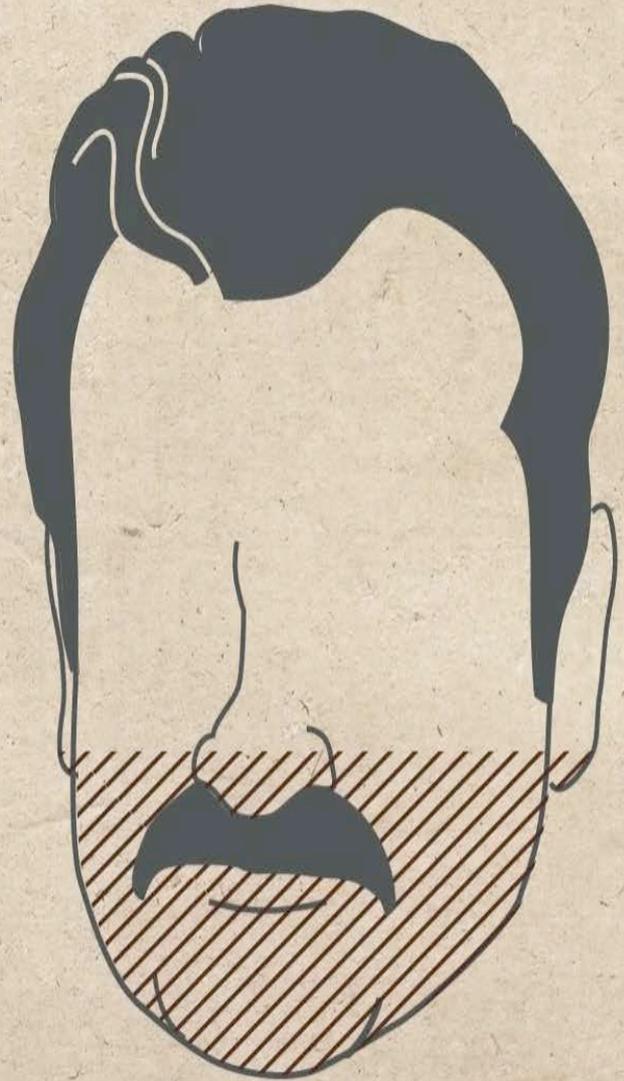
## CAMPAIGN GOALS /

1. Create social change among men and the general population about mental and overall wellness
2. Empower men to take ownership of their mental health and overall wellness and increase male help-seeking behavior
3. Long-term – Reduce suicidal thoughts and deaths among men

**Dr. Rich Mahogany**



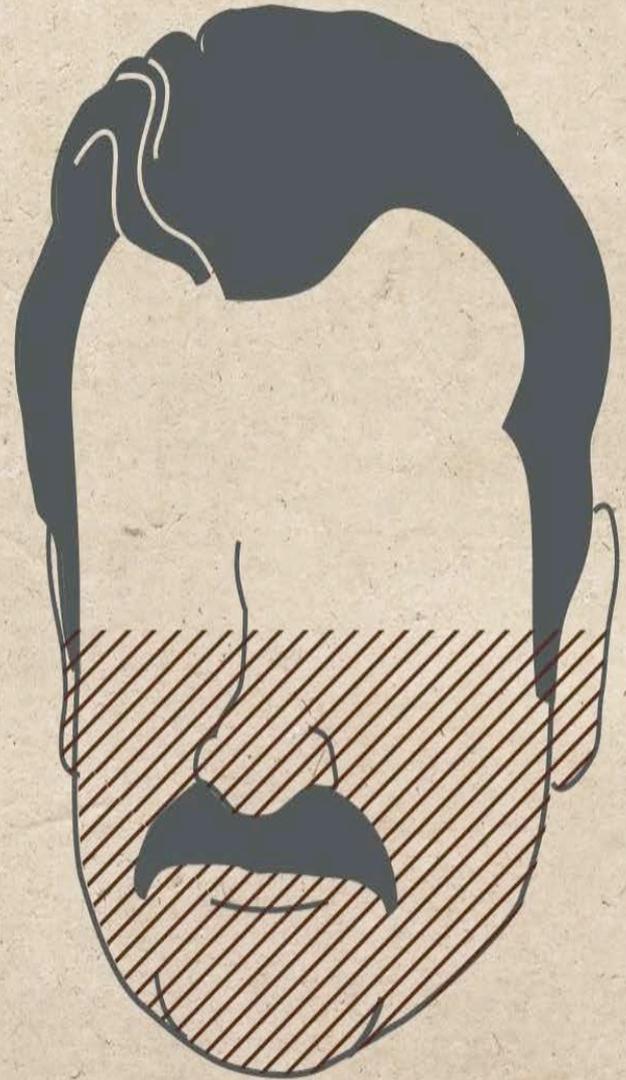
**PART  
DOCTOR**



**Dr. Rich Mahogany**



**PART  
FOOTBALL  
COACH**



**Dr. Rich Mahogany**



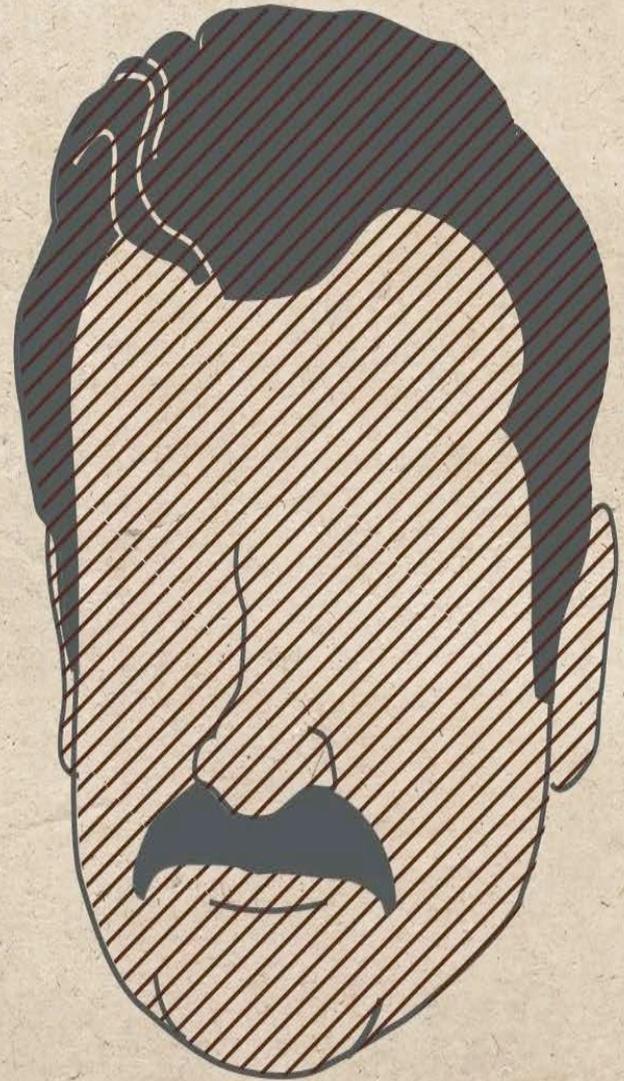
**PART  
DRINKING  
BUDDY**



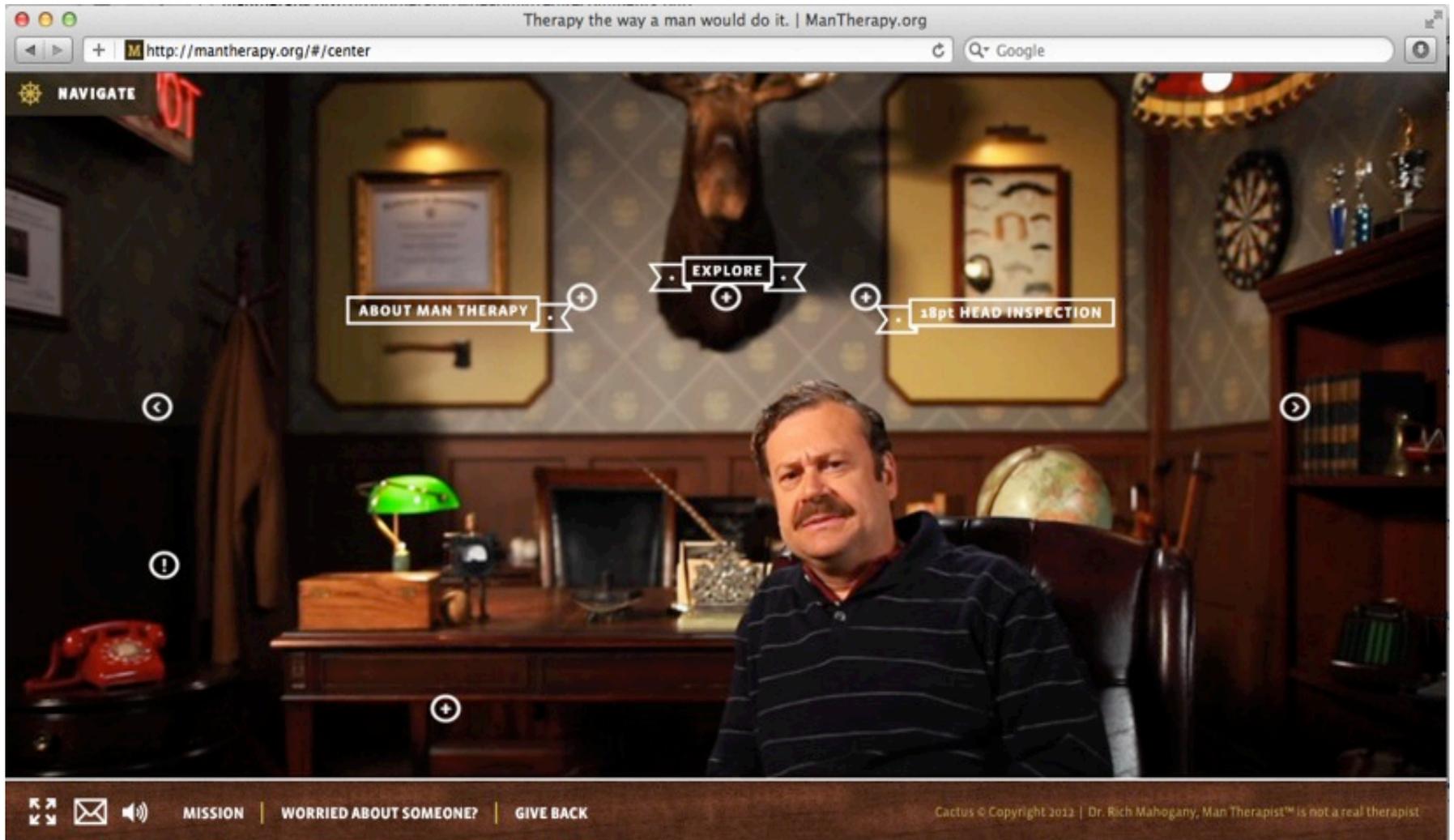
**Dr. Rich Mahogany**



**100 %  
ACTION  
HERO**



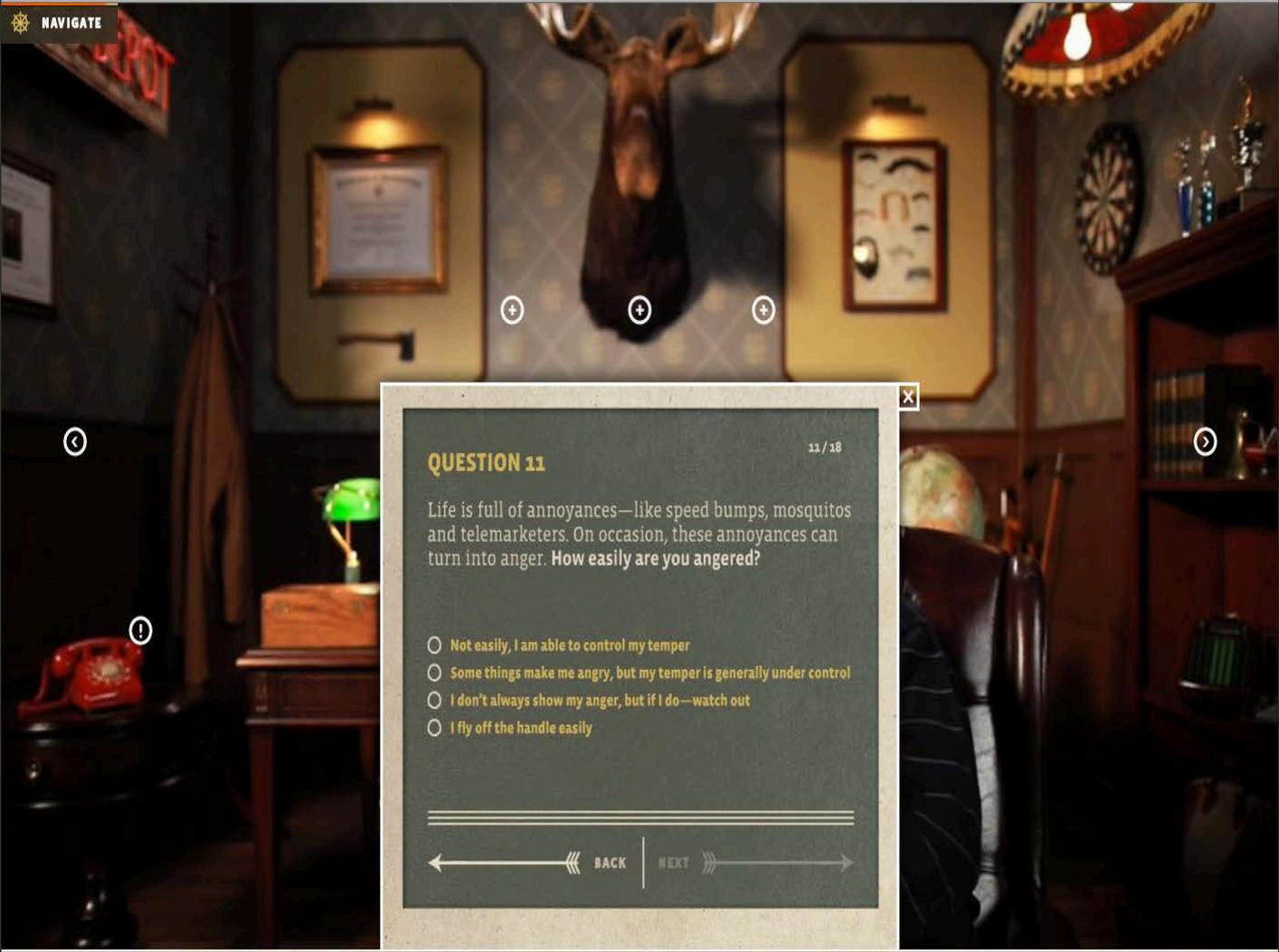
# WEBSITE /



[Mantherapy.org](http://Mantherapy.org)

MAN THERAPY.ORG /INTRO

NAVIGATE



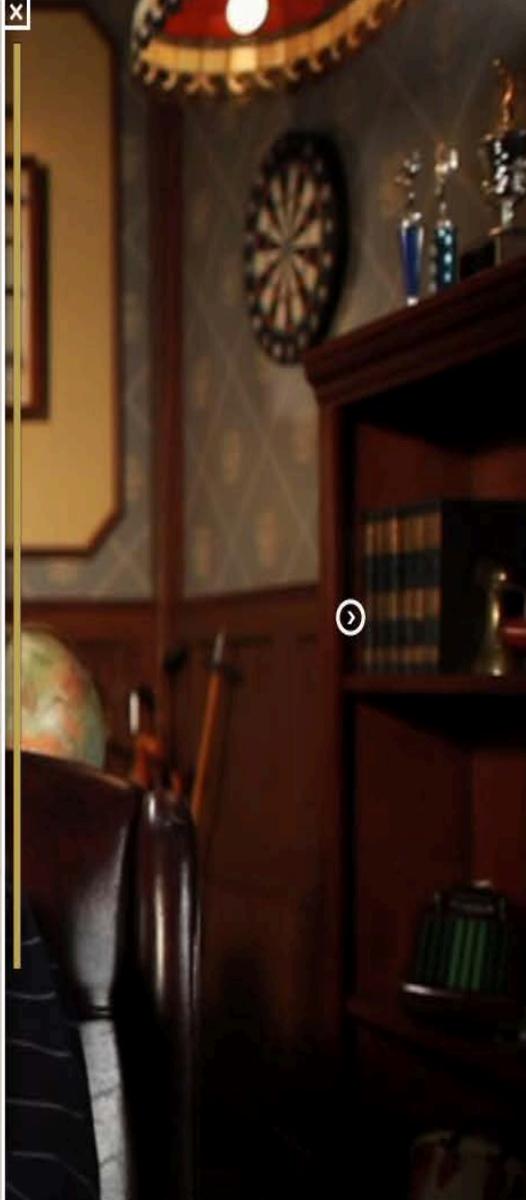
QUESTION 11 11 / 18

Life is full of annoyances—like speed bumps, mosquitos and telemarketers. On occasion, these annoyances can turn into anger. **How easily are you angered?**

- Not easily, I am able to control my temper
- Some things make me angry, but my temper is generally under control
- I don't always show my anger, but if I do—watch out
- I fly off the handle easily

← BACK | NEXT →

MAN THERAPY.ORG /RESULTS...NOT SO  
HOT



OFFICIAL PIECE OF PAPER  
MARCH 8, 2013

Email Results | Print



On the matter of **DEPRESSION**

**MAN-CON LEVEL: NOT SO HOT**

I think you're depressed. You spend your days thinking about how unhappy you are. You hate your job, you avoid your friends and overall you're pretty bummed out about your life. So what are you going to do? Continue to wallow in your sadness or get off your rear end and get some help? You know the answer. Here's what you need to do. Head over to the Professional Therapy section of my office to find a Man Therapist-recommended doctor in your area, make an appointment and get better. If you need to talk to someone now, please use the red phone to reach the Crisis Line. Find yourself some hope, sir. I know you can.

On the matter of **ANGER**

**MAN-CON LEVEL: NOT SO HOT**

You're like a bottle rocket attached to a stick of dynamite attached to a pound of C-4 plastic explosives. You're just one tiny incident away from detonating with rage. It's time for you to get some serious help. In professional therapy you'll find a listing of Man Therapist™-recommended psychologists and doctors in your area. With their expert knowledge, and in some cases, medication, these pros can help guys like you get your anger under control. With time, effort and hard work, you can get better. Anyone who doubts you can go straight to the cosmetic counter of a department store on free sample day—also known as hell.

On the matter of **ANXIETY**

**MAN-CON LEVEL: NOT SO HOT**

You're anxious. You're nervous. You're stressed the hell out. You lose sleep over things you can't control. You need to get some help. But getting help is not something you should worry about. Because, in my office, I've made finding professional help easy. Simply click your way over to the Professional Therapy section. There you'll find Man Therapist-recommended doctors and mental health professionals to help you get your anxiety under control. And with the help of a professional, many men just like you have transformed themselves from worriers into warriors.

On the matter of **SUBSTANCE USE**

**MAN-CON LEVEL: NOT SO HOT**

# GENTLEMENTAL HEALTH/

The screenshot shows a web browser window with the URL <http://mantherapy.org/dev/#/depression>. The page features a background image of a man in a striped sweater pointing towards the viewer in a room with a dartboard, trophies, a model sailboat, and a red rotary phone. A navigation menu is visible in the top left corner.

**NAVIGATE**

**Table of Contents:**

- Gentlemental Health 101
  - Depression
  - Anxiety
  - Anger
  - Substance Abuse
- Did You Know?
- Man FAQs
- External Resources

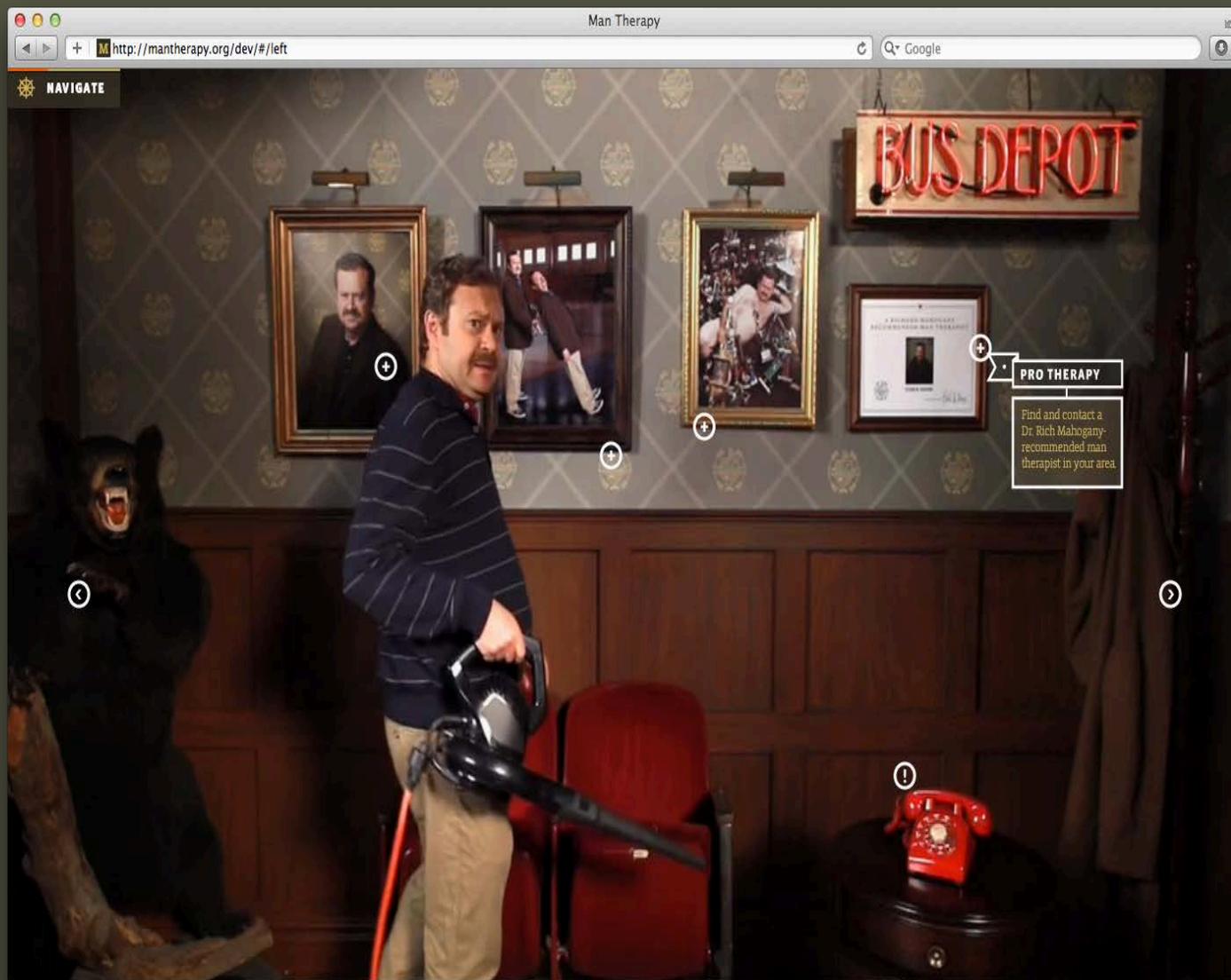
**DEPRESSION** DEP.001

KRYPTONITE FOR THE MANLIEST OF MALE MINDS

**MISSION** | **WORRIED ABOUT SOMEONE?** | **DONATE**

Cactus © Copyright 2012 | Dr. Rich Mahogany, Man Therapist. Is not a real therapist.

# MAN THERAPIES/



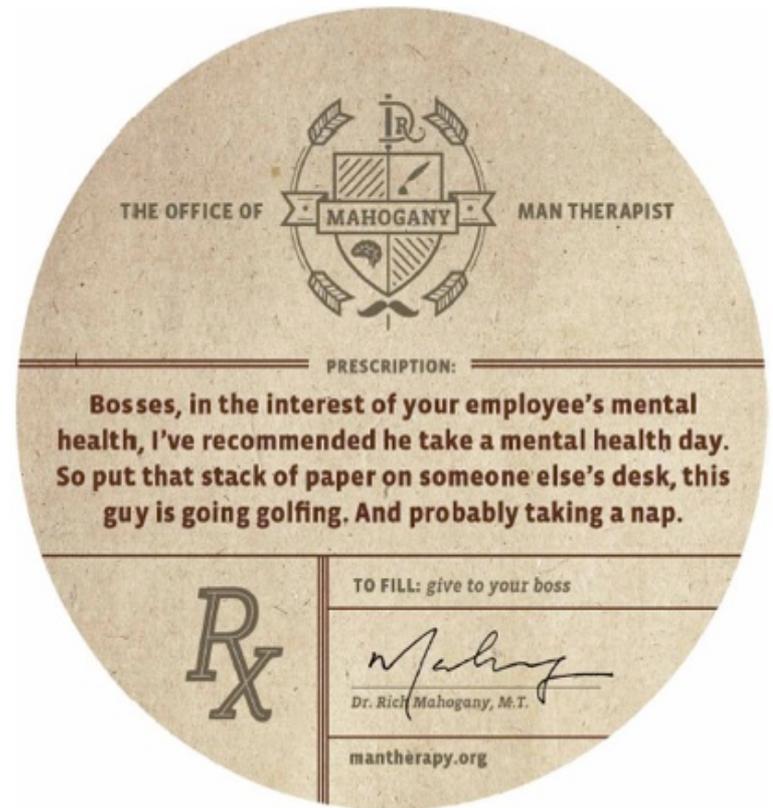
MISSION

WORRIED ABOUT  
SOMEONE?

DONATE



# COLLATERAL / COASTERS



# POOPING.

Meditation. The way a man would do it.

[mantherapy.org](http://mantherapy.org)  
Therapy. The way a man would do it.



Give your mind the same attention you give your penis.

[mantherapy.org](http://mantherapy.org)  
Therapy. The way a man would do it.



POOPING.  
Meditation. The way a man would do it.

[mantherapy.org](http://mantherapy.org)  
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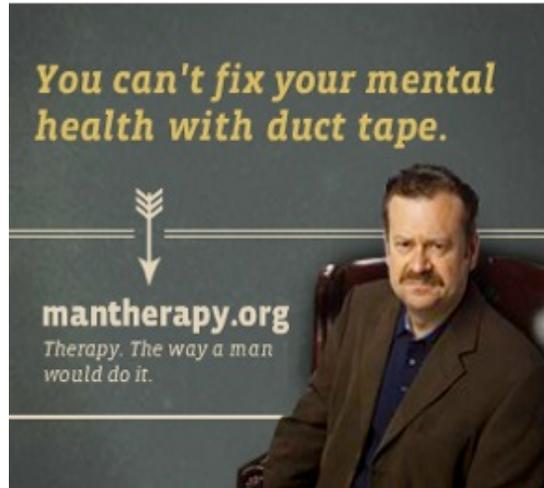
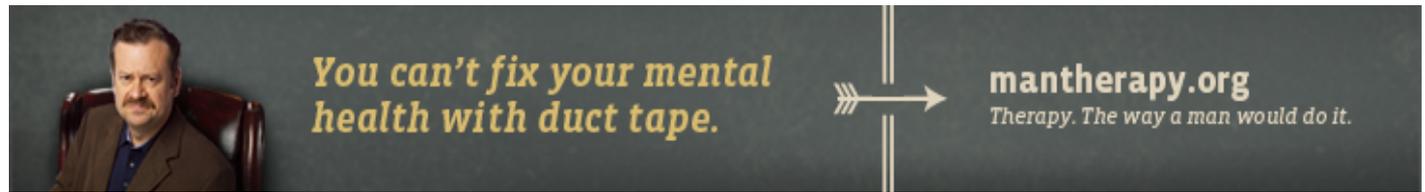
# COLLATERAL / BUSINESS CARD



# OUTDOOR / BILLBOARDS



# ONLINE ASSETS / BANNERS

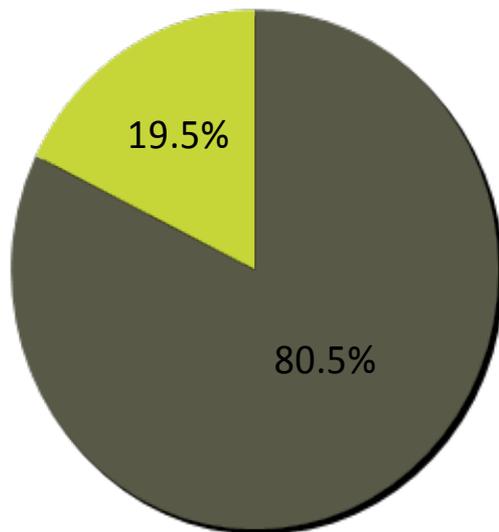


# T-SHIRTS/



# RESULTS /

■ New Visitors   ■ Returning Visitors



Total Visits: 359,537

Unique Visitors: 288,917

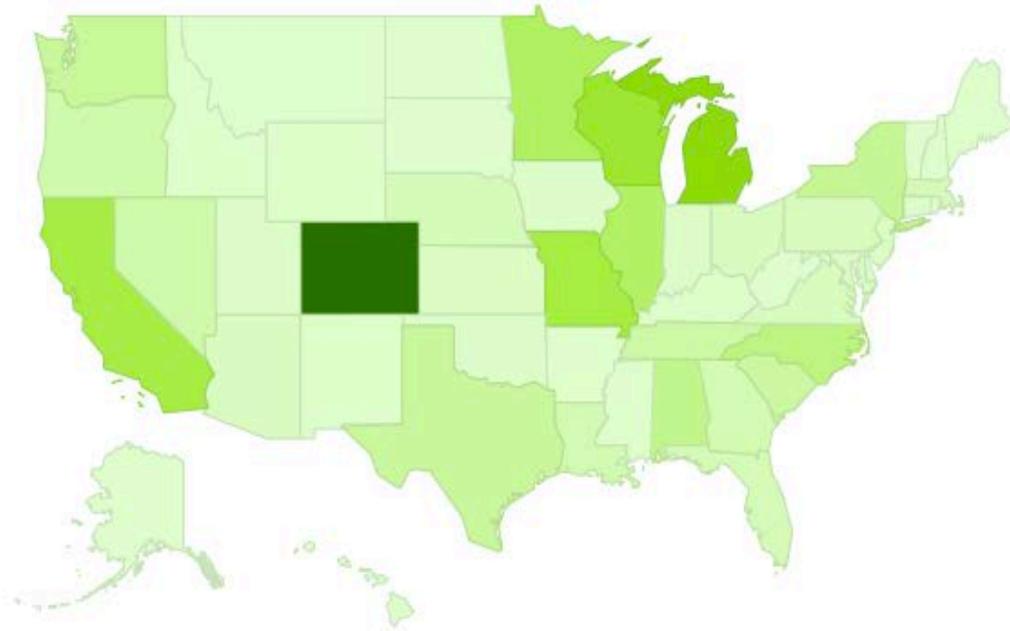
Average Time: 5:54

Quiz: 38,249

Mobile Quiz: 22,390

Crisis Line: 19,476

## VISITS BY STATE /

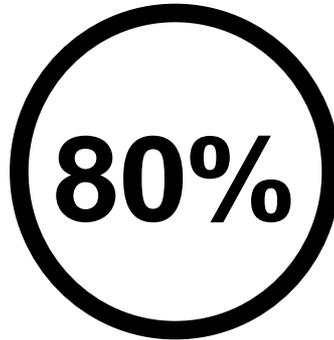


1. Colorado – 48,138
2. California – 19,439
3. Michigan – 15,637
4. Wisconsin – 13,380
5. Missouri – 11,486
6. Illinois – 10,252
7. New York – 9,997
8. Minnesota – 9,771
9. Texas – 8,026
10. North Carolina – 7,475

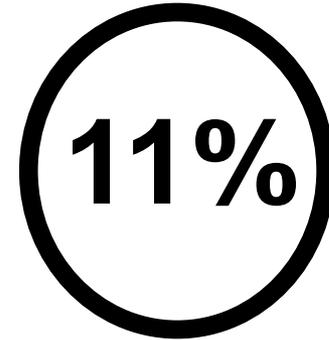
# SURVEY RESULTS /



Male



Age 25 to 64



Active duty  
or veteran



Recommend to a  
friend in need



agreed or strongly agreed  
they were more likely to  
seek help after visiting the  
site



said the 18-pt Head Inspection  
helped direct them to the  
appropriate resources on the web

# SURVEY RESULTS /



satisfied or very satisfied  
with the quality of the Man  
Therapies



were satisfied or very  
satisfied with the info on  
Gentlemental Health 101



were satisfied or very  
satisfied with the quality  
of Tales of Triumph

# POP-UP RESULTS

OF 9,821 RESPONDENTS  
11% OF VISITS FROM 12.18.12

GentleMan Health  
Man Therapies  
Tales of Triumph  
18-Pt Head Inspection



probably or  
definitely  
plan to use  
the  
information



probably or  
definitely  
plan to use  
the  
information



found the  
videos pretty  
or very  
helpful



may or will  
definitely use  
the  
recommended  
techniques

# AUSTRALIA –

[www.mantherapy.org.au](http://www.mantherapy.org.au)

Launched June 5, 2013

81,870 Aussie visits to US mantherapy.org



**QUESTIONS?**