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
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”
Social Media Landscape 2013

“Working for a healthier and safer North Carolina”
Which Ones are Best?

The one’s people are already paying attention to!

“Working for a healthier and safer North Carolina”
NEW RULES FOR THE ROAD
Influence: Then...and Now

MAKING ONLINE MEDIA WORK!
ENGAGEMENT

- Invite content
- Respond
- Questions/polls
- Video

“Working for a healthier and safer North Carolina”
A Day in the Life…

- **Mindset**
- Social media policy
- A plan
- Time
- Staff
- What *is* he doing…?
Some Communication Rules
Still Rule!

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!

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

“Working for a healthier and safer North Carolina”
Think Pepsi!

**Product**

**Place**

**Price**

**Promotion**
Some Resources
Communication and Behavior

Effect & Involvement

Impersonal
Low

High

Personal

Style

“Working for a healthier and safer North Carolina”
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

--Nedra Kline Weinreich
Learn More!

http://www.cdc.gov/socialmedia/
Resources to Get You Started

HHS Center for New Media
(www.hhs.gov/web/socialmedia/)

Mashable (www.mashable.com)
• @mashable (also on Facebook and YouTube)

Pew Internet
(www.pewinternet.org)
• @Pew_Internet (also on Facebook)

“Working for a healthier and safer North Carolina”
Your Facilitator

Mike Newton-Ward, MSW, MPH
Social Media Manager
North Carolina Department of Health & Human Services
E-mail: mike.newton-ward@dhhs.nc.gov

On Twitter: @NC_DHHS

“Working for a healthier and safer North Carolina”
PARTNERS / PUBLIC, PRIVATE, NON-PROFIT
D. BOONE /

“I WAS NEVER LOST BUT I WAS POWERFULLY BEWILDERED ONCE FOR THREE DAYS.”
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
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.¹

- Men have a resistance to asking for help, communicating inner feelings and forming groups around emotional issues.²

---


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.

SOURCE – Advancing Suicide Prevention (2007)
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 FOOTBALL COACH
Dr. Rich Mahogany

PART

DRINKING BUDDY
Dr. Rich Mahogany

100% ACTION HERO
QUESTION 11

Life is full of annoyances—like speed bumps, mosquitoes, 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
MANTHERAPY.ORG /RESULTS…NOT SO HOT
OFFICIAL PIECE OF PAPER
MARCH 16, 2013

THE OFFICE OF
MAHOGANY
MAN THERAPIST

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 new, 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

With substance use disorders, there's no room for self-help. You need to get some professional help. In my office, I've made finding professionals 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 substance use under control.
GENTLEMENTAL HEALTH/
MAN THERAPIES
Bosses, in the interest of your employee’s mental health, I’ve recommended he take a mental health day. So put that stack of paper on someone else’s desk, this guy is going golfing. And probably taking a nap.

TO FILL: give to your boss

Dr. Rich Mahogany, M.T.

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

mantherapy.org
Therapy. The way a man would do it.

Give your mind the same attention you give your penis.

mantherapy.org
Dr. Rich Mahogany
MAN THERAPIST

Visit me at mantherapy.org. It's an online effort to help men deal with everyday turd tornadoes and mental health issues. Come prepared with a working computing gadget and a brain ready to be fine-tuned like an Italian sports car.
OUTDOOR / BILLBOARDS

You can’t fix your mental health with duct tape.

mantherapy.org

Men have feelings too. No, not just the hippies.

mantherapy.org

Therapy from the creators of pork chops and fighter jets.

mantherapy.org
RESULTS

- Total Visits: 359,537
- Unique Visitors: 288,917
- Average Time: 5:54
- Quiz: 38,249
- Mobile Quiz: 22,390
- Crisis Line: 19,476

Statistics from July 9, 2012 – January 12, 2014
VISITS BY STATE

1. Colorado – 48,138
2. California – 19,439
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

Statistics from July 9, 2012 – January 12, 2014
SURVEY RESULTS /

79% Male
80% Age 25 to 64
11% Active duty or veteran
80% Recommend to a friend in need
50% agreed or strongly agreed they were more likely to seek help after visiting the site
68% said the 18-pt Head Inspection helped direct them to the appropriate resources on the web
74% satisfied or very satisfied with the quality of the Man Therapies

70% were satisfied or very satisfied with the quality of Tales of Triumph

62% were satisfied or very satisfied with the info on Gentlemental Health 101
POP-UP RESULTS / OF 9,821 RESPONDENTS
11% OF VISITS FROM 12.18.12

Gentlemental Man Therapies Tales of Triumph
Health
- 66% probably or definitely plan to use the information

- 70% probably or definitely plan to use the information

- 70% found the videos pretty or very helpful

18-Pt Head Inspection
- 79% may or will definitely use the recommended techniques
AUSTRALIA –

www.mantherapy.org.au

Launched June 5, 2013

81,870 Aussie visits to US mantherapy.org

My performance enhancing website won’t show up in a urine test.

mantherapy.org.au
QUESTIONS?