

Together
WE CAN
help **STOP**
SUICIDE

afsp.org/nspw



American
Foundation
for Suicide
Prevention

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**American
Foundation
for Suicide
Prevention**

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At a Glance Summary

People have become increasingly comfortable talking about their mental health, but the topic of suicide is still scary for many people to talk about. It is by learning more about suicide, the ways we can help prevent it and the resources that are available that we can empower communities to address the topic more deeply and find help together.

Together, we can help #StopSuicide.

Our campaign was based around that mantra and need to bring that message to communities across the country. We embarked on a months-long journey to share information, start conversations, and provide education around the topic of suicide prevention. We kicked off these efforts with National Suicide Prevention Week in September, centered around our **8-hour World Suicide Prevention Day livestream on Facebook**, where we invited celebrities, influencers, artists, clinical and medical professionals, researchers, and advocates to come together to share their stories, perspective and expertise on mental health and suicide prevention.

In tandem with these efforts, we partnered with Audacy to further amplify our campaign message. On October 23, the partnership raised over \$800,00 for suicide prevention at the *We Can Survive* Concert at the Hollywood Bowl. This partnership allowed our organizations to marry our shared commitment to mental health and suicide prevention, while providing valuable experiences for our audiences rooted in education, entertainment, and meaningful engagement.

Strategy & Activation Approach

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Campaign insights were rooted in **science** and **cultural relevance**

Current Event Insight

Coming out of a year when many have experienced fear, anxiety, and uncertainty due to COVID-19 and other stressors, it is more important than ever for people to understand they are not alone, and to take deliberate, intentional steps to care for their mental health.

Research Findings

Research shows that staying connected to support systems, asking more deeply in our conversations what others are experiencing, and finding help together if things are not getting better - can protect our mental health and prevent suicide.

The background of the slide is split into two vertical sections. The left section is orange with a pattern of small, darker orange polka dots. The right section is teal with a pattern of small, lighter teal polka dots. The text is white and positioned on these backgrounds.

A theme that called upon **deeper connection** and **community building**

People have become increasingly comfortable talking about their mental health, particularly this past year. But the topic of suicide – when it comes up – is still scary for many people.

It's time to deepen the conversation.

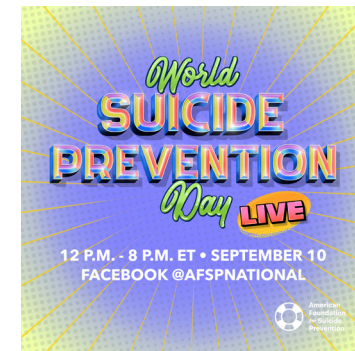
Some are afraid that by asking someone if they're having thoughts of suicide, it will put the idea in their head, or push them to take their lives. (Which research shows is not true.) Some are worried that they won't know what to do, or how to help, if the person tells them, "they are thinking about it."

It's only by learning about what leads someone to suicide, the ways we can help prevent it, and about available resources – and not being afraid to ask when we're worried about someone, or for help when we need it – that we can empower communities to address this leading cause of death.

We all have mental health. It's time we take the next step, ask more deeply about what someone is experiencing, and if we need it, find help together. Together, we can help #StopSuicide.

Eye-catching creative direction that **inspired conversation** about suicide prevention

We partnered with Jessica Goldsmith (@chickofalltrade), a Brooklyn-based illustrator, graphic designer and mental health advocate, to bring our campaign theme to life through a visual direction that is uplifting and inspires positive conversation about mental health and suicide prevention.



Roll-out plan lifted conversation about mental health for **over two months**

Awareness began in early August, building momentum for our hero campaign event: World Suicide Prevention Day Live.

Conversation then continued throughout the fall and was reignited during partner events and through influencer engagement.

ANNOUNCE

JULY 29

Campaign Revealed

AUG 23

Chapter & Partner Amplification Began

LAUNCH

SEP 6

National Suicide Prevention Week Kicked-Off

SEP 10

World Suicide Prevention Day Facebook Live

REIGNITE

OCT 10

World Mental Health Day Co-Branded Content Launched

OCT 23

Audacy Hollywood Bowl Benefit Concert

Connected storytelling shared across a 360° ecosystem of touchpoints

The campaign was brought to life across a vast network of channels, with creative tailored to each to reach the right audience, at the right time, with the right message.



Activated our network of supporters through actionable campaign toolkits

We distributed toolkits to our network of supporters, including volunteers, staff, partners and influencers to help drive conversation and reach to new audiences.

The toolkits provided guidance for spreading the word across different touchpoints, and included a package of creative assets for print, digital and social use.

Click **HERE** to access complete toolkit and asset package



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Graphics & Frames



Stickers & Posters

Zoom & Email

Tentpole Event Overview

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World Suicide Prevention Day Live

On World Suicide Prevention Day on September 10th, AFSP hosted an all-day Facebook Live event from 12p.m. to 8p.m. ET, bringing together communities and perspectives from around the world at one place and one time.

The event featured over 30 panelists with diverse backgrounds across research, entertainment, advocacy and more.

RESULTS

- **130,300** Video Views
- **245,260** Reach
- **373,226** Impressions
- **5,923** Engagements
- **456** Peak Live Viewers

Click **HERE** to watch the full livestream

Run of Show

12 P.M. - 8 P.M. ET • SEPTEMBER 10 • FACEBOOK @AFSPNATIONAL

World SUICIDE PREVENTION Day LIVE

12 P.M. - 2:30 P.M.

- Opening Remarks from Comedian Gary Gulman**
- Ask Dr. Jill: How to Take the Conversation Deeper and Ask about Suicide**
Dr. Jill Harkavy-Friedman and Dr. Lisa Horowitz
- Music & Mental Health in partnership with Audacy**
Dr. Christine Yu Moutier, Normani, Yesi Ortiz and Dave Richards
- Preventing Youth Suicide**
Dr. Lisa Horowitz, Dr. May Lau and Dr. Christine Yu Moutier


2:30 P.M. - 5 P.M.

- Feed Your Mind**
Melissa d'Arabian
- 988 & The Future of Suicide Crisis Response**
Robert Gebbia, State Rep. Tina Orwall, U.S. Rep. Chris Stewart and Tori Yeates
- A Conversation on Youth & Mental Health in Communities of Color**
Dr. Alfree M. Breland-Noble and Dr. Doreen Marshall
- Men, Music & Mental Health in partnership with Sound Mind Live**
Cameron Boyer, Chris Bullard, Ricky Duran, Brendan Ekstrom and Anthony Green

5 P.M. - 8 P.M.

- A Conversation on Coping with Suicide Loss Panel**
Dr. Robin L. Smith, Courtney B. Vance and Brett Wean
- Content Creators & Mental Health**
Sasha Aronzon-Martofel, Minaa B., Jessica Goldsmith, Timothy Goodman and Jari Jones
- #RealConvo Concert**
Brendan Ekstrom and Anthony Green of Circa Survive
- Thank You from Robert Gebbia**

Guest appearances also include Kenneth Cole, Haylie Wagner, Marty Walsh and more!

 American Foundation for Suicide Prevention

World Suicide Prevention Day Live Guests



Normani



Anthony Green



Yesi Ortiz



Jari Jones



Timothy
Goodman



Minaa B.



Tina Orwall



Chris Stewart



Brendan
Ekstrom



Ricky Duran



Cameron
Boyers



Kenneth Cole



Jess Goldsmith



Lisa Horowitz



Bob Gebbia



Jill
Harkavy-Friedman



Gary Gulman



Melissa d'Arabian



Courtney B. Vance



Robin Smith



Haylie Wagner



Doreen Marshall



May Lau



Christine Moutier

World Suicide Prevention Day Live Recap

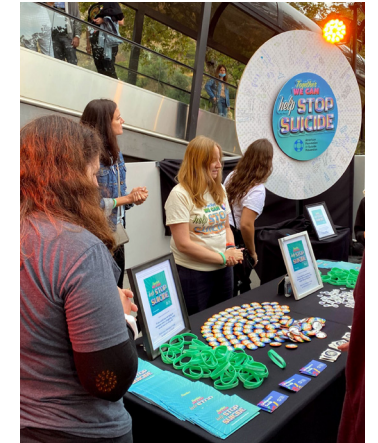
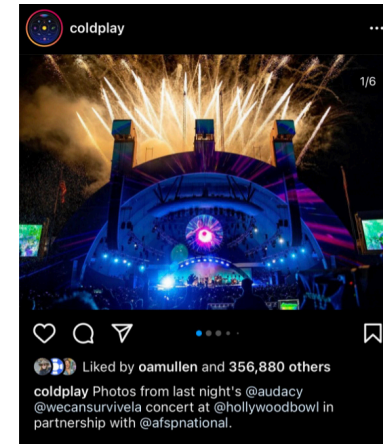


Click [HERE](#) to view the World Suicide Prevention Day Live Recap

We Can Survive Concert

On October 23rd, Audacy hosted their annual *We Can Survive* concert at the Hollywood Bowl with performers like Doja Cat, Coldplay, Maroon 5, Black Eyed Peas, Shawn Mendes, The Kid Laroi, and Saweetie. **The event raised over \$800,000 for AFSP.**

AFSP made a splash at the event with in-show announcements and campaign creative as well as an interactive on-site activation that encouraged attendees to share messages of hope. AFSP staff greeted guests upon arrival and provided key information about our efforts.



Partner, Influencer & Media Highlights

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Audacy

This fall, AFSP grew our national partnership with broadcast giant, Audacy. Partnership examples include:

- AFSP as the **sole beneficiary** for Audacy's *We Can Survive* concert at Hollywood Bowl
- Exclusive **co-branded AFSP radio station** featuring upbeat, inspirational and positive energy music
- **PSA radio campaign** aired across the country to amplify campaign awareness in local markets
- AFSP's Chief Medical Officer, Dr. Christine Moutier, as a **guest panelist** on Audacy's annual *I'm Listening* Broadcast
- Contribution of **talent and time** to AFSP's World Suicide Prevention Day Live event



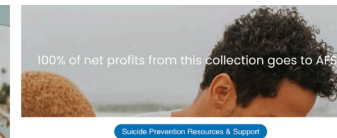
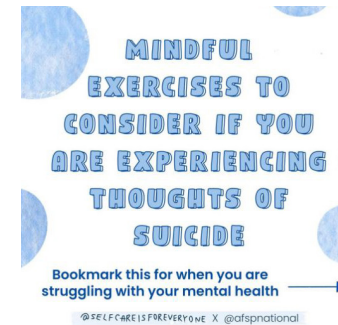
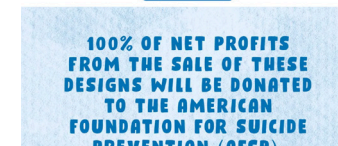
Self-Care Is For Everyone

AFSP partnered with Self-Care Is For Everyone on a collection of campaign apparel, with **100% of net profits** benefiting our organization.

On **World Mental Health Day on October 10th**, we launched an educational Instagram Guide co-created by AFSP and Self-Care Is For Everyone clinical experts. This guide featured mental health best practices and suicide prevention tips.

Click **HERE** to view Instagram Guide

Click **HERE** to view apparel collection



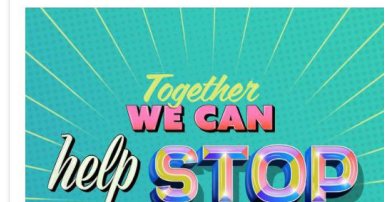
We all have mental health. It's time we take the next step, ask more deeply about what someone is experiencing, and if we need it, find help together. ❤️

Keep scrolling to check out how we're working with others to #StopSuicide!

NO. 1
Together we can help stop suicide
It's only by learning more about what leads someone to suicide, the ways we can help to prevent it, and what resources are available – and not being afraid to ask when we're worried about someone, or for help when we need it ourselves – that we can empower our communities to address this leading cause of death.

(Artwork by @chickofalltrade)

Scroll down for guidance on how to deepen the conversation!



Sponsored and earned **influencers**

Sponsored and earned influencer partnerships helped amplify conversation to new audiences and communities. Influencers promoted our World Suicide Prevention Day Live, shared their own connection to AFSP's mission, and provided mental health resources to their following **earning over 3,222,292 impressions.**

RESULTS

- **26** Unique Influencers
- **96** Posts
- **110,291** Engagements
- **\$10.30** CPM

Influencer Snapshot



Jari Jones



Timothy Goodman



Minaa B.



Grizel Caminas



Pearl Jam



Kenneth Cole



Jodie Sweetin



Self Care is
For Everyone



Jess Goldsmith



Circa Survive



Haylie Wagner



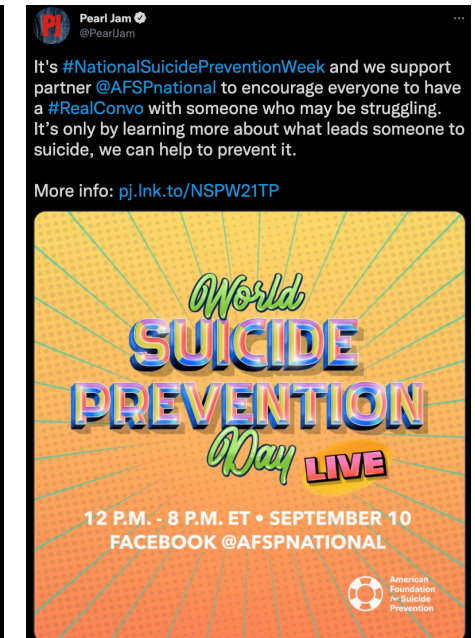
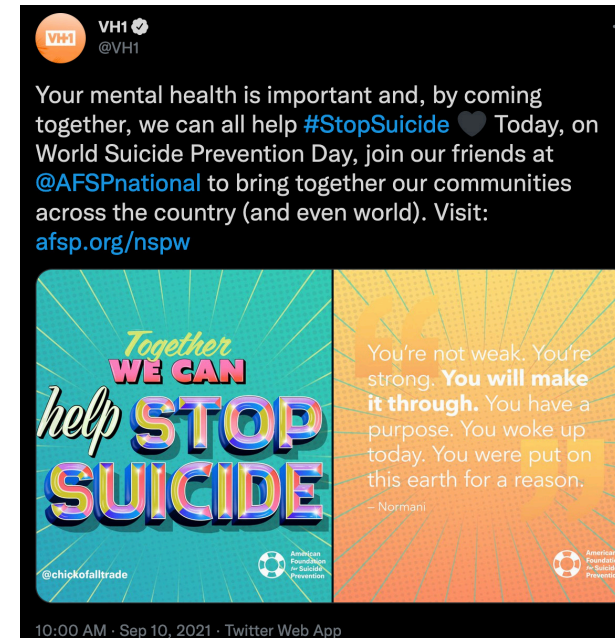
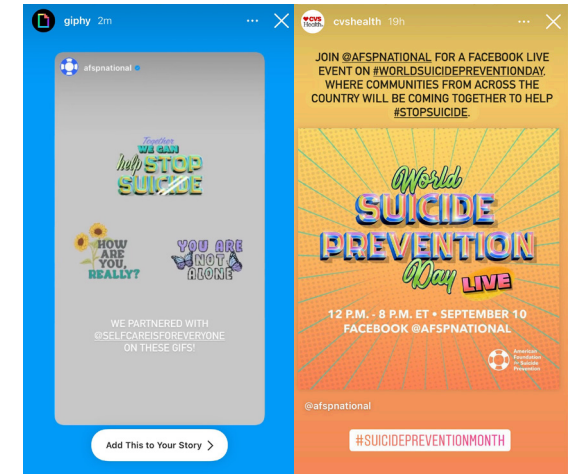
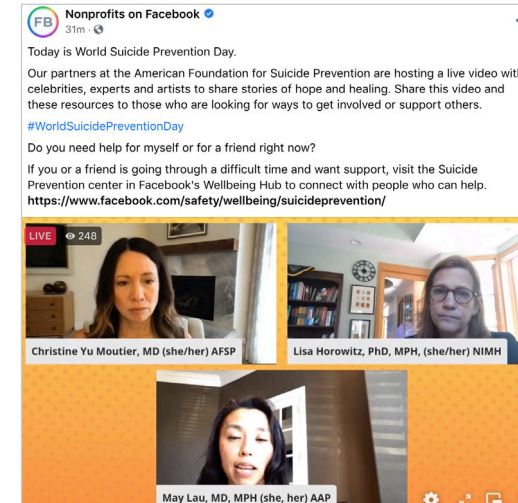
VH1

Organic Responses

Throughout September and on World Suicide Prevention Day, media, celebrities, and other organizations contributed their voices to our cause, such as Pearl Jam, VH1, CVS Health, Katie Couric Media, Crisis Text Line, TODAY, BET, Men's Health.

Additionally, our campaign gif was the top trending gif on GIPHY during World Suicide Prevention Day.

Click **HERE** to view AFSP's GIPHY channel



Campaign Earned Media Highlights



Q&A for National Suicide Prevention Month: Pandemic's effect, physician suicide

"We may not understand the entire impact of COVID-19 on suicide deaths for another year or longer, as suicide mortality data takes time to collect and analyze in a meaningful way, and the pandemic is not over. "

- Dr. Doreen Marshall



Suicide: Myths, Media and Difficult Discussions

"AFSP hosted an 8-hour livestream for World Suicide Prevention Day on September 10, and we heard from musicians, celebrities, and experts that elevated the conversation about supporting one another [...]"

- Dr. Christine Moutier, AFSP



What a Suicide Prevention Expert Says You Can Do to Save Lives

"The takeaway from all of this is that we need to be paying attention to our mental health and potential warning signs for suicidal distress across the board regardless of age, gender, race, or ethnicity"

- Dr. Christine Moutier, AFSP



Girls are attempting suicide more during the pandemic. Here's how parents can help

"Pre-pandemic, teenage girls attempted suicide at three to four times the rate of boys, but boys died by suicide at a rate two to three times higher, Moutier explained."

- Dr. Christine Moutier, AFSP



Exploring Suicide and Young Black Men: Why The Brothers Feel So Alone

"September is National Suicide Prevention Month. For more information and resources on mental health in the Black community, check out these links from the American Foundation for Suicide Prevention"

- BET, Joe Madison

Campaign Performance Summary

Digital Totals

6,908,825

Blended Impressions

482,460

Engagements

Earned Media

43,805,086

Total UVM

THANK YOU

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