

Case Example...

SAVE's national
multi-media campaign



Prevent Suicide. Treat Depression.

National depression awareness and suicide prevention public education campaign.

SAVE's national multi-media campaign



Print: newspaper and magazine



Is IT ALL IN HIS HEAD?

Depression is a brain illness. It makes people feel empty, hopeless, even suicidal. By knowing the signs of depression, you can get someone you care about to a doctor. With medical help, depression can be treated. Suicide can be prevented.

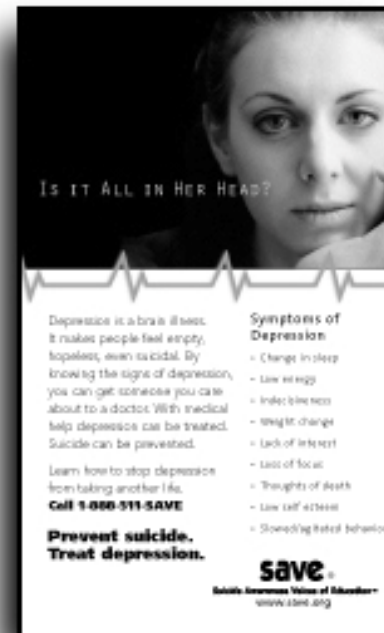
Learn how to stop depression from taking another life.
Call 1-888-511-SAVE

**Prevent suicide.
Treat depression.**

save
Ends the Unnecessary Loss of Lives™
www.save.org

Symptoms of Depression

- Change in sleep
- Low energy
- Irritability
- Weight change
- Lack of interest
- Loss of focus
- Thoughts of death
- Low self-esteem
- Slowed or fatal behavior



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Out-of-Home



Out-of-home: billboard and transit



Indoor Advertising



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Prevent suicide. Treat depression.

Symptoms of Depression

- Change in sleep
- Low energy
- Indecisiveness
- Weight change
- Lack of interest
- Loss of focus
- Thoughts of death
- Low self esteem
- Slowed/agitated behavior

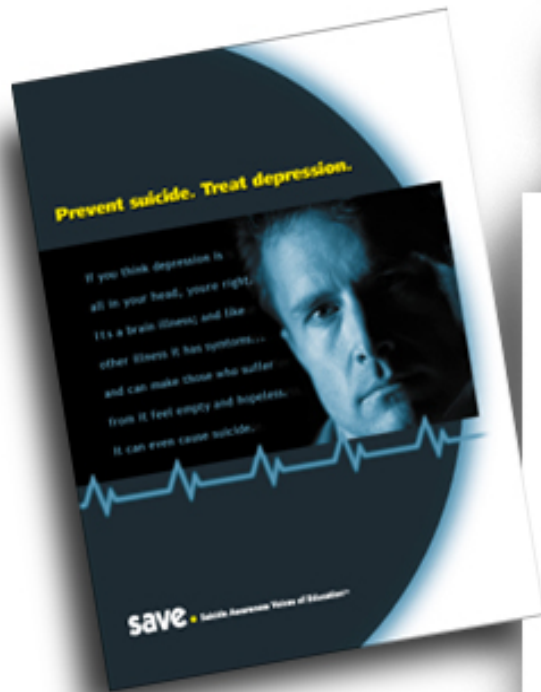
save.

Suicide Awareness Voices of Education®

www.save.org

Design services donated by The Goltz Seering Agency | www.goltzseering.com

Public relations



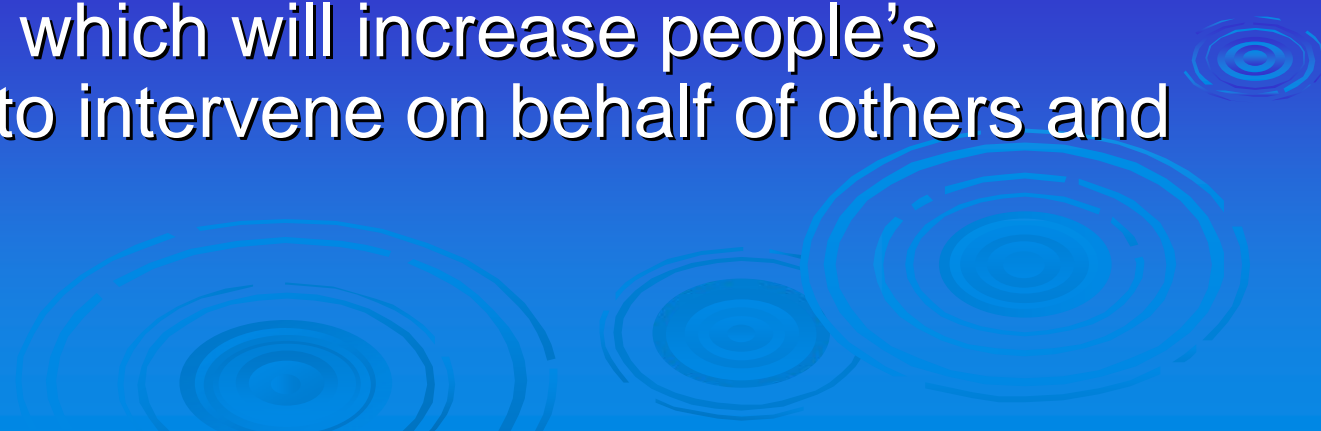
Campaign Objectives

Primary

Create widespread awareness that depression is a brain illness that left untreated can lead to suicide.

Secondary:

Reduce the unwarranted negative stigma of depression, which will increase people's willingness to intervene on behalf of others and save lives.



Target Audience

Primary Audience:

Women 25-54 (Gatekeepers)

Total U.S. population: 62.4 million

Secondary Audience:

Adults 25-54

Total U.S. population: 122 million

Strategies

- Develop a campaign for all suicide prevention and mental illness organizations to personalize with local information.
- Tap into existing partnerships and develop new partnerships to develop a breakthrough, national-caliber campaign.

Strategies

- Utilize an integrated communications approach, combining advertising and public relations.



Campaign Partners

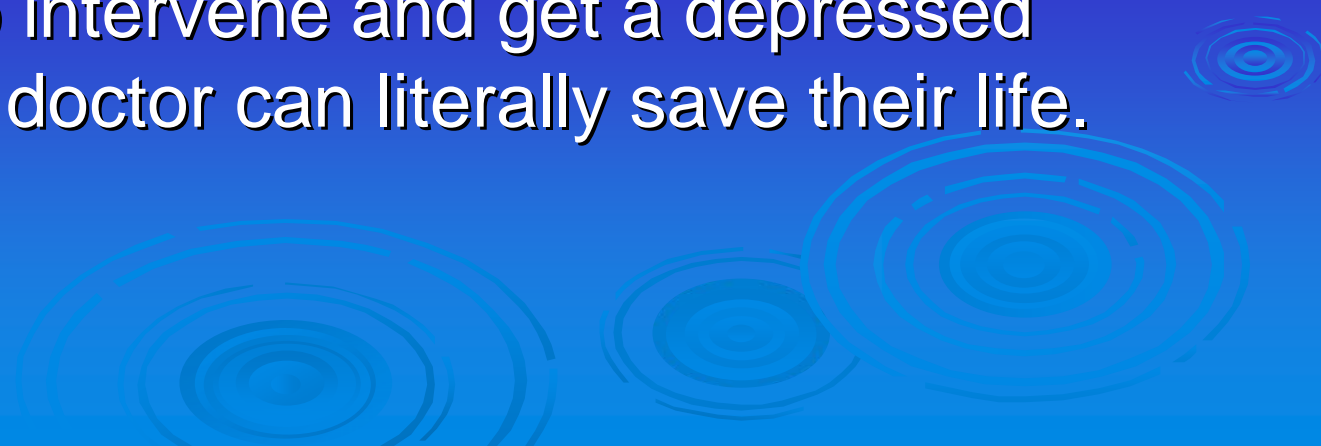
- Strategic/Creative Partner
The Goltz Seering Agency
- Production Partners
Audio/Video, photography, voice
- Research Partner



Key Messages

- Depression is a brain illness.
- Depression is a serious medical condition brought on by a chemical imbalance in the brain.
- Just like other illnesses, people suffering with depression need to seek medical attention in order to treat it

Key Messages

- People suffering with depression often lack the energy or resources to seek medical attention on their own.
 - Left untreated, depression can lead to suicide.
 - People who intervene and get a depressed person to a doctor can literally save their life.
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Creative Concept Testing

Objective

Assess effectiveness of PSA to communicate key campaign messages

Methodology

Online testing of TV PSA storyboards

Universe

400 total respondents of Second Wind Network

Creative Concept Testing

➤ Key Findings

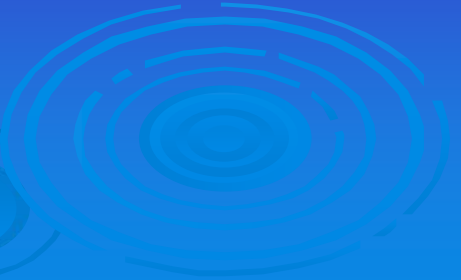
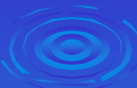
Message

Very Effective/Effective

Depression is a brain illness 94%

Untreated depression can lead to
suicide 90%

Suicide can be prevented if you get
the person to a doctor 80%

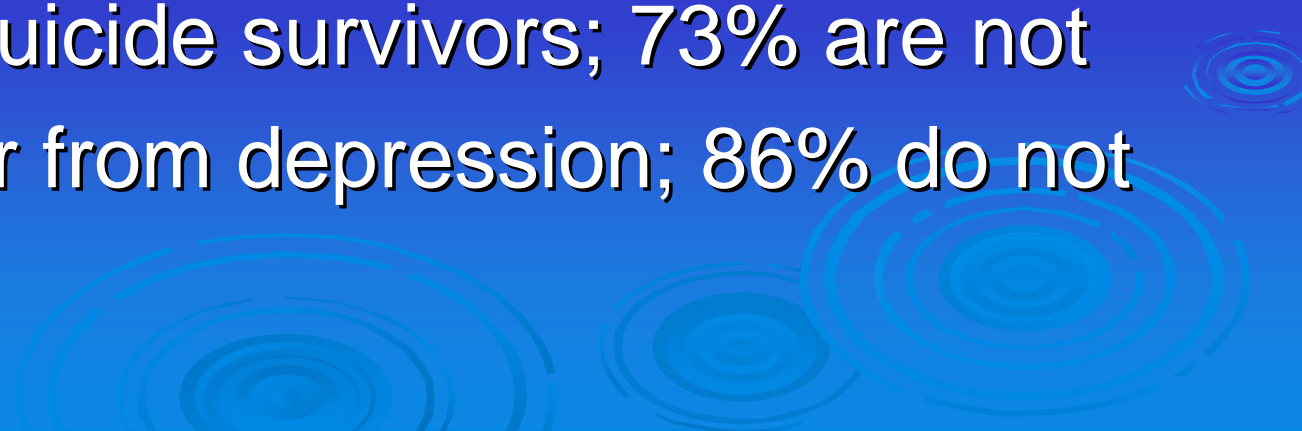


Creative Concept Testing

You can help to stop depression
from taking another life. 73%

Of those surveyed....

25% are suicide survivors; 73% are not
13% suffer from depression; 86% do not



Safe and Effective Suicide Prevention Messages

- Pre-testing message is essential
- Avoid normalization of suicide
- Avoid idealizing persons who have died by suicide






Evaluation of Message

Madelyn Gould provided an assessment as to:

- Media campaign readiness/worthiness for pilot testing.
- Level of risk that campaign could cause significant unintended harm to target and non-target audience.

Evaluation/Research

- Unaided and aided awareness
 - Level of familiarity with the program, what it is, what it does
 - Recall of the SAVE public service messages
 - Media where recalled seeing/hearing the messages
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Summary

- **There is some evidence to suggest that PSAs (particularly the video) are a useful means of suicide prevention efforts with teenagers.**
 - There was a hint that videos may make teens more knowledgeable about the symptoms of depression.
 - There was some evidence that the video was perceived as “useful.”
After exposure to a video...
 - low risk teens tended to agree with the statement that “suicide can be prevented by treating depression”
 - teens rated PSAs useful for a wider audience (e.g., those with depression, those suicidal, those being treated for depression)



Summary

- **Some of the concerns raised about possible iatrogenic effects of PSAs were not supported in this study.**
 - There was no evidence that those who saw a PSA thought that suicide ideation/attempts/completions were more common.
 - There was no evidence that the link between depression and suicide was overemphasized in the PSA groups.
 - There was no evidence that the billboard caused concern/distress.

Summary

- **Replicating results of suicide prevention programs, other concerns raised about possible iatrogenic effects of PSAs were supported in this study.**
 - **There was considerable evidence to suggest that help seeking behavior was less favorable for those having viewed a PSA (particularly high risk teens).**
 - There was a trend suggesting that maladaptive coping responses were more highly endorsed after viewing a billboard.
 - There was some evidence that videos caused concern/distress but the nature of the concern/distress needs to be further investigated (e.g., possibly raising concerns for others).