

# 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.

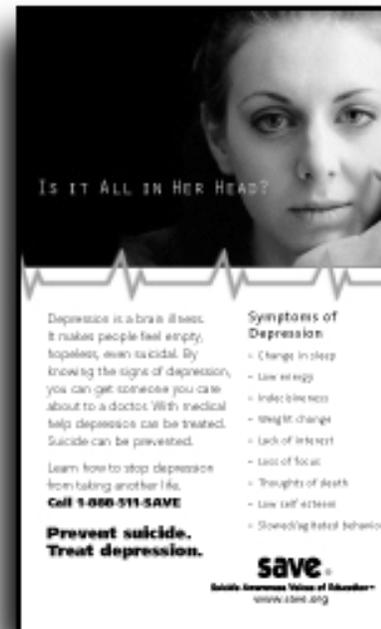
Learn how to stop depression from taking another life.  
**Call 1-888-511-SAVE**

**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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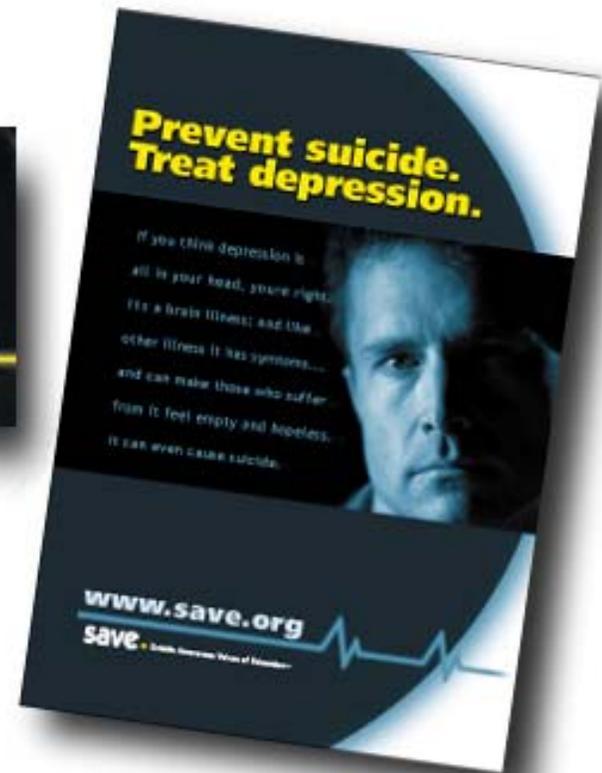
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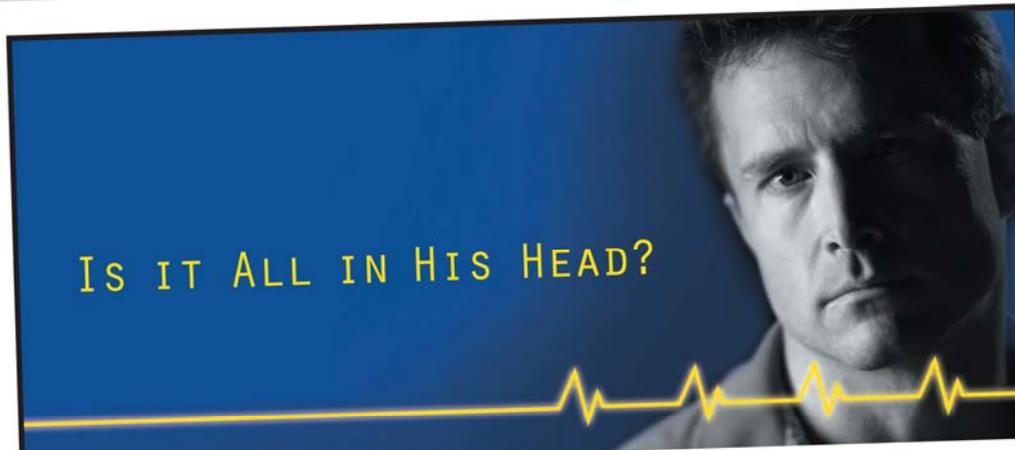
# Out-of-Home



# Out-of-home: billboard and transit



# Indoor Advertising



## IS IT ALL IN HIS HEAD?

Depression isn't something you imagine. It's a serious 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.**

### 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

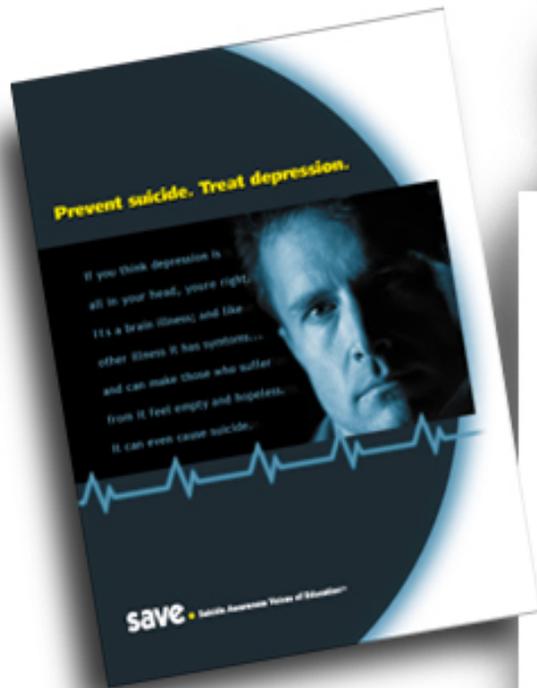
**save.**

Suicide Awareness Voices of Education®

[www.save.org](http://www.save.org)

Design services donated by The Goltz Seering Agency | [www.goltzseering.com](http://www.goltzseering.com)

# Public relations



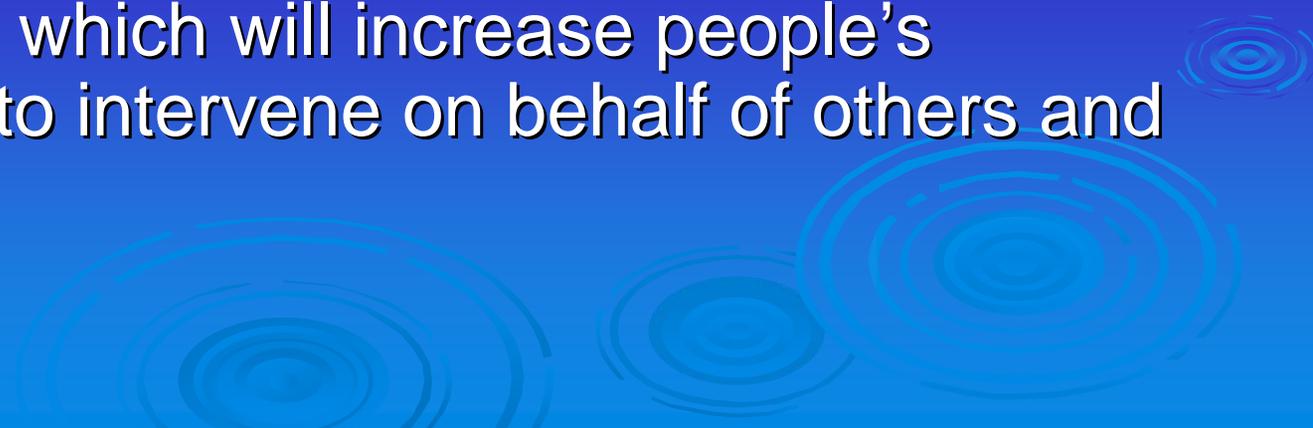
# Campaign Objectives

## 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

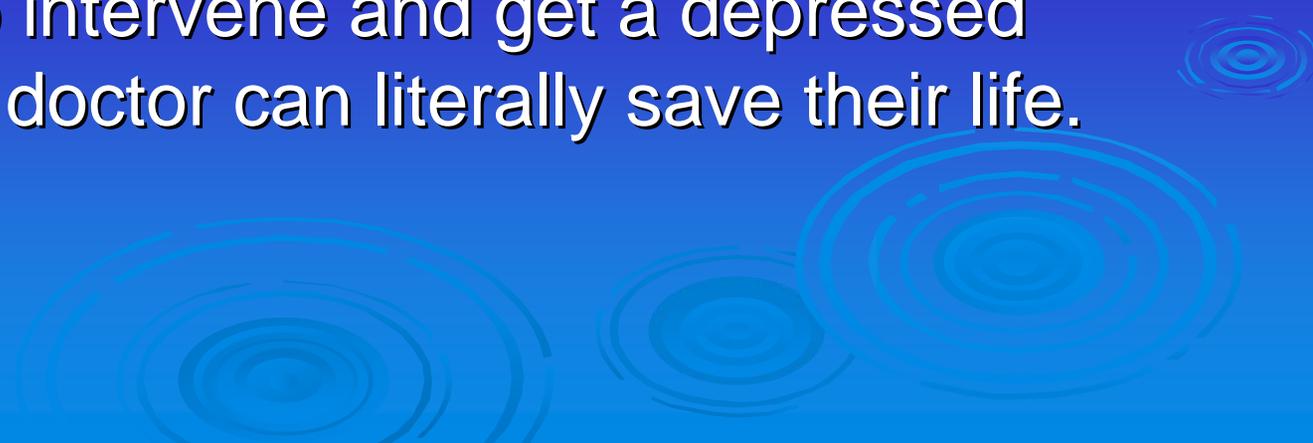
- Strategic/Creative Partner  
The Goltz Seering Agency
- Production Partners  
Audio/Video, photography, voice
- Research Partner



# 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.
- 

# 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%

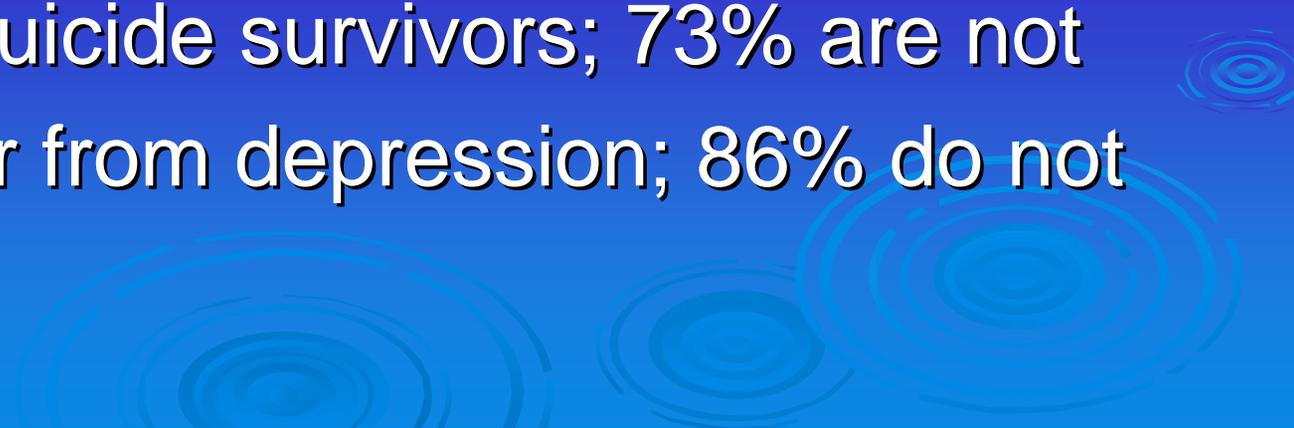


# Creative Concept Testing

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
- 

# 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).