

AGENDA
The Science of Public Messages for Suicide Prevention

Day One / October 22, 2003

- 8:30 - 9:00 CONTINENTAL BREAKFAST
- 9:00 - 9:30 Introductions, purpose, format, related efforts, endpoints
Jane Pearson, Keri Lubell, David Chambers, Janet Zinn/Ann Smith
- Participant Introductions
- 9:30 - 9:50 Federal agencies need to disseminate: What are characteristics of
effective dissemination efforts and public health messages?
- GAO evaluation of dissemination models
Stephanie Shipman
- 9:50 - 10:20 Models of why and how public message campaigns can/should work in
suicide prevention.
- What are the goals? Addressing changes in awareness, attitudes, and/or
behavior change?
Dan Romer
- 10:30 BREAK
- 10:45 - 11:20 Safety concerns in public awareness campaigns; how do findings on media
contagion apply?
- How to measure possible untoward effects
Madelyn Gould
- Comment and Example: Balancing reduction of painful stigma for
surviving families with existing protective biases for African American
communities
Sherry Molock
- 11: 20 - 11:45 Given possible safety concerns, and possible different needs for different
subgroups (by age, ethnicity, historical patterns), what are the implications
for targeting “markets” in public messaging?
Pat Stout
- 11:45 - 12:15 DISCUSSION
- 12:15 - 1:15 LUNCH

- 1:15 - 2:30 Experiences from Producers: Lessons learned. How to work with the experts, how were specific messages selected, focus group “dos and don’ts,” etc of Suicide Prevention PSAs
Kim Brater
- Perspective of the Entertainment Industry
Marie Gallo Dyak
- 2:00 - 2:30 Walking through the process of building a logic model for public messages on suicide prevention
Tom Bartenfeld
- 2:30 - 5:30 BREAK OUT GROUP WORK
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Day Two / October 23, 2003

- 8:00 - 8:30 CONTINENTAL BREAKFAST
- 8:30 - 10:00 Presentations by Groups
- 10:00 - 10:15 BREAK
- 10:15 - 10:45 Review of the meeting and identification of research needs
- 10:45 - 12:00 Meeting Products (summary; what should go to SPRC), research opportunities, and next steps
- Example Research Opportunities to test a ready-made message:
NIMH Men and Depression Campaign
Clarissa Wittenberg and Jean Baum



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