

Los Angeles Suicide Prevention Network: Effective Messaging Event

Evaluation Report

Los Angeles County sponsored two half-day workshops titled “Effective Messaging for Suicide Prevention: Tips and Tools for Working with News Media” held on February 5, 2019. A total of 105 people attended the two events. The morning session was focused on the school setting, specifically targeting public information officers within school districts (and individuals that serve this role as part of their duties), with 53 people attending. Content in the morning session included review of resources specific to the school setting such as the “After a Suicide: A Toolkit for Schools” that provides templates for community with the school community after a suicide. The afternoon session was open to all types of entities, from law enforcement to community-based organizations, and therefore had a broader focus with 52 people attending.

Each participant was provided with an evaluation form that asked participants about the sector they work in and their professional education status. The form asked participants to rate the usefulness of presentation and presenters’ knowledge. Participants were also asked a series of questions about their interest in getting involved in local suicide prevention efforts. Finally, the evaluation form provided participants the opportunity to provide comments and feedback about the event. Of the 105 who attended the event, 69 completed the evaluation form. A total of 42 morning session participants completed the evaluation form and 27 of the afternoon session participants did so.

As background, the target audience for the workshops were individuals who serve as public information or communication officers for their district, agency or organization, who might be requested to participate in a media interview about suicide or suicide prevention. The goal of the trainings was to help prepare individuals in these roles to more effectively engage in media communications related to suicide and/or suicide prevention. Numerous research studies have found that certain types of news coverage can increase the likelihood of suicide in vulnerable individuals. In addition, it has also been shown that positive messaging following established guidelines can encourage those who are vulnerable to suicide to seek help. The purpose of these workshops was to help change the narratives around suicide and suicide prevention to ones that promote hope, connectedness, social support, resilience, treatment and recovery.

Sector and Professional Education Status

The event attracted participants from a wide range of sectors—from faith- and community-based organizations to mental health and education professionals. Participants were able to choose more than one sector and as such percentages do not add to 100 percent. Less than half (43%) identified only one sector while 57% identified two or more sectors. The following data is based on total number of responses per sector regardless of whether the individual indicated multiple responses.

With one session being specifically focused on the school setting, most participants indicated they worked for the education sector (41%). An equal percentage of participants indicated they worked as mental health professional or for a community-based organization (25% respectively). About one-third (35%) worked in the non-profit sector. Further, a fifth of participants indicated they were survivors of suicide, had lived experience with suicide or are a peer. Finally, 13% indicated they worked in the health care profession (see figure 1).

Of the nine who indicated “other”, one did not specify the sector they work in and responses for the remaining eight are listed below:

1. County (2)
2. Government
3. Sexual Assault Victim Advocate
4. Public Agency
5. Caltrans
6. Center for Health Justice
7. HIV Prevention/Substance Abuse

Participants were also asked to specify their school district. A total of 14 school districts were represented at the event (see Table 1.)

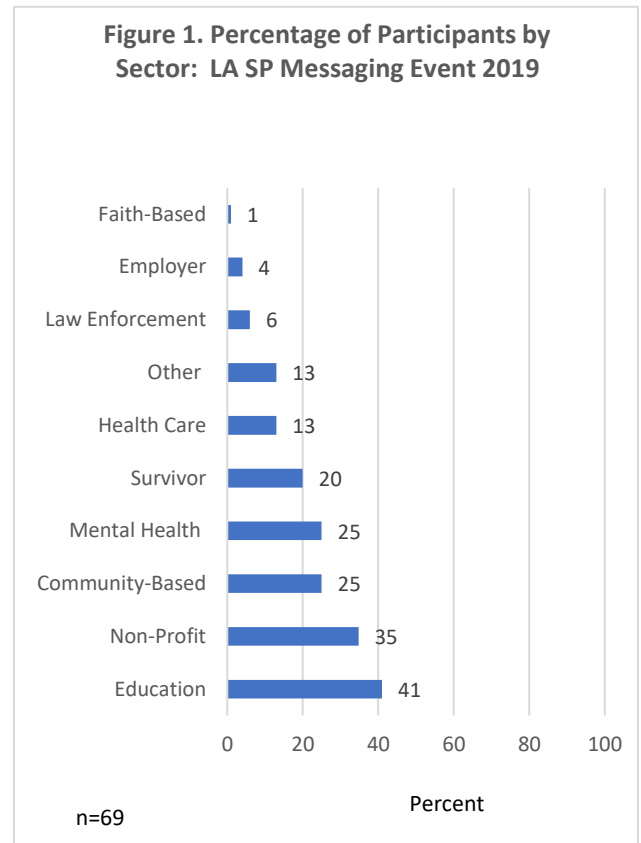


Table1. Number of Participants by School District: LA SP Messaging 2019

School District	Number of Participants
LAUSD	5
Simi Valley USD	2
NMUSD	2
Whittier Union High School District	2
Montebello USD	2
Torrance Unified	1
GRYD	1
Alhambra USD	1
Antelope Valley Union HSD	1
Inglewood Unified	1
Redlands USD	1
Lennox School District	1
Hacienda la Puente USD	1
Wiseburn	1
Total	22

Educational Status

Participants were also able to indicate their educational status. Forty-nine of the 69 who completed the evaluation form listed their professional degree or license. Participants were able to mark more than one option and in fact one participant did so—indicating both a Licensed Social Worker (LSW) or similar license or education¹ and a college degree. Further, one participant indicated other and noted they had a Master of Public Health. Of the remaining 47 participants, 9% indicated they had a post college degree, 53% indicated they had LSW or similar and 34% indicated they had a college degree. One participant or 2% indicated a Doctor of Medicine (MD) or Doctor of Osteopathic Medicine (DO) (2%).

Rating of Training

Presentation was useful and broadened participant knowledge-Overall Rating

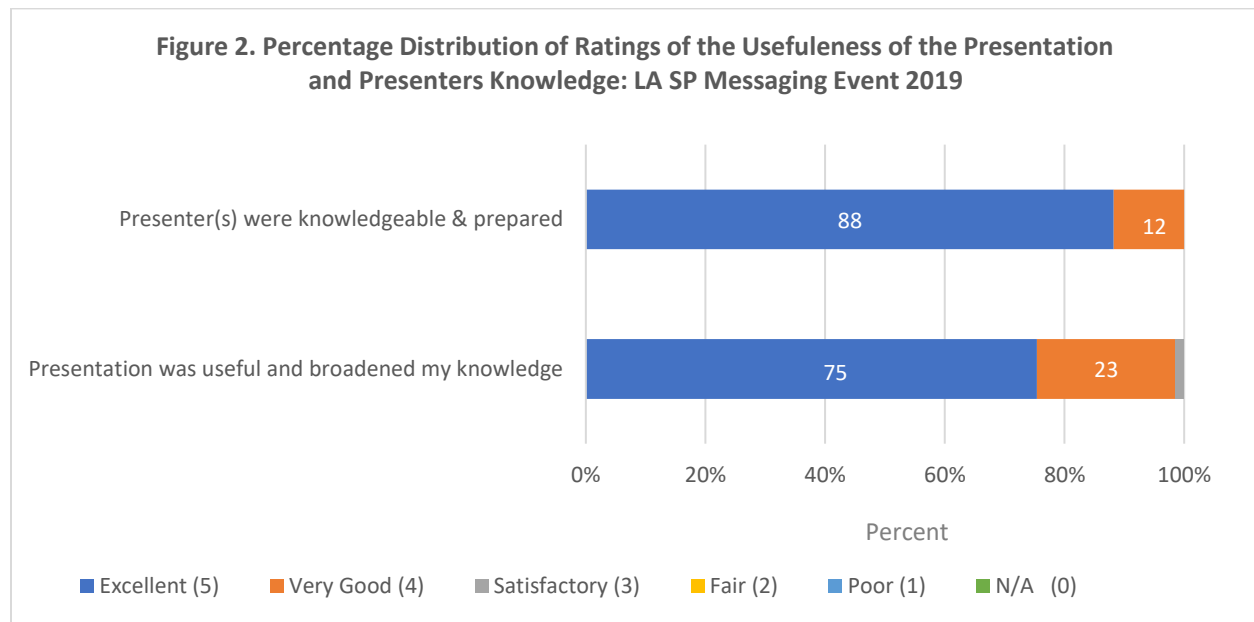
The evaluation form asked participants to rate each presentation in terms of usefulness and broadening their knowledge on the topic using the following scale: Excellent (5), Very Good (4), Satisfactory (3), Fair (2), Poor (1) and Not Applicable (0).

- Overall, all sessions were rated as excellent or very good by 100% of participants. (See Figure 2.)

Presenter(s) were knowledgeable and prepared-Overall Rating

The evaluation form also asked participants to rate the presentation in terms of how prepared and knowledgeable the presenters were using the following scale: Excellent (5), Very Good (4), Satisfactory (3), Fair (2), Poor (1) and Not Applicable (0).

- The majority (98%) found presenters as excellently knowledgeable and prepared (see Figure 2).



¹ Similar licenses include Licensed Marriage Family Therapist (LMF), Registered Nurse (RN), Nurse Practitioner (NP), Master of Arts (MA) Master of Social Work (MSW).

Get Involved in Los Angeles County Suicide Efforts

The evaluation form asked participants to get involved in county suicide efforts by responding to various questions that asked them to receive information about the county's suicide network, suicide trainings and volunteering.

Suicide Activities, Training and Events

Participants were asked to indicate if they would be interested in receiving information about suicide related activities, trainings and events.

- Of those who answered this question (67 participants), 99% indicated they would be interested in receiving such information (see Figure 3).

Los Angeles County Suicide Prevention Network

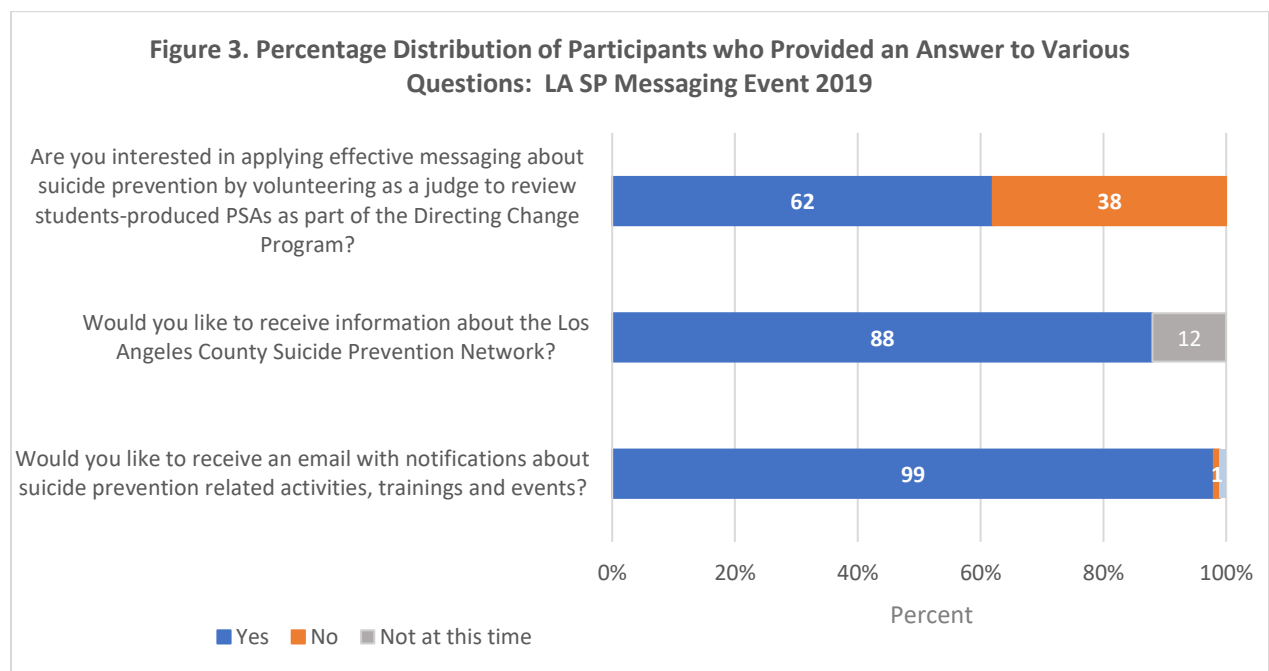
Participants were asked to indicate if they would be interested in receiving information about the Los Angeles County Suicide Prevention Network.

- Of those who answered this question (69 participants), 88% of participants indicated they would be interested in receiving information about the Network (see Figure 3).

Directing Change Judge

Participants were asked to indicate if they would be interested in applying effective messaging about suicide prevention by volunteering to be a judge to review student produced PSA's as part of the Directing Change Program.

- Of those who answered this question (65 participants), 62% of participants indicated they would be interested in receiving information about the network (see Figure 3).



Additional Comments

Participants were asked to provide additional comments on the evaluation form. A total of 25 participants did so. Overall, comments were positive. Participants were thankful and thought the presentation was excellent or great. A few participants provided suggestions for improvement. In addition, three participants requested or were interested in additional information. The following lists all comments written by participants.

Event Comments

Twelve participants wrote “excellent or great or thank you” in their comments. Participant comments are below:

- Awesome presentation! Thank you.
- Excellent/Excellent practical training
- Excellent
- Great course.
- Great information and resources to share with community and patients.
- Great presentation and very relevant practical tips on responding to suicide attempt and promoting positive messaging.
- Great presentation, great information. Thank you!
- Thank you! Great!
- Thank you so much. This is a very difficult topic for me to get prepared for since I have always been in the background and left in the dark.
- The information was very informative and clear.
- Thoughtful presentation-thank you!
- Very useful information that is necessary

Two participants remarked on how the presentation impacted them.

- This was eye-opening if there is another opportunity, I would like to extend invitation to our superintendent and counselors.
- The exercises were difficult but excellent, very good positivity in the messaging and the framing (the pain vs hope piece really stuck with me).

Suggestions to Improve the Event

Additionally, four participants provided suggestions to improve the presentation. The suggestions are listed below.

- Include best answers to exercises.
- Include more social media in the presentation. What's reported in the media hits social media site, affecting more people. Some of use social media as an educational platform on topics brought up by the news media.
- More information for school-age children
- Would have liked more time for presentation

Additional Information Requested

Three participants also requested or are interested in additional information. The requests are listed below.

- I would love to hear about how to address risk factors (like access to guns) in media.
- Interested to know more about Network and volunteering as a speaker.
- Would like the PPTS (PowerPoint slides) that Ann Marie and Robert used, thanks.

Appendix A: Participant Emails and Requested Information

Table 1A. Participants who would like to be notified about suicide prevention related activities, trainings and events?

Email Addresses: 66 responded yes but only 54 provided email addresses

1. 38813@lapd.online-Kristinamontoya
2. a_angulo3372@hotmail.com
3. aambriz@hlpusd.kl2.ca.us
4. aankers.afsp@gmail.com
5. abarron@hopeandhealfund.org
6. acastellanos@nmusd.org
7. akelman@mednet.ucla.edu
8. alejandramancias@all4kids.org
9. barnoelo_angel@montebello.ki2.ca.us
10. bsanchez@auhsd.org
11. canewman@lasd.org
12. ccastillo@helunahealth.org
13. chaides_susan@lacde.edu
14. chrishernandu22@gmail.com
15. clmartin963@gmail.com
16. cruz@darvicschool.org
17. eddie_garcia@lennoxki2.org
18. elizabeth@nostigmas.org
19. estoneworks57@gmail.com
20. glasmanas17@gmail.com
21. golaes@phlacounty.gov
22. jake.fich@simivalleyusd.org
23. jake@nostgmas.org
24. jeanette.montano@hacola.org
25. jeff.newman@dot.ca.gov
26. jevans@ucncare.org
27. kitisinit@hotmail.com
28. krystyl.wright@inglewood.kl2.ca.us
29. laiolo.antoINETTE@tUSD.org
30. lmarlotte@mednet.ucla.edu
31. lspriggs@mednet.ucla.edu
32. ma_lindsoy@ausd.us
33. MADHAVI.WILLIAMS@SIMIVALLEXUSD.ORG
34. maryrone_shell@redlands.ki2.ca.us
35. mferreraanthony@mednet.ucla.edu
malexisferrera@gmail.com
36. mford@masadahomes.org
37. mkahn@pacsla.org
38. mnahapetyan@dmh.lacounty.gov

Table 1A. Participants who would like to be notified about suicide prevention related activities, trainings and events?

- 39. osman@healthjustice.net
- 40. patricia.saldana@lausd.net
- 41. pgriego@lacare.org

- 42. rgilchck@ph.lacounty.gov
- 43. rsediles@aplo.org
- 44. rudy@rudycajeres.com
- 45. sandy.morales@ywcagla.org
- 46. sarah.cruz@twimp.org
- 47. serrano.barnes@inglewood.kiz.la.us
- 48. sromero@laspd.com
- 49. stephannie.mnrray@wuhsd.org
- 50. tamaragoldsteinmft@gmail.com
- 51. tanya.gavinodeflores@wuhsd.org
- 52. taylom@dcfs.lacounty.gov
- 53. tayna@apiequalityla.org

- 54. zaragoza_rocio@montebello.ki2.ca.us

Table 2A. Participants who indicated they would like to receive information about the Los Angeles County Suicide Prevention Network.

Email Address: 61 indicated yes but only 48 provided addresses.

1. 38813@lapd.online-Kristinamontoya
2. a_angulo3372@hotmail.com
3. aambroz@hlpusd.k12.ca.us
4. abarron@hopeandhealfund.org
5. acastellanos@nmusd.org
6. akelman@mednet.ucla.edu
7. alejandramancias@all4kids.org
8. barnoelo_angel@montebello.ki2.ca.us
9. bsanchez@auhsd.org
10. canewman@lasd.org
11. ccastillo@helunahealth.org
12. chrishernandu22@gmail.com
13. clmartin963@gmail.com
14. cruz@darvicschool.org
15. eddie_garcia@lennoxki2.org
16. estoneworks57@gmail.com
17. glasmanas17@gmail.com
18. jake.fich@simivalleyusd.org
19. jake@nostgmas.org
20. jeanette.montano@hacola.org
21. jeff.newman@dot.ca.gov
22. jevans@ucncare.org
23. kitisinit@hotmail.com
24. krystyl.wright@inglewood.k12.ca.us
25. laiolo.antoINETTE@tusd.org
26. lmarlotte@mednet.ucla.edu
27. lspriggs@mednet.ucla.edu
28. ma_lindsoy@ausd.us
29. MADHAVI.WILLIAMS@SIMIVALLEXUSD.ORG
30. maryrone_shell@redlands.ki2.ca.us
31. mferreraanthony@mednet.ucla.edu
malexisferrera@gmail.com
32. mford@masadahomes.org
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37. pgriego@lacare.org
38. rgilchck@ph.lacounty.gov

Table 2A. Participants who indicated they would like to receive information about the Los Angeles County Suicide Prevention Network.

39. rsediles@aplo.org
40. rudy@rudycajeres.com
41. sandy.morales@ywcagla.org
42. sarah.cruz@twimp.org
43. serrano.barnes@inglewood.kiz.la.us
44. tamaragoldsteinmft@gmail.com
45. tanya.gavinodeflores@wuhsd.org
46. taylom@dcfs.lacounty.gov
47. tayna@apiequalityla.org
48. zaragoza_rocio@montebello.ki2.ca.us

Table 3A. Participants who are interested in applying effective messaging about suicide prevention by volunteering as a judge to review students-produced PSAs as part of the Directing Change Program.

Email Address: 37 indicated yes but only 33 provided email addresses.

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8. canewman@lasd.org
9. ccastillo@helunahealth.org
10. chrishernandu22@gmail.com
11. elizabeth@nostigmas.org
12. estoneworks57@gmail.com
13. glasmanas17@gmail.com
14. jake@nostgmas.org
15. jeanette.montano@hacola.org
16. jevans@ucncare.org
17. kitisinit@hotmail.com
18. krystyl.wright@inglewood.kl2.ca.us
19. lmarlotte@mednet.ucla.edu
20. lspriggs@mednet.ucla.edu
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