

Framework for Successful Messaging

Created by the National Action Alliance for Suicide Prevention as part of its focus to Change the Conversation about suicide and suicide prevention

The Framework is a comprehensive web-based resource that outlines four critical issues to consider when messaging to the public about suicide.

» All messages should consider four key elements: **Strategy, Safety, Positive Narrative, and Guidelines**

Safety is avoiding content that is unsafe or undermines prevention.

Strategy involves planning and focusing messages, so they are as effective as possible. Includes

- Integrating communications with other efforts
- Defining clear goals
- Understanding the audience
- Identifying a "call to action"
- Providing resources for taking action.

Positive Narrative

means "promoting the positive" in some form, for example, by

- Sharing resources
- Telling real stories of help-seeking, giving support, coping, or resilience
- Describing action steps the audience can take
- Featuring program successes, new research, or how people are making a difference.

Guidelines

means using any specific guidance or best practices that apply.

Learn more at SuicidePreventionMessaging.org.

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» Sign On and
Take Action!



» Make a Commitment

Sign on to the *Framework* to indicate your commitment to developing messages that are strategic, safe, convey a positive message, and follow available guidelines.

» Support Your Commitment with Action

Use the *Framework* and the resources as a guide when developing all of your public messaging.

- Use your voice to contribute to a Positive Narrative about suicide, one that emphasizes solutions and action as opposed to describing the problem in unsolvable terms.
- Create a set of standards or policies to guide messaging across all of your efforts. For example, decide that as a matter of policy, you will not forward or repost news articles that include potentially unsafe content.
- Spread the word about the *Framework* and the media recommendations (reportingonsuicide.org) (for news and entertainment media) to colleagues and contacts who are communicating to the public about suicide.
- Submit examples of messaging that illustrate the *Framework* so they can be added to the Examples Gallery on the *Framework* website.
- Recommend additional resources to be added to the Guidelines section of the *Framework* website, which provides a listing of best resources for key messaging areas.

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