



Collaborative Development of Unique Multi-media Resources for Suicide Awareness

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Why?

The graphic features a green vertical bar on the left containing the text "Campus Suicide Prevention Initiative" in white. To the right, the text "HEALTHY MINDS | HEALTHY CAMPUSES" is displayed in bold black letters, with the tagline "creating connections. inspiring change." below it. The bottom right portion of the graphic shows a photograph of a young woman with long dark hair, wearing a denim jacket, looking down thoughtfully.

**Campus
Suicide
Prevention
Initiative**

**HEALTHY
MINDS | HEALTHY
CAMPUSES**
creating connections. inspiring change.

<https://healthycampuses.ca/our-projects/campus-suicide-prevention/>

Who?



Northern Lights
College



Royal Roads
UNIVERSITY



THE UNIVERSITY
OF BRITISH COLUMBIA





How?

- Representatives of the PSI's met regularly to divide work and discuss action items
- Included student representation
- Gathering information stage
- Creation of creative brief
- Hiring of production company
- Creation and distribution of digital assets



When?

February 2021: Working Groups first convened

Summer 2021: Information gathering

September 2021: Production company hired

January 2022: Videos filmed

March 2022: Videos produced and usage guidelines developed

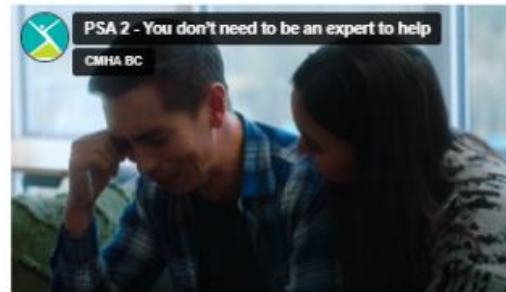
April 2022: joint news statement released

What?

PSA 1: You help others. Let them help you when you need it most.



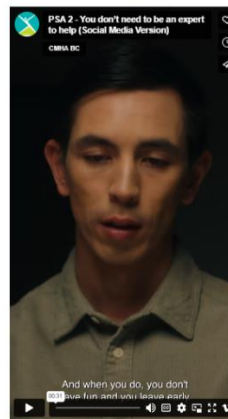
PSA 2: You don't need to be an expert to help



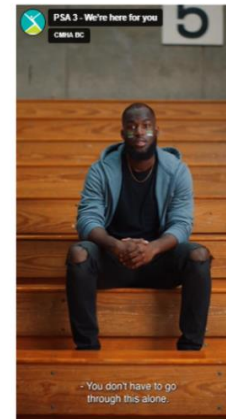
PSA 1 Cutdown



PSA 2 Cutdown



PSA 3: We're here for you





Now What?

Many PSI's have used or are planning on using the materials

- For student leaders
- On YouTube channel
- To encourage discussion
- As part of larger campaigns (i.e. World Suicide Awareness Day)
- As part of workshops



Lessons Learned

Collaboration was key

Having many voices was valued and important

Need for resources

Need to properly address topic in a sensitive way