

Keep Him Here Media Toolkit

For Communities and Partners

Injury Prevention Centre
August 2015

Developed in partnership with the Canadian Mental Health Association –
Alberta Division

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What is *Keep Him Here*?

Thank you for supporting the 2nd annual *Keep Him Here* Campaign!

Did you know that every year, over 800,000 people die by suicide around the world? This equals one death every 40 seconds.

Every year in Alberta suicide takes more than 500 lives. Over 75% of those deaths are men, most between the ages of 30-69.

Often the stigma around mental illness and suicide prevents middle aged men from reaching out and seeking support during times of crisis. We need to start the conversation about what is happening to them.

These are our fathers, brothers, husbands, sons, uncles and grandfathers that are gone from our lives. Each suicide seriously impacts at least six people.

Suicide is preventable.

If a man in your life is struggling, you can be the one to help.

September 10 is World Suicide Prevention Day. The Alberta Suicide Prevention Network and the Injury Prevention Centre launched *Keep Him Here*, a provincial campaign designed to start the conversation and empower those with middle-aged men in their lives – their significant others and families – to take the first steps and recognize the signs, start the conversation and reach out to help.

With the help of communities across Alberta, we can raise awareness around suicide prevention for middle aged men and provide resources to individuals and communities enabling them to take action.

Campaign Theme; pop-up coffee across Alberta

Coffee shops are places where people naturally gather to discuss what is happening in their lives. They are also a place where we can start conversations about mental wellness and suicide.

On September 10th, across Alberta, we are looking for individuals and/or organizations to host free pop-up coffee booths and/or community events to talk about suicide prevention, provide resources and to encourage people to talk about suicide prevention with family, friends and coworkers. You don't have to be an expert in suicide prevention to host an event or pop-up coffee booth; we have resources available for you.

Key Messages

- Know the signs
- Start the conversation
- Reach out

Along with the key messages, a tagline meant to emphasize the role every individual can play to support and help an individual who is struggling - *Keep Him Here* - was developed.

Key Dates for Campaign

- World Suicide Prevention Day – September 10th

Why Participate in *Keep Him Here*?

People can't be replaced. By participating in *Keep Him Here*, you are telling the middle-aged men in your life that they are not alone and that there is help.

The Alberta Suicide Prevention Network and the Injury Prevention Centre are encouraging organizations and individuals to reach out to men during World Suicide Prevention Day in their own ways. It could be as simple as a booth at a community event, serving coffee and sharing the resources in hardware and farming supply stores, placing resources on tables in restaurants, walks of remembrance, panel discussions, partnering with local industry to host an awareness BBQ, lunch and learn discussions, awareness campaign for students, and connecting with local media. There are no rules for what an organization may do, and we would love to hear about your ideas! To share your ideas please contact Patti Stark at patti.stark@ualberta.ca.

Visit www.KeepHimHere.ca to view a calendar of the events going on across Alberta.

How can my Organization Participate?

Use this resource toolkit to share with your online community, develop your own event, or to share information with family and friends about suicide prevention in casual conversation.

Getting Involved

You can:

- Host an event
- Attend an event
- Start a conversation with someone you know
- Distribute material
- Post on social media
- Share content in newsletters, employee communications, stakeholders etc.

Events and Activities ideas:

- Information table/booth/display
- Pop up/local coffee shop booth
- Workshops
- Public/panel discussion
- Walk of Remembrance
- Proclamations to declare Sept 10 World Suicide Prevention Day
- Movie Screening
- Theatre production about suicide/suicide prevention
- Public event Ex. BBQ lunch/picnic, supper
- Large visual event ex. using items in an open space to represent number of deaths that occur annually in Alberta
- Share information through social media, email, and other networks
- Drumming Circle
- Articles in newspapers
- Radio/TV interviews
- Distribute resources to local business, organizations, fire halls, police stations, etc.
- Resource fair
- School Presentations
- Engagement activity Ex. Lego building contest
- Candle lighting

Website Content

Consider promoting the *Keep Him Here* Campaign by posting information on your organization or personal website.

- **Why?**

People who visit your website are an ideal audience to learn about the *Keep Him Here* Campaign, as those visitors have already shown interest in you and a willingness to take the time to learn more.

- **How?**

Some great ways to promote your event or involvement in the *Keep Him Here* Campaign on your website include creating a section on your homepage, and/or a section on your 'blog' page. Feel free to treat the content in this section as individual elements and select the components that fit to your webpage.

- Blog posts about your involvement in the *Keep Him Here* Campaign and events going on across Alberta
- Referral Links <http://www.KeepHimHere.ca>
- Videos <https://vimeo.com/137299062>

By educating your website audience on the importance of the *Keep Him Here* Campaign, we are reaching even more people. The video below provides a clear, educational, and engaging message about the *Keep Him Here* Campaign. We recommend that you embed this video in places like your blog page, home page etc.

Press and Messaging

Sample Media Release:

Sample Press Release

Help *Keep Him Here* - Promoting Suicide Prevention and Awareness across Alberta

World Suicide Prevention Day September 10, 2015.

Every year over 500 Albertans died by suicide, with 75% of these deaths being men, most between the ages of 30-69. To help start the conversation about suicide prevention, the Alberta Suicide Prevention Network and the Injury Prevention Centre created the *Keep Him Here* campaign. The campaign encourages communities across Alberta to host events to provide information and empower significant others, families and friends of middle aged men to know the signs, start the conversation and reach out to help.

Middle aged men represent the majority of suicides in Alberta, yet they are often the least likely to talk about their problems. These men are our husbands, brothers, sons, fathers, uncles, and grandfathers.

The community of [INSERT COMMUNITY NAME] is hosting [NAME OF EVENT] on [DATE OF EVENT]. You are invited to attend.

[INCLUDE DETAILS OF THE EVENT, SUCH AS:

- THE ACTIVITIES
- WHO IS INVITED
- TIME
- LOCATION
- GUEST SPEAKERS
- SPONSORS/PARTNERS].

Other communities and organizations across Alberta are hosting events to support suicide prevention and awareness. Visit www.KeepHimHere.ca for more information on activities and the *Keep Him Here* campaign.

For more information on the [NAME OF EVENT]

Contact: [NAME AND CONTACT INFORMATION OF LOCAL EVENT COORDINATOR]

Sample Newsletter Content

Every year over 800,000 people die by suicide around the world. That's one death every 40 seconds. Nationally, Alberta has the third highest provincial suicide rate. In Alberta, suicide takes more than 500 lives annually. Often considered a problem faced by young people, one of the highest risk groups for suicide is middle-aged men. In fact, over 75% of Alberta's suicide deaths are men, most between the ages of 30-69.

Kathy Belton, Associate Director for the IPC says "This number is shocking. We need to start the conversation with Albertans about what's happening to our loved ones. These are our fathers, brothers, husbands, sons, uncles and grandfathers who are gone from our lives."

To address this shocking issue, the Alberta Suicide Prevention Network and the Injury Prevention Centre is hosting their second annual provincial campaign, *Keep Him Here*, designed to start the conversation and empower those with middle-aged men in their lives to take the first steps and recognize the signs, start the conversation and reach out to help.

On September 10, communities across the province are hosting local *Keep Him Here* events to raise awareness of the issue. [Insert details about local community event. Include information on when, where and how someone could get involved]. Visit www.Keephimhere.ca to get involved and learn more

Social Media

Consider promoting the *Keep Him Here* Campaign on social media to keep the conversation going.

Why?

Your participation with the *Keep Him Here* Campaign helps engage more people in conversation about suicide prevention. Social media is a great way to keep the conversation going, share your event or resources, and communicate to a broader audience.

How?

Your objective may be to increase awareness, invite community members to an event or share resources. To help you achieve this we have developed sample social media posts. Your first step is to decide which social platforms suit your organization and then refer to the posts in the following four sub-sections. Our aim is to make it easy for you to broadcast a strong and consistent message.

Official Hashtag: #KeepHimHere #WSPD #SuicidePrevention

Sample Social Media Messages

Facebook

Facebook is a great way for you to create awareness. Directly below, you will find sample posts and popular hashtags – both of which you can quickly copy and paste into Facebook.

Suggested time to post: 1:00Pm – 4:00Pm result in the highest average click-through

Peak time: Wednesdays at 3:00Pm

Tip: Include visuals in your Facebook posts to make them more appealing, eye catching and generate higher engagement.

Popular Hashtags #KeepHimHere #WSPD #SuicidePrevention #PreventSuicide

Sample Facebook Posts

- Suggested date to send: Week Prior (September 3rd) World Suicide Prevention Day

#WSPD is only one week away. We want to #KeepHimHere! This year we are getting involved by hosting/holding [MENTION SOME OF YOUR EVENTS.]

Let's all #PreventSuicide in men by knowing the signs, starting the conversation and reaching out. Visit www.KeepHimHere.ca to learn more about [#SuicidePrevention in Alberta.](#)

Support the #KeepHimHere campaign to help men in #AB to live healthier and happier lives! Help us #KeepHimHere by visiting www.KeepHimHere.ca to learn more.

We've got the whole team at work ready for World Suicide Prevention Day #WSPD 2015! We are asking everyone in AB to learn about #mentalhealth in men. Visit our website at www.KeepHimHere.ca to get involved, get inspired and #KeepHimHere.

Every year in Alberta suicide takes more than 500 lives. Over 75% of those deaths are men, most between the ages of 30-69. September 10 is World Suicide Prevention Day. #KeepHimHere is a #AB local campaign to start the conversation and empower those with middle-aged men in their lives – their significant others and families – to take the first steps and recognize the signs, start the conversation and reach out to help.

- Suggested date to send: September 10th World Suicide Prevention Day

Across #AB, #SuicidePrevention Day events and activities are hosted by local community members. Activities such as seminars, open houses, film screenings, bike rides and walks provide Albertans with information, resources and practical ways to stay mentally and physically healthy. [MENTION YOUR EVENTS/WHAT YOU ARE DOING IN YOUR COMMUNITY]

Today's the day! It's World Suicide Prevention Day #WSPD. Watch our video and help us #KeepHimHere! Every year in Alberta suicide takes more than 500 lives. Over 75% of those deaths are men, most between the ages of 30-69. These are our fathers, brothers, husbands, sons, uncles and grandfathers that are gone from our lives. Each suicide seriously impacts at least six people. Suicide is preventable.

Twitter

Twitter is an easy-to-use platform with the potential to reach a large audience. This platform allows you to maintain continual engagement and connect casually with unique content. Please feel free to use these sample posts as a reference point or copy and paste as an exact template.

Suggested time to post: Monday to Thursday from 1:00Pm – 3:00Pm

Peak time: Monday to Thursday from 9:00Am – 3:00Pm, aim for noon tweets.

Tip: Include visuals in your tweets to make them more appealing, eye catching and generate higher engagement.

Popular Hashtags #KeepHimHere #WSPD #SuicidePrevention

Sample Twitter Posts

- Suggested date to send: Week Prior (Sept 03rd) Countdown

#WSPD on Sept 10! Visit www.KeepHimHere.ca to learn how you can #KeepHimHere.

Help #KeepHimHere at [MENTION COMMUNITY EVENT]

It's #WSPD! In #AB join men and their families by learning how to #KeepHimHere. Visit www.KeepHimHere.ca

Check our video about #SuicidePrevention in #AB, learn how to #KeepHimHere *Link to video

- Suggested date to send: On September 10th

Today is #WSPD, tell us why #SuicidePrevention is important to you

Today is #WSPD, come show you support at [MENTION EVENT DETAILS]

LinkedIn

LinkedIn is the largest professional network on the internet, giving you access to millions of people. With a profile on this platform, the public is able to learn more about your organization and connect with you. Feel free to copy and paste the template provided below.

Suggested time to post: Tuesday to Thursday from 1:00Pm – 3:00Pm

Peak time: Monday to Thursday 12:00Pm or 5:00Pm

Tip: No one is checking LinkedIn on a Friday. It appears that when people are winding up and winding down their workweek they have less interest in what's happening on LinkedIn. Midweek around noon and 5 p.m. sees the most engagement.

Sample LinkedIn Update

What you need to know about Suicide in Alberta

Did you know that every year, over 800,000 people die by suicide around the world? This equals one death every 40 seconds.

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Often the stigma around mental health issues and suicide prevents middle aged men from reaching out and seeking support during times of crisis. We need to start the conversation about what is happening.

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With the help of communities across Alberta, we can raise awareness around suicide prevention for middle aged men and provide resources to individuals and communities enabling them to feel empowered and take action.

Visit www.KeepHimHere.ca to learn more.

Youtube/Vimeo

Share videos to educate and engage with your audience! To help you deliver this content, we have provided a link for our YouTube video.

Simply copy and paste the link provided below, and the video will directly embed into your social media post.

Sample Video Post

Check out this video to learn about suicide in Alberta. You can learn the facts, and where to seek resources. <https://vimeo.com/137299062>

Vimeo Video <https://vimeo.com/137299062>

Promotional Material

IPC currently has the following free materials available for order:

- Postcards (4"X 6")
- Posters (11"X 17")
- Porcelain coffee mug printed with *Keep Him Here* logo (limit of 3 per organization)
- Coffee Sleeves (limit 50 per organization)

Examples of the postcard and poster can be seen by visiting www.KeepHimHere.ca. Downloadable PDFs of the materials will also be available closer to September, along with other resources such as a social media guide, sample news releases and sample news article. Visit www.KeepHimHere.ca to find these resources.

An order form to request resources and to share the activities you are planning in your community is available on www.KeepHimHere.ca. The deadline to request resources is August 28, 2015.

If you have any questions or comments about the *Keep Him Here* campaign, please contact Patti at patti.stark@ualberta.ca or Stacy Rogan at srogan@ualberta.ca