



UNITY

How to Develop Broad-Based Support for a Shared Vision

KEY AREA 1:

Identifying leaders and partners and building their capacity

STEP 1: Create a list of individuals and organizations

STEP 2: Reach out to community leaders

STEP 3: Set up ways to collaborate

STEP 4: Address needs of the group related to suicide loss (postvention)

STEP 5: Educate leaders about suicide prevention

STEP 6: Formalize partnerships

KEY AREA 2:

Working with community coalitions and advisory groups

STEP 1: Identify local coalitions or other related groups

STEP 2: Ask community leaders to serve on a coalition

STEP 3: Broaden the coalition

STEP 4: Create coalition structures and roles

STEP 5: Set regular meeting times

KEY AREA 3:

Creating a shared vision

STEP 1: Analyze data

STEP 2: Discuss what the data mean for taking action

STEP 3: Agree on priority issues and groups of people

STEP 4: Develop unique roles for each partner

STEP 5: Regularly check with partners to monitor efforts



DATA

How to Use Data to Guide Action and Improve Efforts

KEY AREA 1:

Accessing systems data for planning

STEP 1: Ensure coalition can access and use quality data

STEP 2: Make a list of the data systems

STEP 3: Form a data subcommittee or workgroup

STEP 4: Identify data to use

STEP 5: Use data to prioritize groups and circumstances

STEP 6: Stay regularly up to date on local data

KEY AREA 2:

Gathering information on community context

STEP 1: Assess capacity to gather and analyze information

STEP 2: Form a CNA work group

STEP 3: Identify any CNAs already occurring

STEP 4: Determine if you need to gather more information

STEP 5: Coordinate with partnering agencies

STEP 6: Identify how to collect data

STEP 7: Draft CNA questions and gather information

STEP 8: Analyze the CNA results

KEY AREA 3:

Using data to assess progress and make changes

STEP 1: Establish expectations for monitoring data

STEP 2: Coordinate data monitoring with community data efforts

STEP 3: Identify and fill data gaps

STEP 4: Decide on your data collection method(s)

STEP 5: Create evaluation plans

STEP 6: Revisit and reaffirm or change your strategies



PLANNING

How to Use a Strategic Planning Process

KEY AREA 1:

Laying out a strategic planning process

STEP 1: Form a strategic planning work group or subcommittee

STEP 2: Identify a strategic planning model

STEP 3: Analyze community data and prioritize

KEY AREA 2:

Using data to choose goals and objectives

STEP 1: Analyze and interpret needs

STEP 2: Write goals

STEP 3: Identify changes needed to reach your goal

STEP 4: Create objectives for each goal

STEP 5: Make objectives SMARTIE

STEP 6: Map out short-term, intermediate, and long-term changes

STEP 7: Connect your planning with state-level efforts

KEY AREA 3:

Putting your plan into action

STEP 1: List suicide prevention approaches and activities

STEP 2: Gather feedback on your plan

STEP 3: Formally adopt your plan

STEP 4: Implement your plan

STEP 5: Have partners provide progress updates

STEP 6: Monitor progress and outcomes over time

STEP 7: Make changes to your plan over time



FIT

How to Align Activities with Community Culture and Needs

KEY AREA 1:

Assessing community readiness

STEP 1: Identify who will conduct the readiness assessment

STEP 2: Focus the readiness assessment

STEP 3: Fit your methods to your participants

STEP 4: Develop questions to assess community readiness

STEP 5: Conduct readiness assessments

STEP 6: Evaluate assessment results

STEP 7: Use assessment results to inform strategic planning

KEY AREA 2:

Involving diverse populations

STEP 1: Develop active partner engagement

STEP 2: Acknowledge different experiences with historical trauma and inequity

STEP 3: Engage people with lived experience

STEP 4: Identify roles for diverse community partners

KEY AREA 3:

Incorporating community context and culture

STEP 1: Gather input on community context and culture

STEP 2: Adapt evidence-informed prevention approaches

STEP 3: Consider relevant local approaches

STEP 4: Evaluate the impact of cultural approaches

STEP 5: Evaluate prevention approaches considering culture



INTEGRATION

How to Use Multiple, Complementary Approaches

KEY AREA 1:

Combining multiple, evidence-informed approaches

STEP 1: Identify strategic goals

STEP 2: Review evidence-informed approaches

STEP 3: Consider community fit and feasibility

STEP 4: Connect specific approaches to goals and objectives

STEP 5: Expand prevention over time

STEP 6: Create action items

STEP 7: Show how action items support activities, objectives, and goals

KEY AREA 2:

Facilitating efforts with diverse settings and populations

STEP 1: Include diverse populations

STEP 2: Identify setting-specific opportunities

STEP 3: Collaborate with partners

STEP 4: Keep activities aligned with your strategic plan



COMMUNICATION

How to Communicate Clearly, Safely, and Consistently

KEY AREA 1:

Communicating internally and externally

STEP 1: Form a communication work group

STEP 2: Identify how partners prefer to communicate

STEP 3: Set up internal ways of communicating

STEP 4: Choose message(s) to share externally

STEP 5: Promote your suicide prevention efforts

STEP 6: Check on communication processes

KEY AREA 2:

Ensuring safe suicide prevention messaging

STEP 1: Review message guidelines for specific settings

STEP 2: Regularly refer to message guidelines

STEP 3: Develop relationships with local media

STEP 4: Share message guidelines with local media

KEY AREA 3:

Developing strategic communication campaigns

STEP 1: Identify your campaign audience and purpose

STEP 2: Determine whether to use existing campaigns

STEP 3: Choose communication methods to reach your audience

STEP 4: Develop campaign content

STEP 5: Pilot the campaign

STEP 6: Promote, evaluate, and improve the campaign



SUSTAINABILITY

How to Create Long-Lasting Change

KEY AREA 1:

Maintaining sustained partner
commitment

STEP 1: Track and celebrate progress

STEP 2: Adjust partner roles and activities

STEP 3: Prepare for transitions in staffing and funding

KEY AREA 2:

Developing and maintaining funding

STEP 1: Develop administrative ability to manage funding

STEP 2: Draft annual budgets

STEP 3: Pursue funding

STEP 4: Track and report on annual budgets

STEP 5: Expand funding over time

KEY AREA 3:

Implementing policy and practice change

STEP 1: Analyze existing policies and practice guidance

STEP 2: Identify prevention approaches to formalize

STEP 3: Identify champions for policy and practice change

STEP 4: Advocate for policy and practice changes

STEP 5: Develop messaging for policy and practice changes

STEP 6: Monitor and grow advocacy efforts

STEP 7: Implement and monitor policy and practice changes