



## 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