

2020-2021

Annual Report





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SECTION 1

Executive Summary

What is Live On?

The Live On campaign was launched by the Utah Department of Human Services in 2020 as a new effort to unify suicide prevention efforts across the state for the next three to five years.

Even one death by suicide is one too many. Adding to this tragedy is the widely held belief that suicide is not preventable. Utahns feel hopeless and helpless.

To address this mental health crisis, Live On opens up a conversation across communities and within families that solutions are out there and there are ways for everyone to get involved and help save a life.

Objectives

Specifically, the Live On campaign is designed to address these two objectives:

1

Shift Stigma

Decrease stigma around suicide and seeking help

2

Change Behavior

Increase suicide prevention efficacy through showcasing warning signs and behaviors that model safe ways to cope



Maximizing Impact

To decrease stigma and increase safe behavior, we mapped out four key elements that would allow us to reach the most Utahns in the most meaningful way.



Audience

How might we impact those that need the most help in a longlasting and meaningful way?



Message

What message will help make conversation about suicide prevention feel normal and natural?



Messengers

Which people, groups, and events can act as messengers and advocates for suicide prevention?



Delivery

How can we deliver our message in a resonant way that moves the needle on prevention?

Audience

People in crisis are overwhelmed and can't always find the solutions and healing they most need. Their loved ones might sense that there is a problem, want to be a support, but don't always know how best to help.

The Live On campaign focuses on the helpers – those who are often the closest to someone with suicidal thoughts – to give them the tools and encouragement to ask questions, listen, and show them hope.



SECTION 1: EXECUTIVE SUMMARY

Message

With the national hotline and Mobile Crisis Outreach Teams (MCOTs) focused on people in crisis situations, the Live On message aims further upstream to help family and friends make a difference in the lives of their struggling loved ones earlier in the prevention funnel.

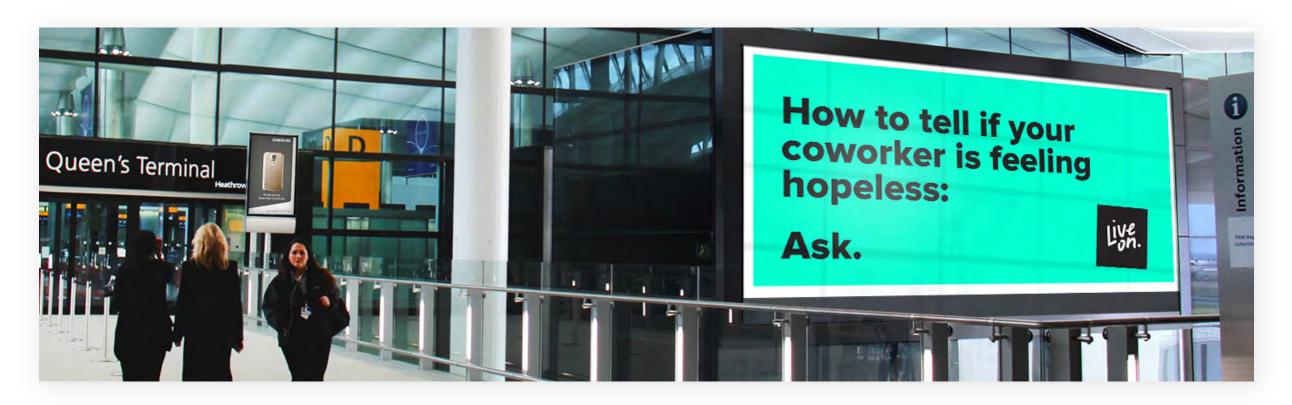
Our campaign made suicide prevention less intimidating with relatable visuals and simple ways to cope or reach out.

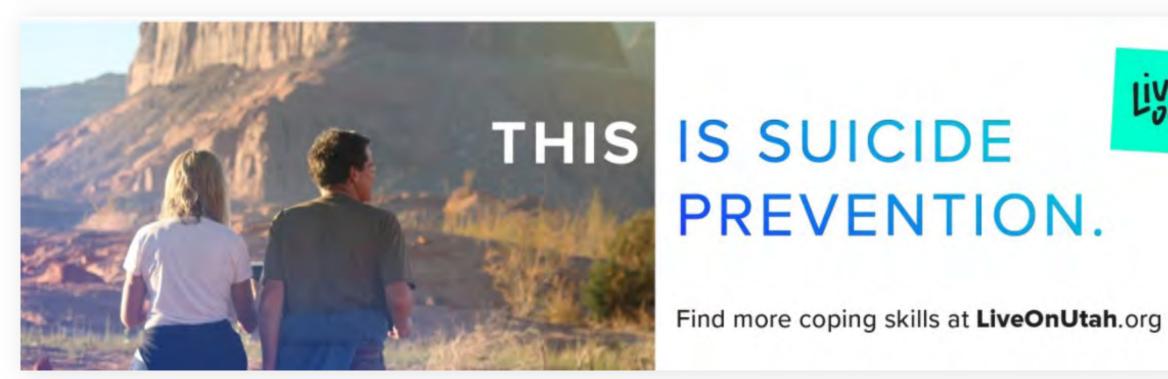


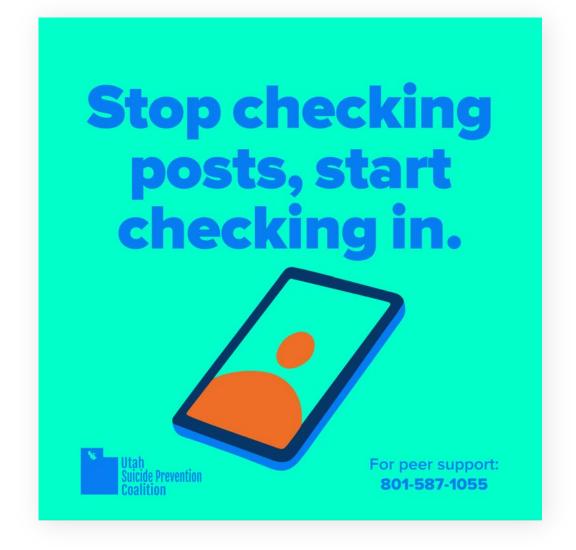
Live On

Live.

National Hotline Mobile Crisis Outreach Team



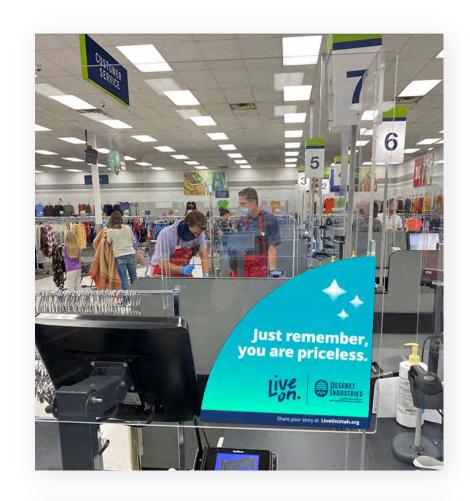




Messengers

Familiar and trusted celebrities, experts, and companies carry a strong influence for their followers. By partnering with leaders and organizations throughout the state, Live On had more than two million views, reaching Utahns statewide through meaningful and unexpected connections.

30 + Public & Private Partnerships





Influencer Advocates





Expert Takeovers on Social





Suicide Attempt Survivors



Taryn Attempt Survivor



Nata Attempt Survivor

Delivery





Digital Impressions

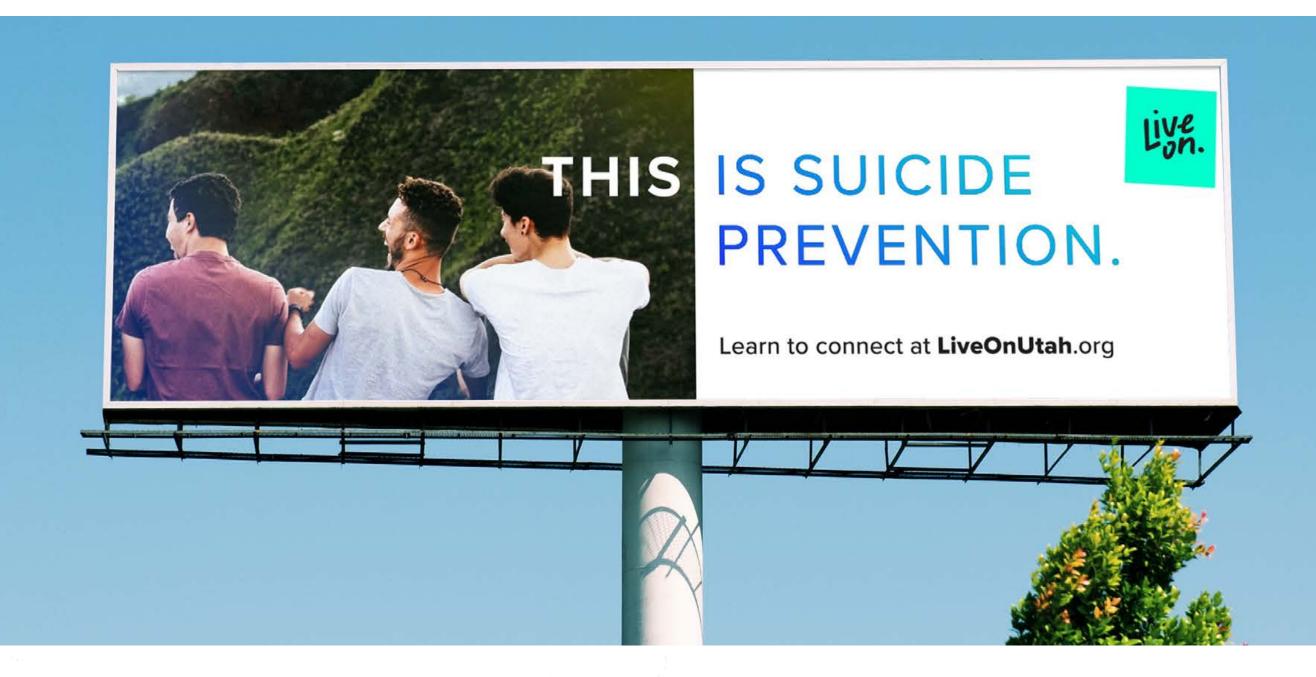
49 Million



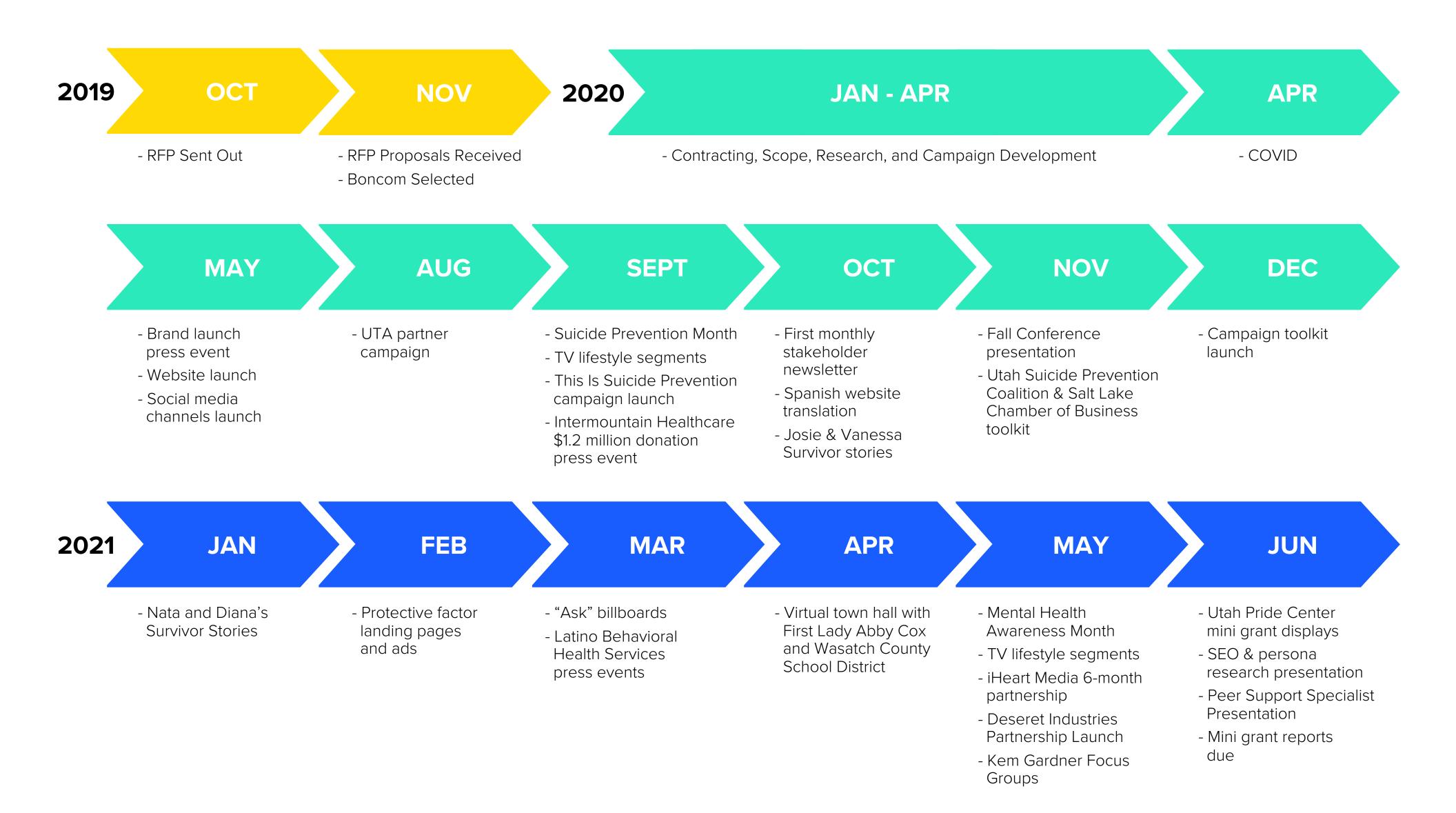


Radio Impressions

15 Million



Milestones





SECTION 2

Statewide Campaign

Brand Development

While suicide prevention must be a collective effort, it is also a deeply personal as well. One person can make a difference, an individual connection, a simple phone call, a heartfelt note. The Live On brand represents the personal and profoundly human nature of this effort.





The Importance of a Brand:

- It gives our cause a **name**.
- It establishes our **values** and **mission**.
- It unifies our efforts.
- It **simplifies** our message.
- ► It **rallies** our community.
- ► An **umbrella brand** for all initiatives.
- Can attach to any suicide prevention message.
- Short, positive CTA.
- Could be campaign and brand.
- Can be a symbol and statement.



Live On is a statewide effort to prevent suicide by promoting education, providing resources, and changing the culture around suicide and mental health. Together we can get through, reach out, lift up, look ahead, and live on.

2021-2021 Paid Media Plan

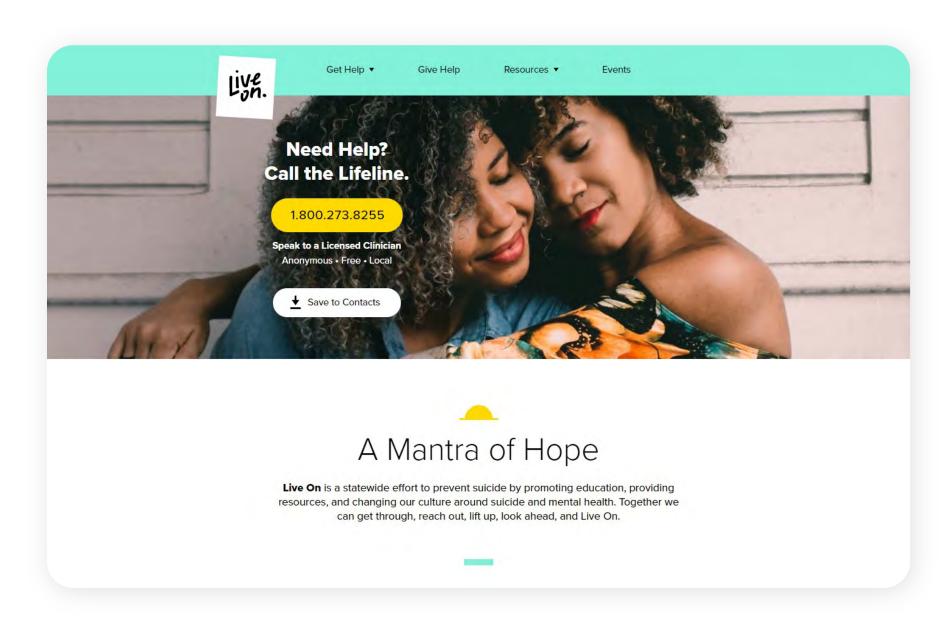
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Media			S	ept		Oct			No	v	- 5	D	ec		Ja	an	32	Fe	eb	3.6		Mar			Apr		, n	Лау	6	Jun
Station			7 14	21 28	5	12 1	19 26	2	9 1	6 23	30	7 14	21	28	4 11	18	25	1 8	15	22	1 8	15	22 2	9 5	12 19	9 26	3 10	17 24	31	14
TV Segments/Broadcast																							2							
ABC4																							-		_					
Fox13	News and Daytime Segme	the state of the s																		Steve			_	eve Yo	10000		Steve You	10000		
KSL	purchased and o	ne matched.		_																:30/He	ero :30		:30	0/Hero	:30		:30/Hero	:30		
KUTV		**																												
ООН																														
Reagan	Bulletin and some surface	Wasatch Front (and St. George)	THIS IS	SUICIDE	7/		10 6				12 /2		0 6				19				Ack	(16&1	16)				Ask (7.58	(7.5)	1	65 1
YESCO	streets	56 million impressions (18+) in		2.3.00																	7131	(1001	,				.31(7).50			
		Sept. Override impression estimates will tail off in Oct, Nov, Dec, etc																												
Digital																														
		Carousel		0 0			BRA	NDING	9	+	BRAND			BRA	ANDIN	_	- 1	- 6		Targ					Tar	geted	Skills (rep	eat)		
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SPA Local Radio (KBMG, KDUT)															1															
Pandora	Audio/Video							2-1-1																						
Spotify	Audio/Video						0																							
Podcasts		podcasts TBD																					13						7/1	
Social											2 %	5	0 0		0 0		0				- 2			2 6			0			
Social Content Promotion	Influencers posts and other	content from feed									7										10	0. 5								

Brand Campaign Creative

LiveOnUtah.org Website

We recommended integrating the Live On brand into the UtahSuicidePrevention.org website to conserve the valuable content and SEO of the current site, eliminating redundancies between the two, and creating a single place/brand/resource for suicide prevention in Utah.

In this integration, our goal remains to ensure a simple, actionable, and memorable experience for our primary and secondary audiences.



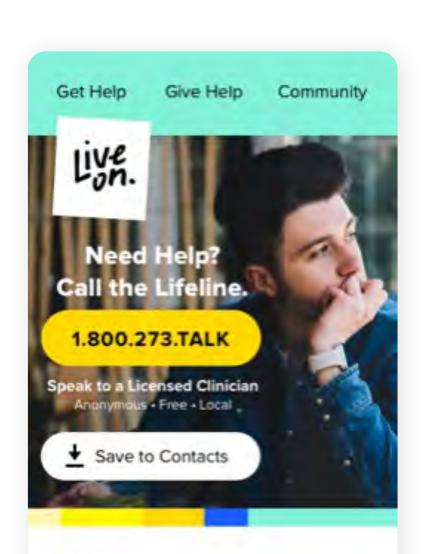
Most website visits happened through paid search, however, when visitors entered the website from an organic search, direct, or from a referral page, they consumed more content and stayed on the website approximately 50 to 60 seconds longer.

	Sessions	Bounce Rate	Users	% New Users	Sessions Per User	Avg. Session Duration
Paid Search	58,598	88.0%	53,126	76.3%	1.1	26.4
Direct	20,574	78.8%	24,661	67.6%	0.8	82.7
Organic Search	14,629	69.7%	18,473	34.9%	0.8	84
Social	12,147	92.3%	12,914	89.6%	0.9	11.8
Referral	8,656	74.3%	10,262	44.3%	0.8	76.6
Display	951	84.5%	912	91.1%	1	19.8
(Other)	464	73.9%	493	93.1%	0.9	11.2
Email	52	88.5%	64	75.0%	0.8	80
Overall	116,071	83.4%	120,905	67.1%	1	45.8

LiveOnUtah.org Website (Continued)

Visitors that entered the Live On website from the "Get Involved" landing page viewed more pages per session than if they entered from other landing pages.

Visitors that were directed to a specific landing page rather than the home page stayed on average almost 20 seconds longer.



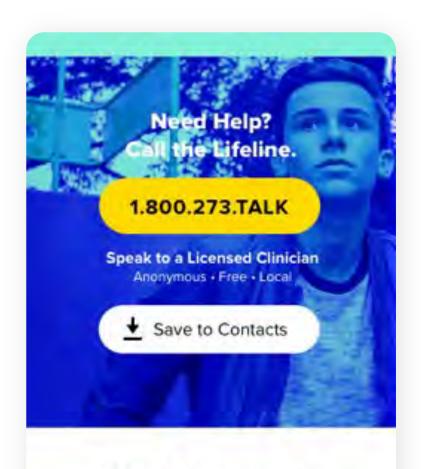
A Mantra of Hope

Live On is a statewide effort to prevent suicide by promoting education, providing resources, and changing our culture around suicide and mental health. Together we can get through, reach out, lift up, look ahead, and Live On.



on to die by

	Users	Pageviews	Unique Pageviews	Page per Session	Average Time on Page
Home Page	69,762	90,421	76,405	1.4	33.2
Other	41,986	62,539	49,520	1.4	27.4
/get-help/	3,518	4,672	3,692	1.4	44.9
/resources/	2,691	3,433	2,813	1.8	55.1
/give-help/	1,707	2,260	1,821	1.7	50.6
/get-involved/	912	1,261	940	2.3	46.2
/faith/	329	399	338	1.8	54.3
Grand Total	120,905	164,985	135,529	1.4	32.2



What to Expect When You Call



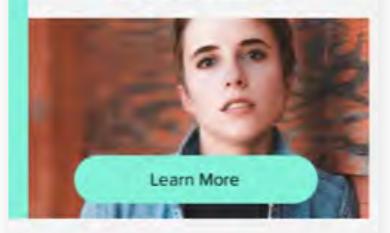
You'll hear a message, and you will be placed on hold while we connect you.

2

A licensed, trained crisis worker who works at the Lifeline network crisis center here in Utah will answer the phone.

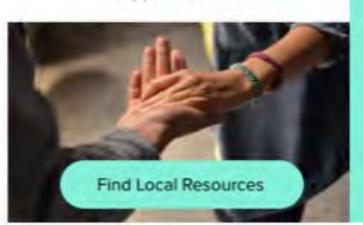
After a suicide attempt

Visit our page to learn more about life after a suicide attempt.



Find Local Crisis Support

Follow the link to find contacts for local support services.



Veterans Crisis Line

Contact the Veterans crisis line for Veteran specific services.



Adaptation of Existing Materials

We adapted previously created suicide prevention materials with a message intended to shift stigma and change behavior, including:

- A spot with Steve Young addressed stigma among middle aged men to make them reconsider what toughness looks like
- Teens addressed their parents to open the conversation about what it means to need help and change behaviors around gun storage



Statistically, temporary off-site storage is one of the most effective steps in suicide prevention.



NFL Superbowl MVP Steve Young, speaks to men about what being "tough" really means.



Evan Attempt Survivor



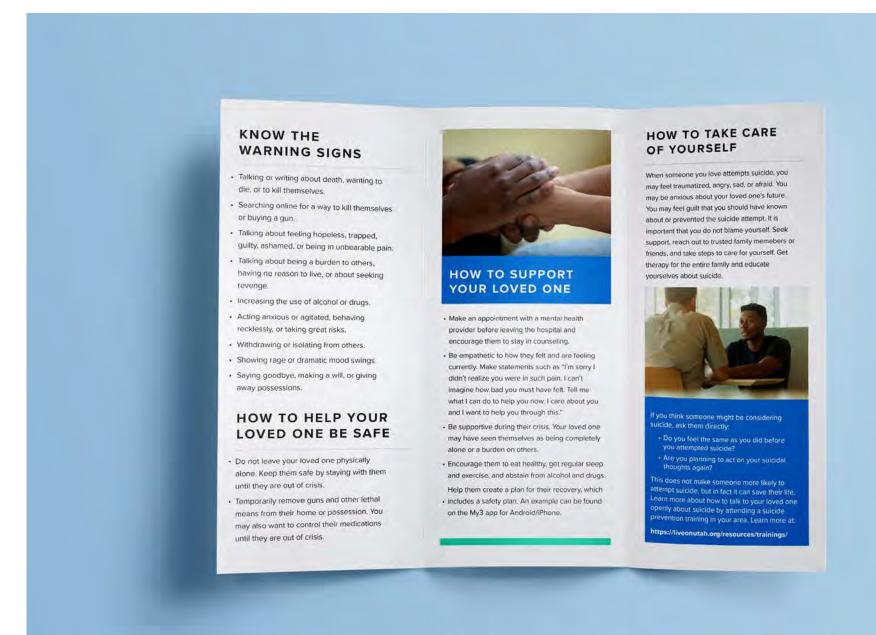
A lifetime friendship can change in an instant, but one conversation could save a life.



Parents with teens in the house are of <u>particular concern</u> for safe firearm storage.



Taryn Attempt Survivor







Traditional Media: TV

Broadcast

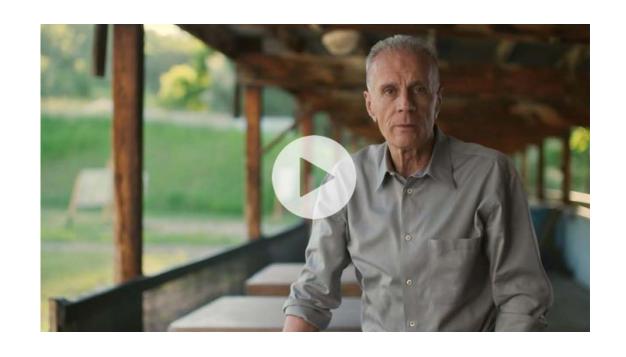
	Paid		Воі	nus	Overall E	Broadcast
Vendor	Spots	Impressions	Spots	Impressions	Total Spots	Total Impressions
KSLTV	216	5,612,000	47	514,000	263	6,126,000
FOX13	156	1,258,800	78	586,700	234	1,845,500
KUTV	113	1,188,000	344	1,721,000	457	2,909,000
ABC4	114	813,000	1199	3,096,000	1,313	3,909,000

Digital

				Overall Digital
Digital Impressions	OTT Impressions	AIM OTT Impressions	Podcast Impressions	Total Impressions
87,337	87,337	906,440	686,117	1,767,231
	63,932			63,932
	50,000			50,000
	331,212			331,212

Total

	Overall	Added	l Value
an	Total roadcast Id Digital pressions	Added Value Value (in addition to bonus spots)	Added Value Description
7,8	893,231	\$8,000	2 Studio 5 segments, KSLTV.com streaming, TV bonus
1,9	009,432	\$9,600	2 The Place segments, 1 news segment
2,9	959,000	\$3,000	2 Fresh Living segments
4,2	240,212	\$5,000	2 News segments







Traditional Media: Radio

Broadcast

	Paid		Воі	านร	Overall B	roadcast
Vendor	Spots	Impressions	Spots	Impressions	Total Spots	Total Impressions
KSFI	588	3,821,400	499	2,840,200	1,087	6,661,600
KRSP	88	623,700	104	572,400	192	1,196,100
KODJ	1789	5,982,551	1743	830,093	3,532	6,812,644
KBMG/ KDUT	200		293		493	

Digital

				Overall Digital
Digital Impressions	OTT Impressions	AIM OTT Impressions	Podcast Impressions	Total Impressions
n/a	n/a	n/a	n/a	0
n/a	n/a	n/a	n/a	0
566,852	n/a	n/a	n/a	566,852
n/a	n/a	n/a	n/a	0

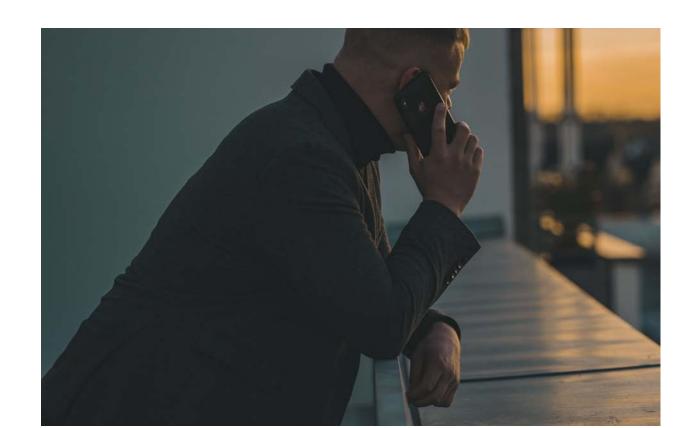
Overall	Addec	l Value
Total Broadcast and Digital Impressions	Added Value Value (in addition to bonus spots)	Added Value Description
6,661,600	\$4,460	Radio Streaming
1,196,100	\$945	Radio Streaming
7,379,496	\$18,180	PSAs
	\$0	n/a







"I saw your post"



Traditional Media: Outdoor

Broadcast

	Paid		Во	nus	Overall E	Broadcast
Vendor	Spots	Impressions	Spots	Impressions	Total Spots	Total Impressions
Reagan	924	242,863,068	1440	402,753,004	2,364	645,616,072
YESCO	980	40,204,530	448	20,134,306	1,428	60,338,836
Lamar	56	126,156	112	252,213	168	378,369

Digital

				Overall Digital
Digital Impressions	OTT Impressions	AIM OTT Impressions	Podcast Impressions	Total Impressions
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0

Overall	Addec	l Value
Total Broadcast and Digital Impressions	Added Value Value (in addition to bonus spots)	Added Value Description
645,616,072		
60,338,836		
378,369		





"This Is Suicide Prevention" Campaign

This year we introduced the "This Is Suicide Prevention" campaign as part of the Live On portfolio.

This initiative aims to expand the public perspective on what suicide prevention actually looks like for them and those they love. It doesn't always have to be a dramatic intervention at a near-tragic moment. Instead, it can be a hug, a listening ear, a group of supporters.

As with the rest of the Live On creative, this campaign focused on an expansive spectrum of actions that each one of us can take – and even naturally do - when we notice someone in need of a friend. This body of work shows that action to safe a life is relevant, and most importantly, doable.

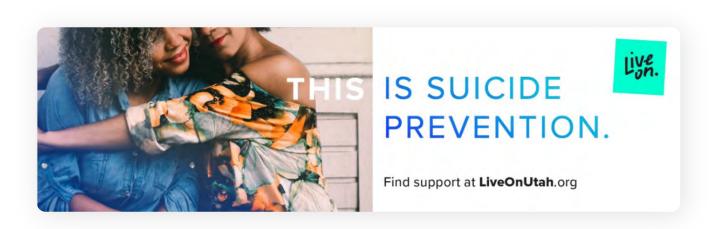


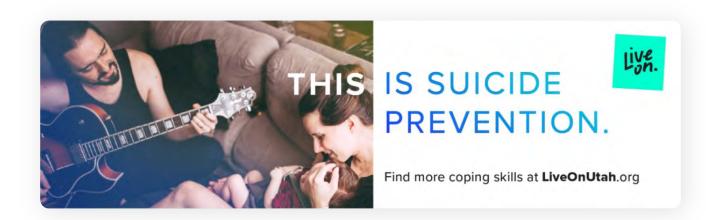






"This Is Suicide Prevention" Campaign (Continued)













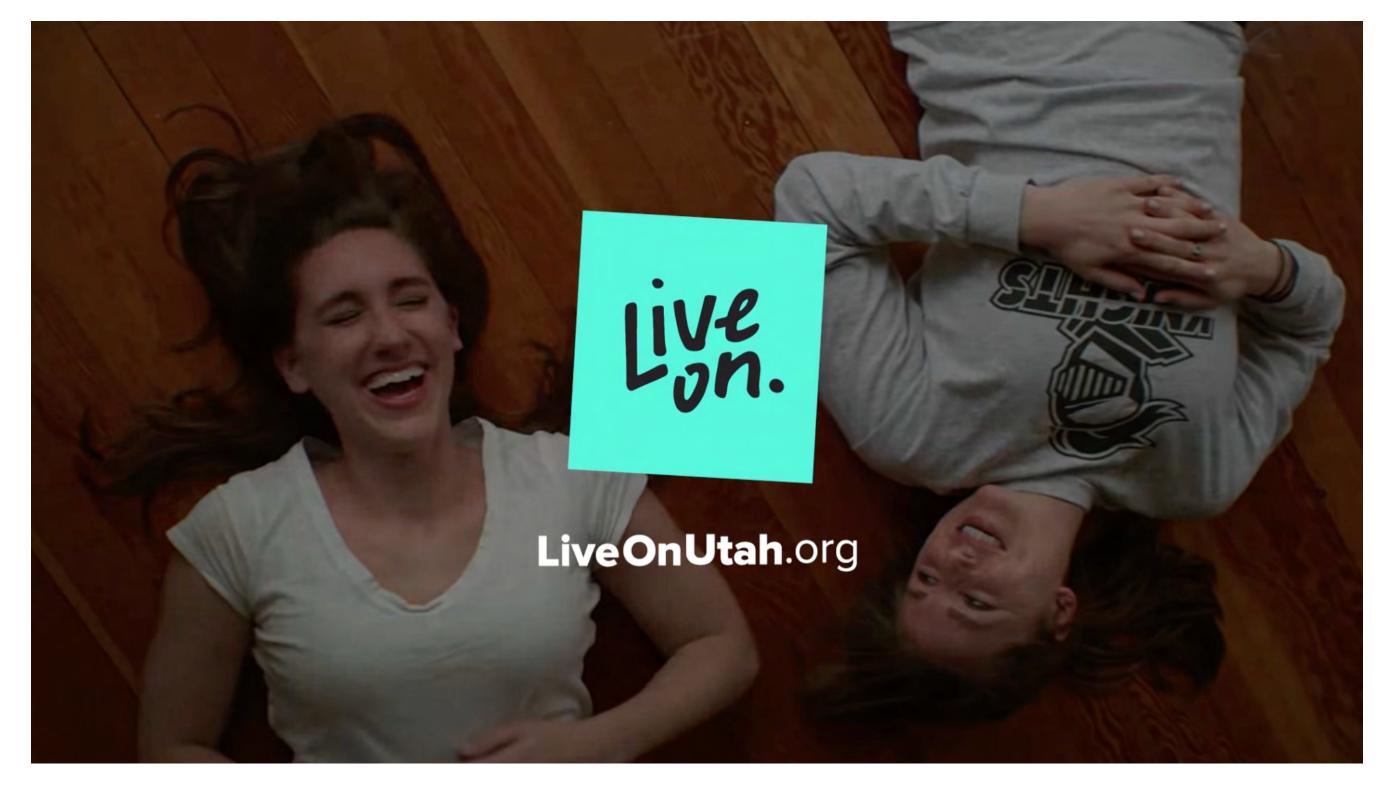




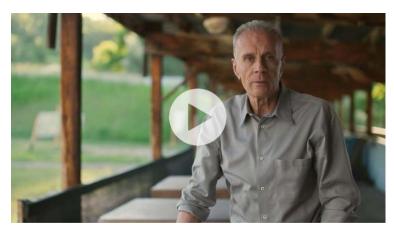




Broadcast - TV



An introduction to Live On—a statewide effort to bring Utahns together in support of their loved ones.



Statistically, temporary off-site storage is one of the most effective steps in suicide prevention.



NFL Superbowl MVP Steve Young speaks to men about what being "tough" really means.

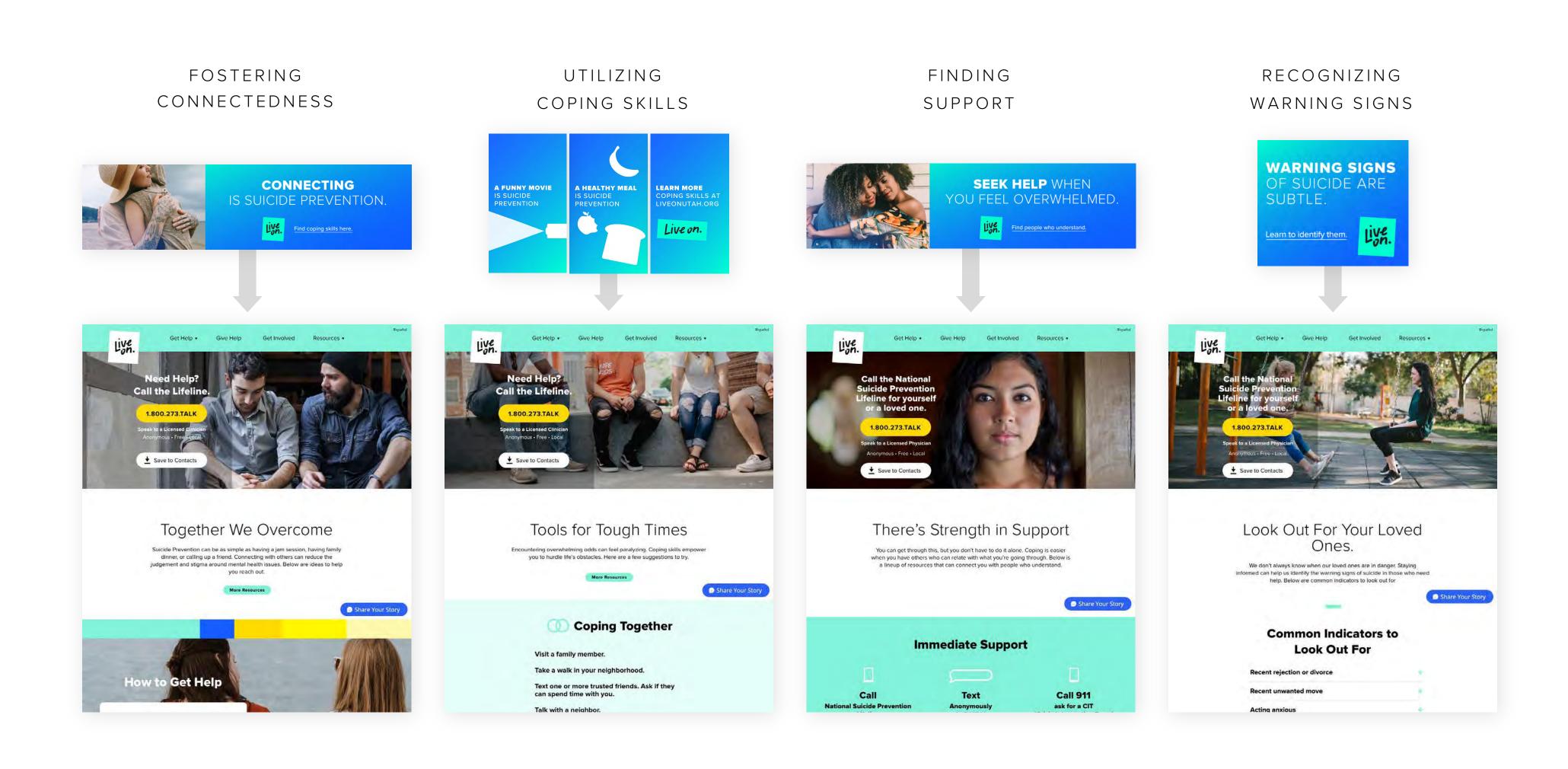


A lifetime friendship can change in an instant, but one conversation could save a life.



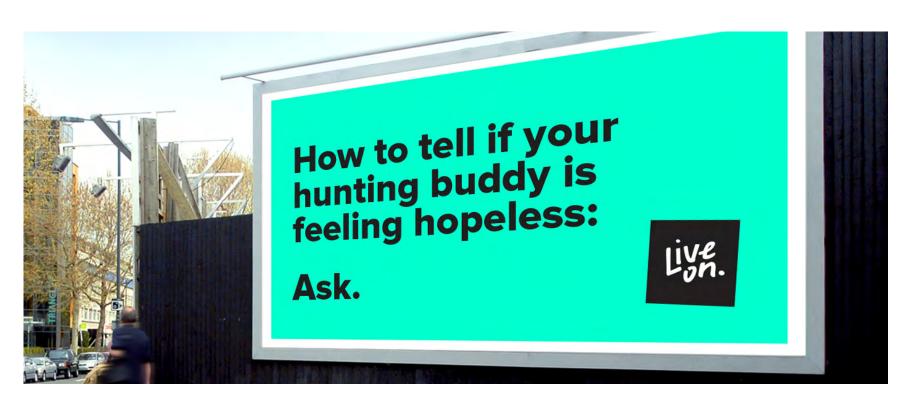
Parents with teens in the house are of particular concern for safe firearm storage.

Targeted Digital Ads & Landing Pages



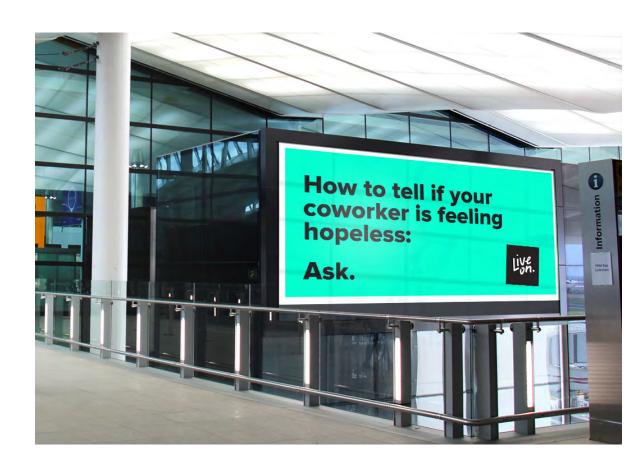
Moving from Attitude to Action: Ask

The second phase of billboards for the statewide campaign consisted of a simple, but profound message. This series of boards highlighted a difficult scenario and every time the answer was to simply ask, giving the viewer the permission they might need to do so.









Social Media – Channel Content

The channel content aimed to bring the brand identity into a cohesive whole so that the public can recognize that they can go to Live On platforms for resources, for hope, for support, and for mental health education.









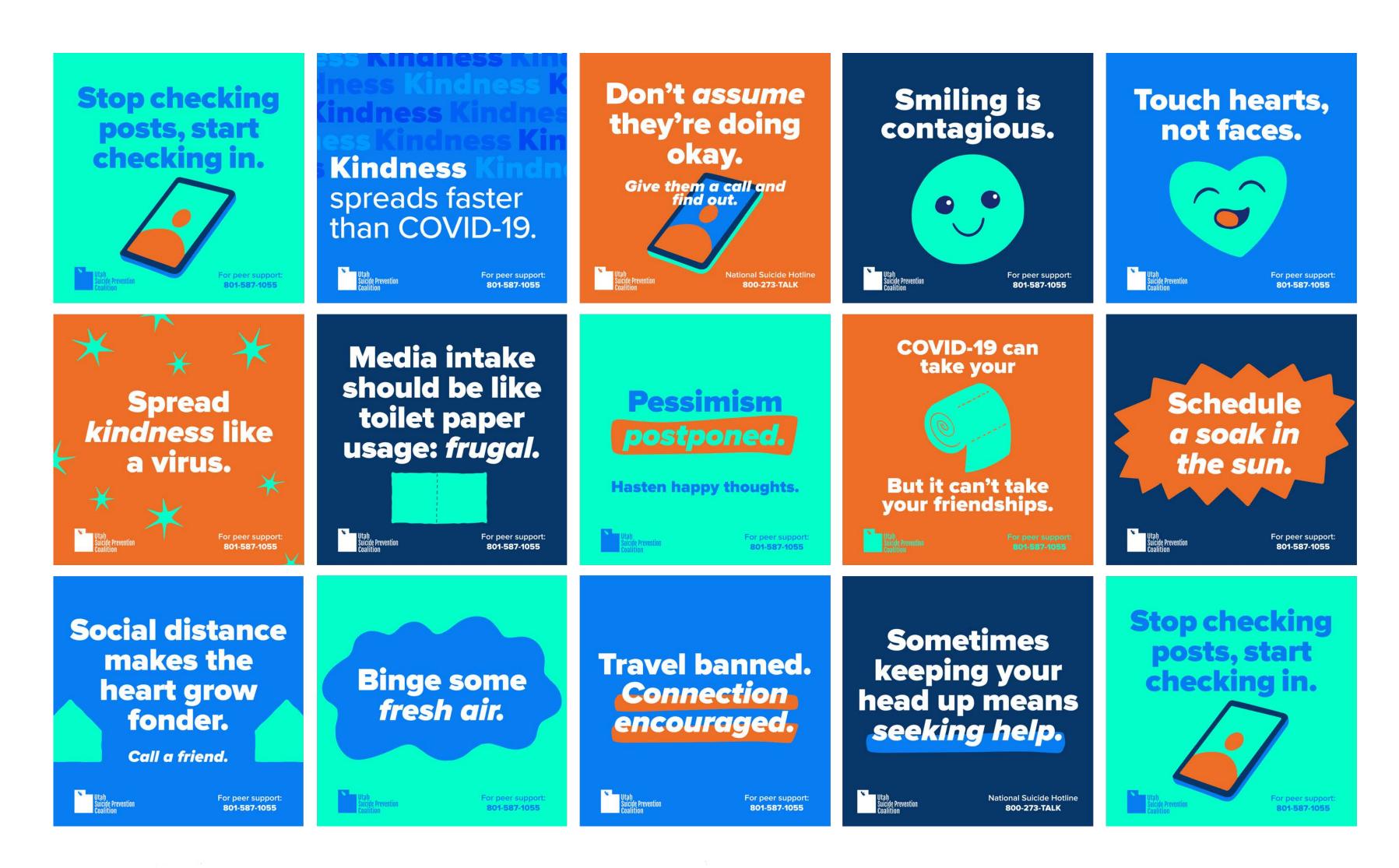




Vince to the second

Social Media – Channel Content

Prior to the full brand launch, we released this social campaign as a reaction to the mandated shutdown and quarantine due to COVID. The messages consisted of simple things you could do from home to maintain a healthy mental state and also reach out to others who might need help.



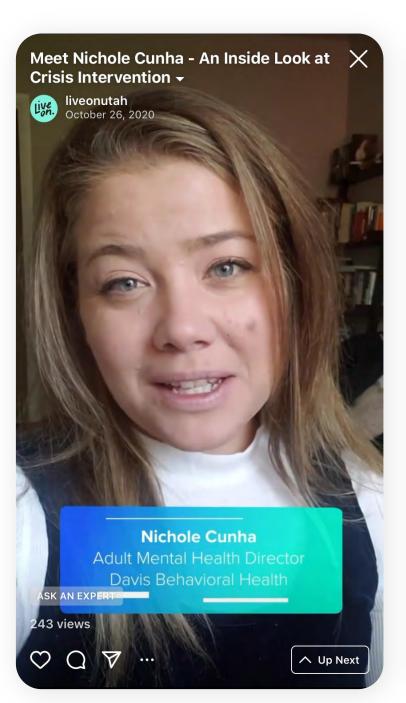
Social Media – Expert Takeovers

The Expert Takeover series are a collection of social media posts sharing advice and education about mental health from industry authorities, from therapists to physicians to psychologists. In all, four professionals spoke on topics such as: signs you may need help with your mental health, therapy, how mental health works within your brain, a look inside crisis intervention, and how to reduce stress.

Our experts filmed these videos to educate the audience in a way that is approachable and easy to apply in their daily lives.

Together, the videos have accumulated over 60,000 views on Live On social media channels.

These videos also have the top two spots for performance compared to all other content.

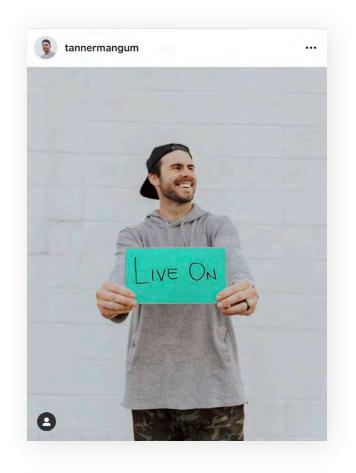








Social Media – Influencer Advocates











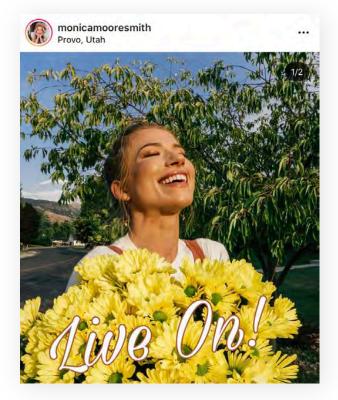




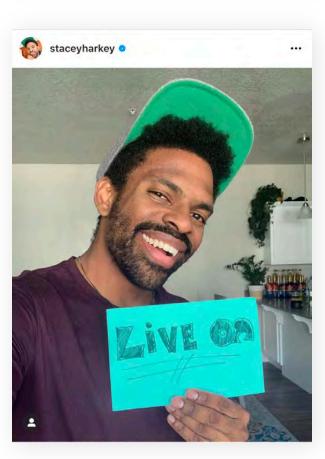












Social Media – Influencer Advocate Highlight

Our influencer advocates for this campaign come from a variety of backgrounds and niches reflecting the reality that suicide affects us all, and everyone can help.

The influencer advocates each have a significant following on social and are incredible advocates for mental health. They consistently shared the highs and lows of life on their platforms with an authenticity that is relatable, impactful, and much needed. Because of their advocacy for mindfulness and self-care, they were perfect partners for the Utah Suicide Prevention Coalition.

By the end of the 2021 fiscal year, we worked with 20 influencer advocates who posted their hopeful personal stories relating to mental health and suicide. They helped us share and spread the important message of Live On, and its mantra of hope.

These messages have been posted across platforms - on Instagram, Facebook, on Stories, and on IG Reels. Together, these posts have had a reach of over 280,000 – reaching people that may have otherwise never have gotten exposure to the Live On campaign or it's resources.



Tanner Mangum16.2K Followers
Football, Outdoors, Family



Sarah Tyau251K Followers
Sewing, Fashion, Environment



Monica Moore Smith 81.2K Followers Lifestyle, Actor, Abuse Survivor



Stacey Harkey52.1K Followers
Comedy, Daily Life, Memes

Survivor Stories Video Series

The Survivor Stories are a collection of lived experiences told by suicide attempt and loss survivors. In each video, the survivor shares how they've found strength and their reasons to Live On.

Through the end of the 2021 fiscal year, we produced four new survivor stories and updated two pre-existing interviews to curate a collection of diverse stories. As we move into the new year, our goal is to continue to tell more diverse stories to give viewers from all backgrounds hope.

Together, the videos have accumulated over 298,000 views on Live On social media channels.

FACEBOOK

INSTAGRAM



Vanessa (Caucasian) Loss Survivor



Josie (Caucasian, LGTBQ+) Attempt & Loss Survivor



Evan (Caucasian) Attempt Survivor



Nata (Latinx, LGBTQ+) Attempt Survivor



Diana (Latinx, Español) Attempt Survivor



Taryn (Caucasian) Attempt Survivor

Organic Social

Year over year comparison (2020-2021)









	Impressions	Engagement	Post Link Clicks	Net Page Likes	
	+240.7%	+72.7%	+97.5%	+182%	
1	+1,281.3%	+412.2%	+23.7%	+53.68%	

Paid Social Total – Facebook Reports through June 30, 2021

Overall Insights

Facebook was the most efficient platform for video views, followed by Google Ads (YouTube) and then Snapchat.

Snapchat audiences were more likely to click through to the Live On website, followed by Google Ads viewers and then Facebook users.

Snapchat was most efficient (quantity and price) at delivering impressions, followed by Google Ads, then Facebook.

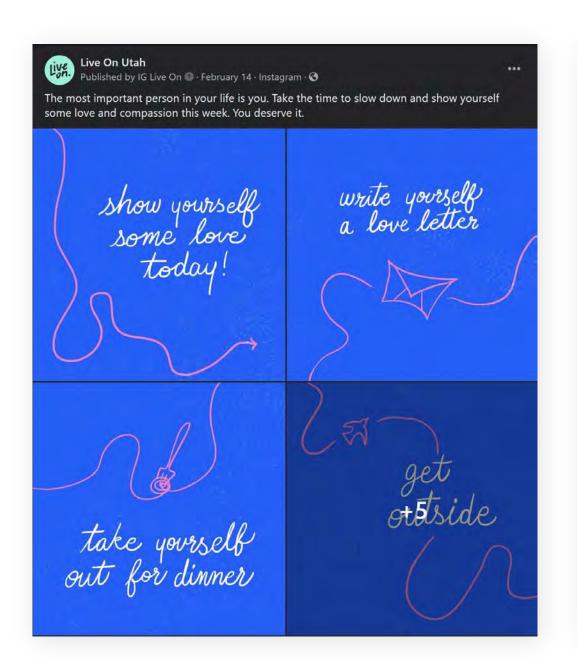
By Platform	Overall	Facebook	Google Ads	Snapchat
Ad Impressions	48.2M	14.7M	26.7M	6.8M
Ad Views*	1.8M	1.2M	601.5K	65K
Ad Clicks	105K	15K	58.7K	31.2K

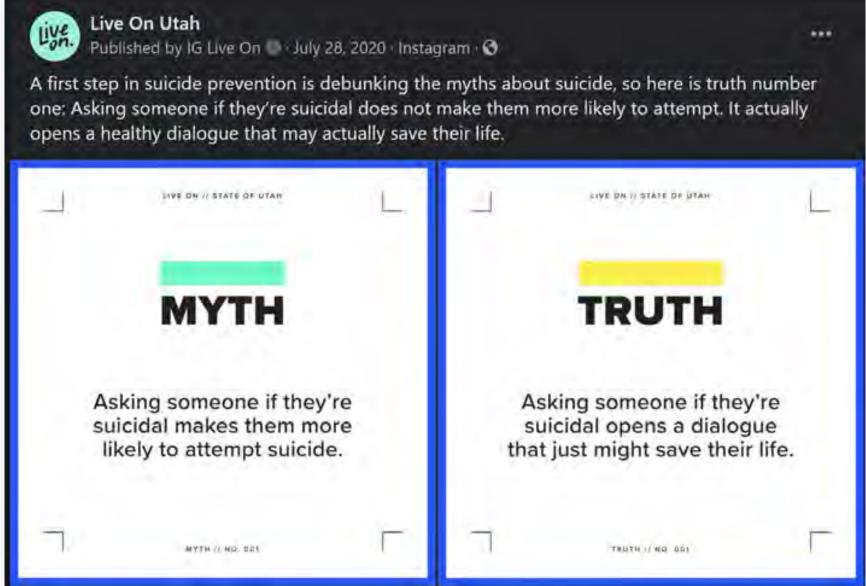
*Video View counts used in analysis:

Facebook: 15 Seconds

Google Ads (YouTube): 30 second or 11 seconds if ad is shorter

Snapchat: 15 Seconds







Paid Social Total – Facebook Reports through June 30, 2021

Insights

The Facebook campaigns centered around reaching audiences and promoting videos.

Facebook ads that were optimized for video views had a view rate of 47 percent and were more efficient at driving traffic to the Live On website than other ad optimizations.

Ads optimized for reach were efficient at delivering ads to a large audience with a frequency rate of 1.02 (each person reached saw an ad approximately one time).

Although the reach optimization was less efficient at delivering video views and engagement, this optimization increases brand awareness.

To increase brand exposure, page posts were selected for promotion.

Promoted posts provided a higher click-through-rate than a Facebook Ad but delivered a slightly less video view rate.

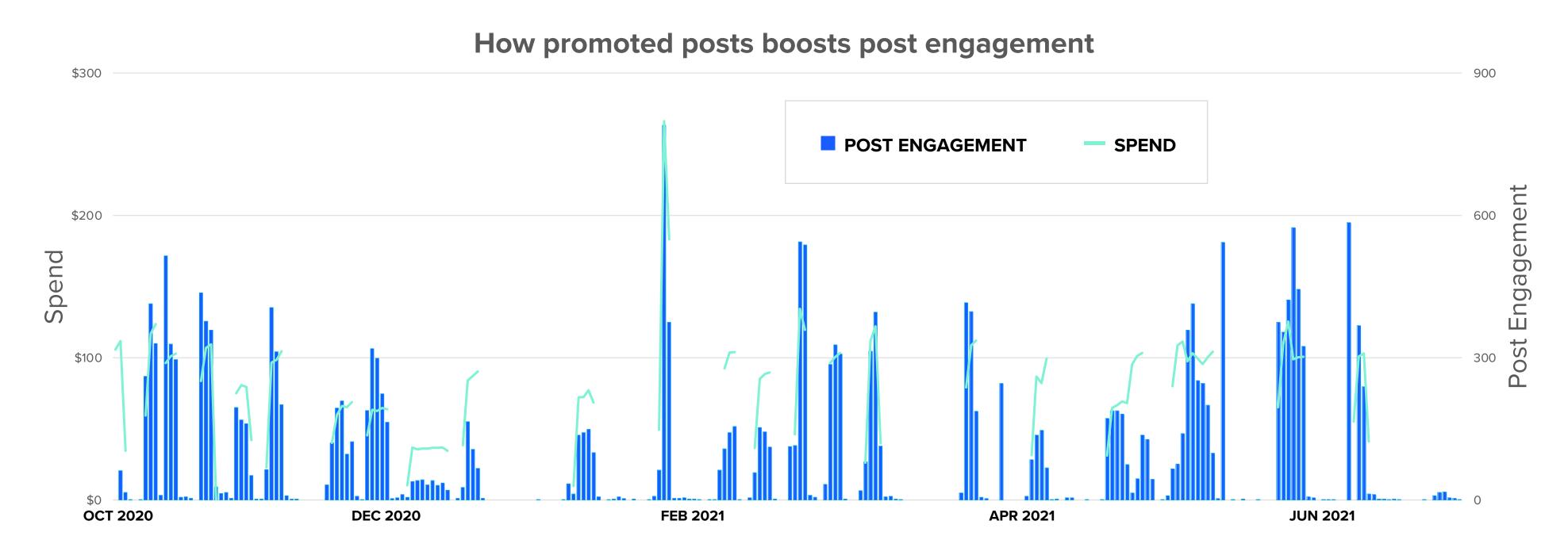
By Ad Optimization	Overall	Reach	Post Engagement	Video Views
Ad Impressions	14.7M	10.8M	1.8M	2.1M
Ad Reach	13.6M	10.5M	1.4M	1.7M
Ad Views	1.2M	943	154K	1M
Ad Clicks	15K	2.3K	6.5K	6.2K
Frequency (how many times one person saw an ad)	1.077	1.02	1.24	1.27

By Ad/Post Promotion	Overall	Ads	Promoted Posts
Ad Impressions	14.7M	14.1M	577K
Ad Reach	13.6M	13.1M	498K
Ad Views	1.2M	1.1M	38K
Ad Clicks	15K	13.7K	1.3K
Frequency (how many times one person saw an ad)	1.077	1	1.15

Paid Social Total – Facebook Reports through June 30, 2021

Insights

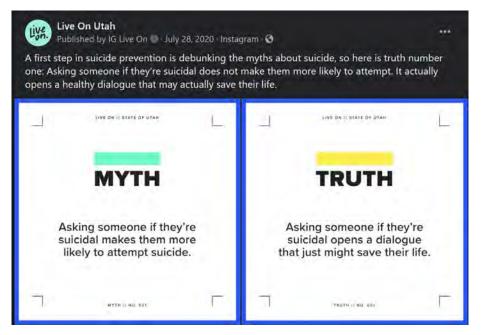
Promoting posts helped drive post engagement. When posts were not boosted, engagement decreased significantly.

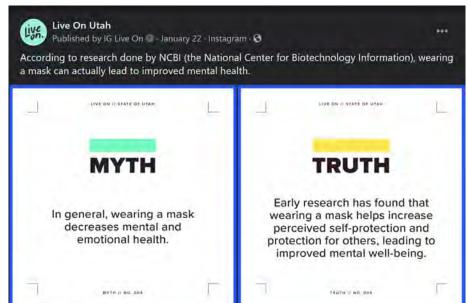


Post Engagement includes: Reactions Like, Haha , Love, Sorry, Wow; Video Views 10 Seconds Clicked-to-Play; Comments; Shares; Link Clicks; Photo Clicks

Paid Social Facebook Reports from July 1, 2020 to June 30, 2021

Top Three Most-Engaged-With Promoted Posts



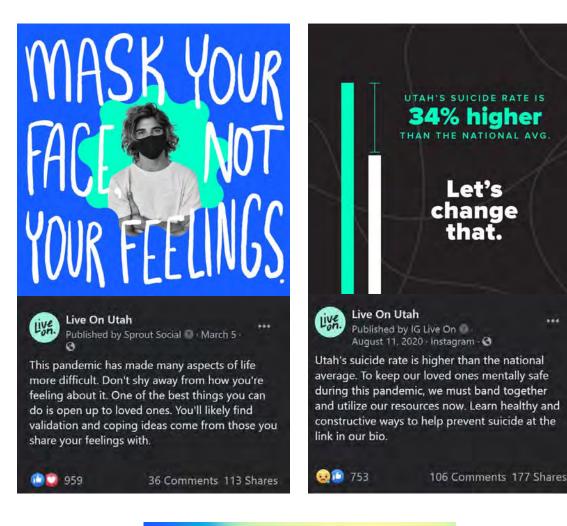




Top Three Most-Engaged-With Promoted Photos

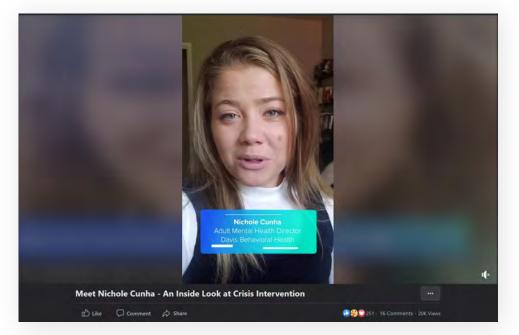
Let's

that.





Top Three Most-Engaged-With Promoted Videos





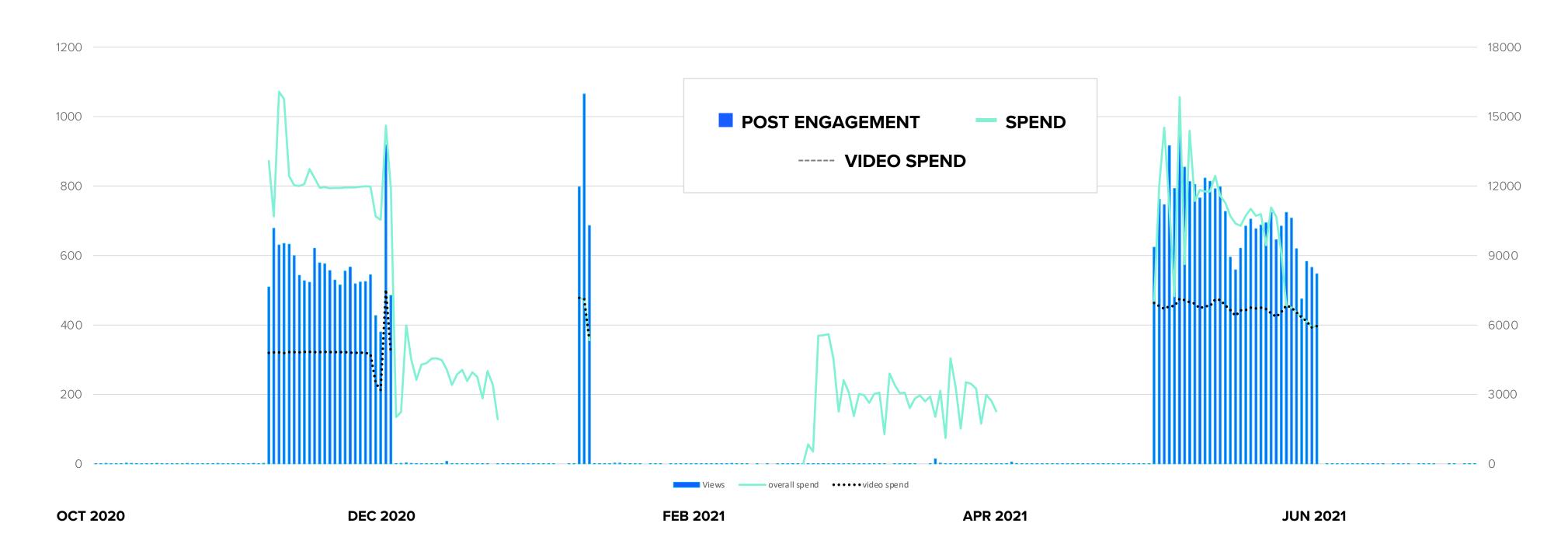


Paid Social Google Ads Reports from July 1, 2020 to June 30, 2021

Insights

HTML 5 ads provided the highest click-through-rate over other ad types. Video ads (YouTube) provided a 14 percent view rate. While the video rate is lower than Facebook ads optimized towards videos, Google Ads had almost double the impressions and slightly more ad clicks.

By Ad/Post Promotion	Overall	HTML 5	Image	Video (YouTube)
Ad Impressions	26.7M	8M	14.4M	4.3M
Ad Views	601.5K			601.5K
Ad Clicks	58.7K	25K	24.3K	6.4K

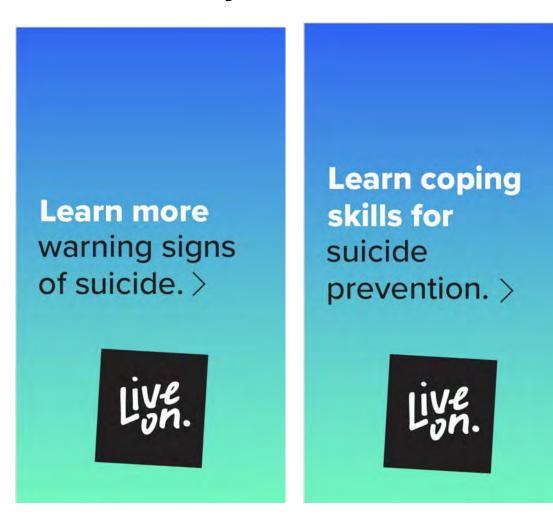


Google Video Ad spending increased YouTube views significantly.

Video views include a video that is watched at least 30 seconds, or 11 seconds if the ad is shorter

Paid Social Google Ads Reports from July 1, 2020 to June 30, 2021

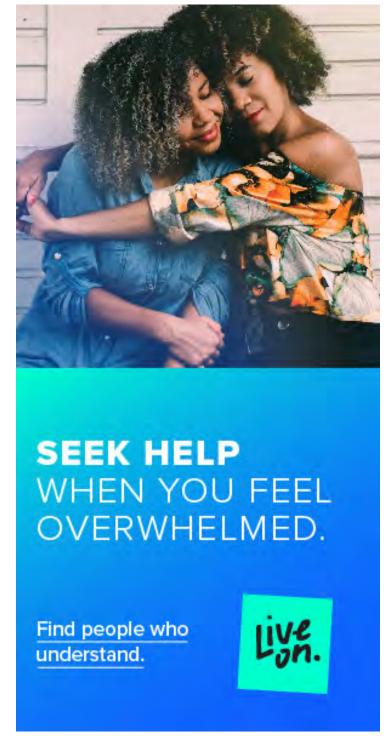
Top Three HTML 5 Ads, by Ad Clicks



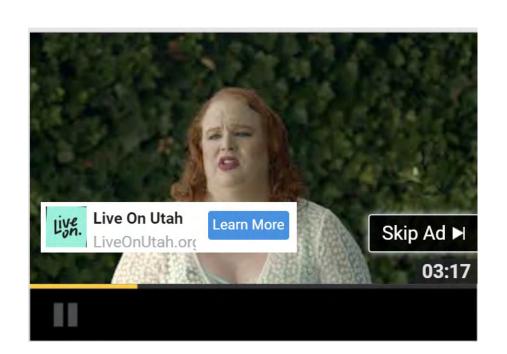


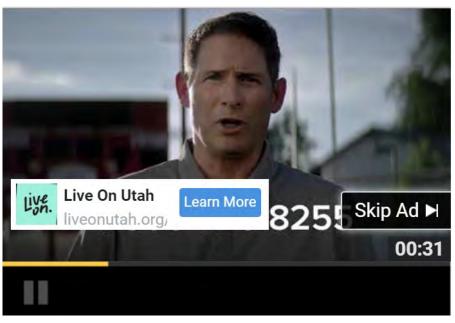
Top Three Image Ads, by Ad Clicks

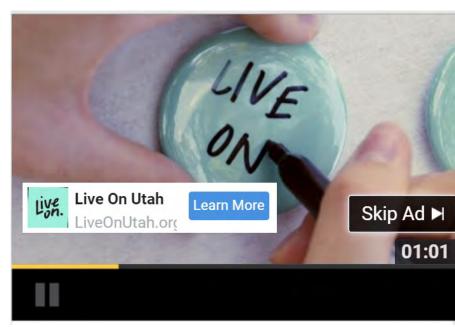




Top Three Videos, by Clicks







Paid Social Snapchat Reports from July 1, 2020 to June 30, 2021

Insights

Snapchat, with its primarily Millennials and Gen Z audience, provided the highest click-through rate of all platforms while cost per impressions are almost equal to Google Ads.

By Ad/Post Promotion	Overall	Web Page	Snap Ad
Ad Impressions	6.8M	3.8M	ЗМ
Ad Views	65.1K	52.1K	13K
Ad Clicks	31.2K		

Web View Ads

Video ads that are watched for at least 15 seconds







Community Mobilization

Public Private Partnerships

Public and private partners (or better known as Community Mobilization) brings together partners from all aspects of the community to distribute prevention-based messaging, encourage conversation, and enact social change. Each partner assumes responsibility for the awareness and call-to-action, championing the message in their own unique way. Community Mobilization allows Live On to hyper-focus on audience segments or targeted communities thereby enabling the campaign to increase the overall reach and awareness. These partners also provide increased clout and buy-in for the overall campaign. The following are a sample of the public/private partnerships that joined Live On this past year:

































































Utah Transit Authority

Early in the campaign, Utah Transit Authority (UTA) donated space at TRAX and Frontrunner stations in Salt Lake County to showcase several key Live On campaign messaging:

Waiting Mantra Self-affirmation goes a long way. People need positivity and perspective when they have too much time alone with negative thoughts. So, let's give them thoughts that move them while they wait.

See. Say. It's a common phrase that UTA passengers know by heart. "See something, Say something." So, let's point out some of the warning signs of suicide and what to do when they see them.

Salt Lake Chamber Business Toolkit

In May 2020, the Utah Suicide Prevention coalition released a suicide prevention toolkit created in collaboration between the coalition's workplace suicide prevention workgroup and the Salt Lake Chamber.

It aims to help individuals with the ability to shape company culture create mental and emotional wellbeing among Utahns.

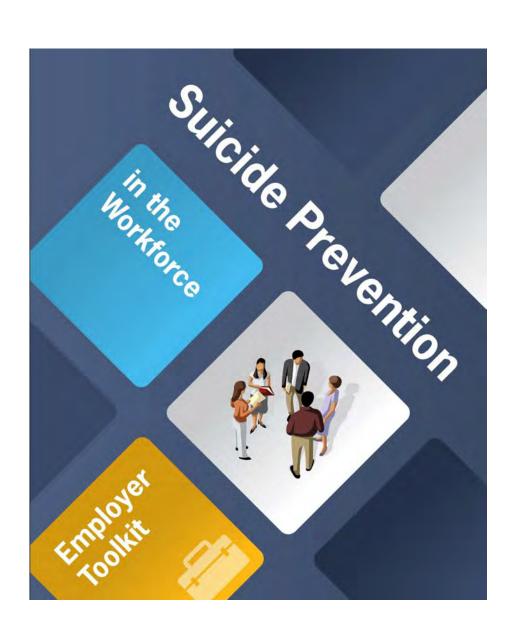
This digital resource includes a 24-page PDF and a webinar created by the Salt Lake Chamber called Workforce Resilience Through Mental Fitness. In addition to featuring these resources at liveonutah.org/workplace, the Live On team also distributed a media toolkit with campaign assets through the Salt Lake Chamber.











Deseret Industries

A partnership with Deseret Industries came from a shared commitment to second chances, community outreach, and changing lives, with the capability to impact individuals in need in communities throughout Utah.

The six-month partnership launched in stores in May 2021 and will run through November. Each of the 21 stores in Utah featured messaging about hope, connection, and good mental health practices.

When the path ahead seems difficult, push on.

DESERET INDUSTRIES

In partnersh (pwith the





In total, we distributed:

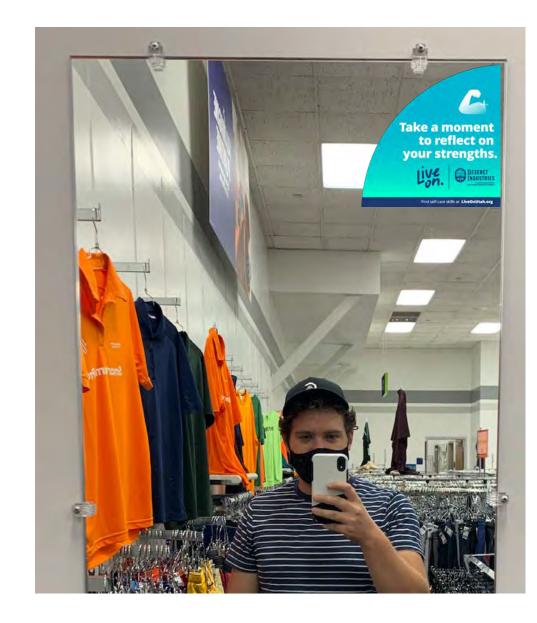
21 A-frame signs for donation centers

2,750 employee apron pins

136,584 bookmarks for customers

300 glass clings with positive messaging in dressing rooms and at checkout





iHeart Media Partnership

In May 2021, the Live On partnership with iHeart Media launched, timed with National Mental Health Awareness Month. The multimedia partnership runs for six months, through October 2021, with half of the cost paid for from the campaign media budget and half paid for by Strong Auto Group as part of a public-private partnership.

In addition to the campaign elements listed below, we completed a QPR (Question, Persuade, Refer) training with on-air talent, management at iHeart Media, and Strong Auto Group to become familiar with preventative messaging and best practices.

The campaign includes:

- Influencer talent spots
- Live On campaign spots
- Weekly interviews with subject matter experts on KNRS
- Social media cross promotion
- Landing pages and banner ads
- Bi-monthly town halls with KNRS on the Rod Arquette Show







Asset	May Delivered	June Delivered	Total May/June Delivery			
Message Schedule	625 Paid Spots	713 Paid Spots	1,338			
Bonus Messaging	754 Bonus Spots	989 Bonus Spots	1,743			
PSA	222	240	462			
Music Hours	4 6		10			
Music Station interviews	KJMY	KODJ, KAAZ, KJMY	4			
Homepage Takeover	5	5	10			
Social Media Post	6	5	11			
iHeart Streaming Imp.	175,898	101,191	277089			
Weekly KNRS Segments	5/24	6/3, 6/11, 6/14, 6/28	5			
Feedback Show	Not in May	Audio File available upon request	1			
Virtual Town Hall	May 12th	Not in June	1			
TTWN	318	320	343			
Rural Radio	103 Paid/ 123 AV Total 226 Spots	103 Paid/ 123 AV Total 226 Spots	206 Paid/ 246 AV Total 452			



Live On Campaign Toolkit

Where is the toolkit?

The Live On campaign toolkit is housed in a password-protected online space (powered by Lingo), where Live On partners can download brand assets and campaign materials.

How does it work?

To access Lingo, simply visit the link and enter the password. Select an asset category from the menu options. Scroll through the file previews and choose a file to download. When you select the download button, a drop-down menu will appear offering different file types (JPEG, PDF, EPS). Choose your file type and how many copies you would like. You have successfully downloaded a Live On brand asset.

Benefits of using a Toolkit

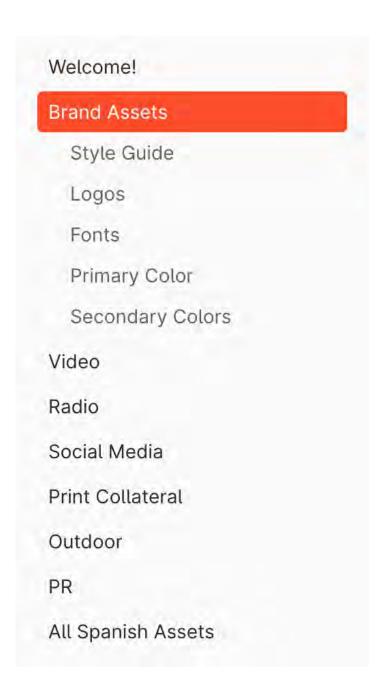
- 1. Organized
- 2. Easy to share
- 3. User friendly
- 4. Ensures consistency
- 5. Increases productivity

Toolkit Access

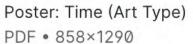
Link: bit.ly/liveontoolkit Password: preventsuicides







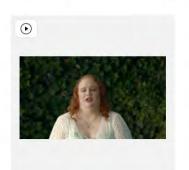




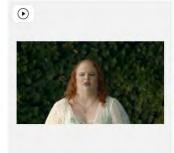


Poster: Time (Print Type)
PDF • 858×1290

Josie's Survivor Story



Josie's Story (Long form) MP4 • 2560×1440



Josie - 60 second MP4 • 2560×1440



Josie's Story (45sec) MP4 • 2560×1440



Warning Signs Cover JPG • 1500×1500





Warning Signs 2 JPG • 1500×1500



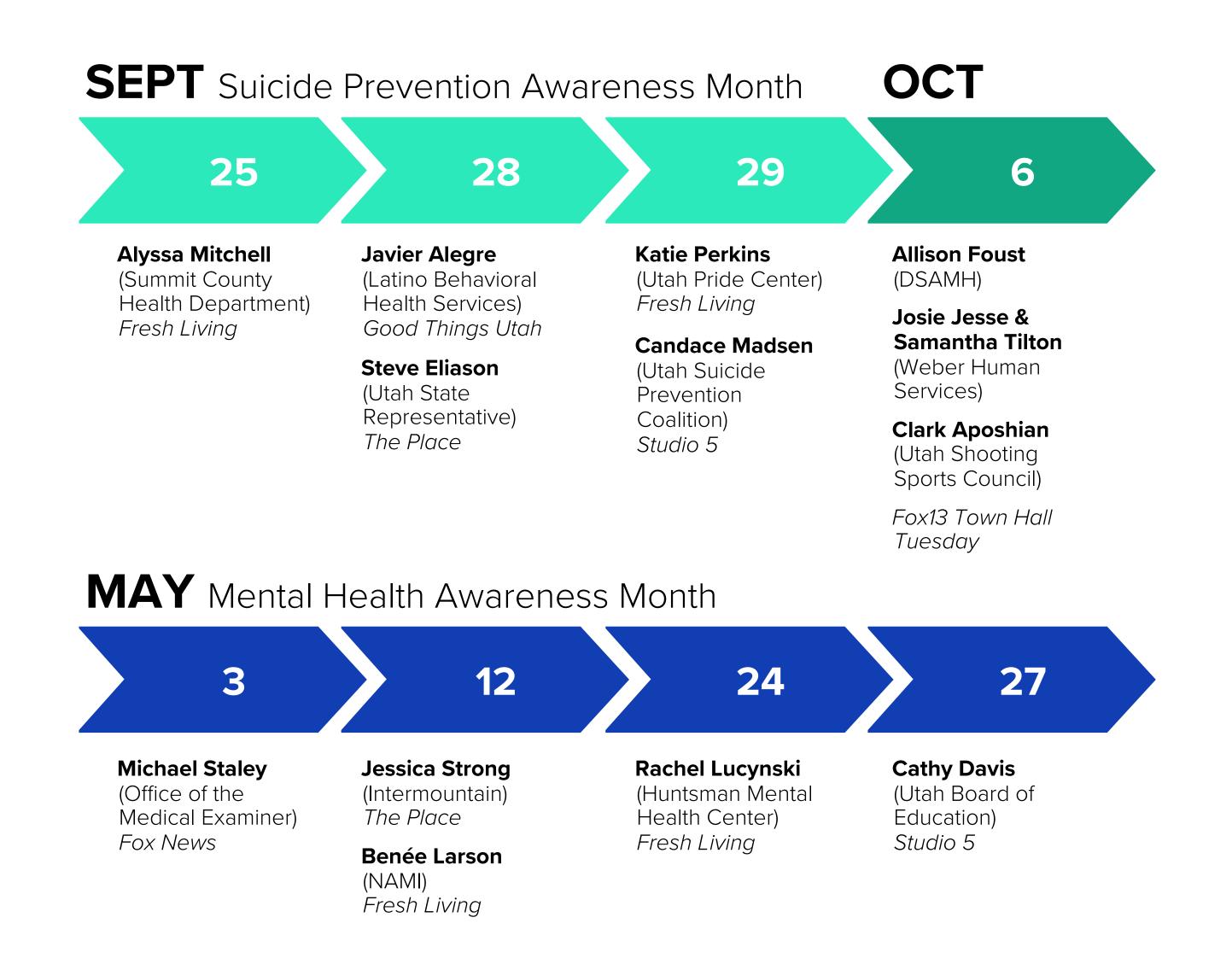
Warning Signs 3
JPG • 1500×1500



Warning Signs 4 JPG • 1500×1500



Added Value Lifestyle Segments



Steering Committee

The Live On campaign assembled a steering committee that meets bi-monthly to discuss latest campaign developments, collaborate on community mobilization efforts, and review latest research on the campaign.

The committee includes representatives from:

- AFSP Utah Chapter
- Boncom
- Division of Substance Abuse and Mental Health
- Huntsman Mental Health Institute
- ► Intermountain Healthcare
- Kem Gardner Policy Institute
- NAMI Utah
- ► The Church of Jesus Christ of Latter-day Saints
- Department of Health
- Department of Human Services



Monthly Stakeholder Newsletter

What is the monthly newsletter?

Every month, Boncom sends out a newsletter email to Live On stakeholders informing them about campaign press, progress, and other updates. These interactive newsletters include links, images, and videos.

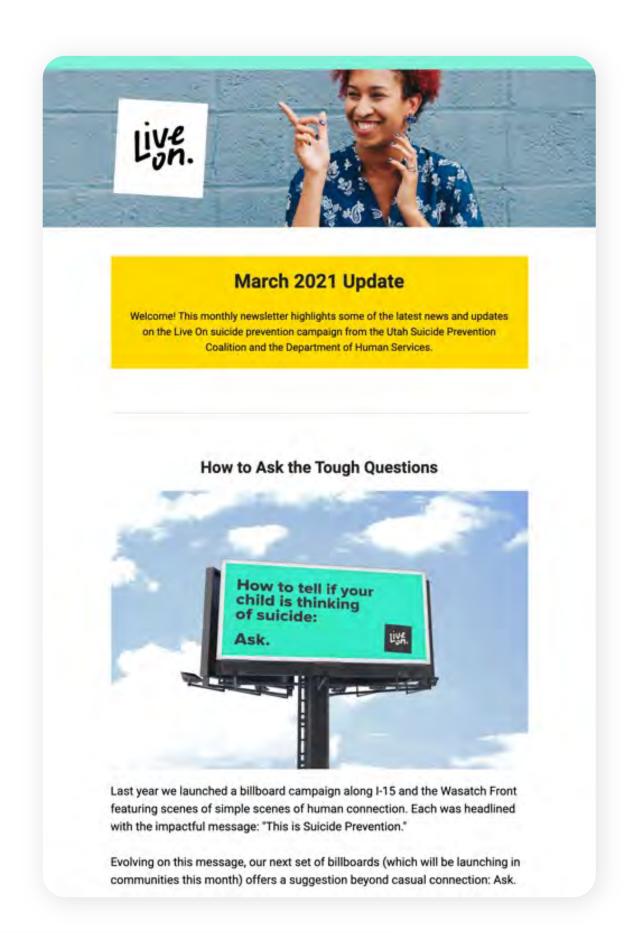
Recent Highlights

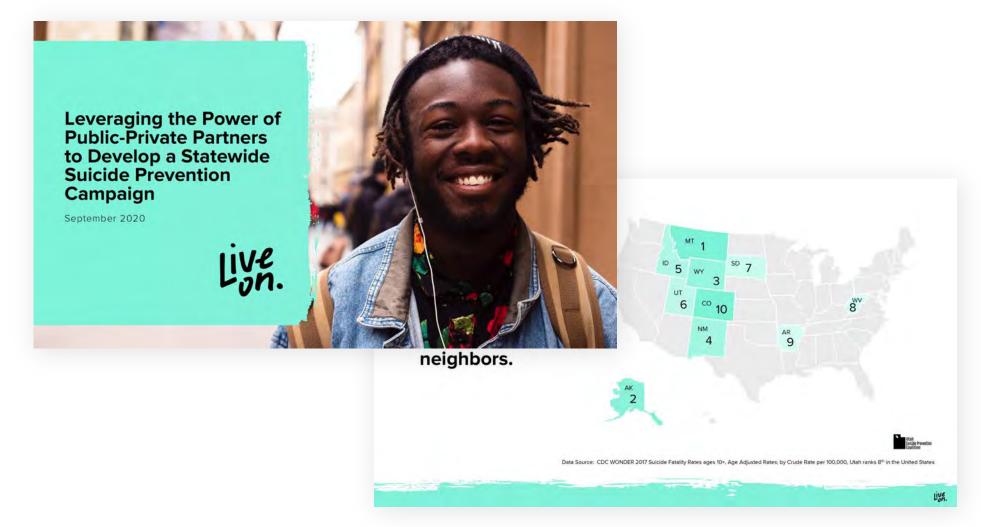
The most recent newsletters have included KNRS radio interviews, a new survivor story video, mini grant updates, and influencer posts.

Presentations

Several members of the Steering Committee, leadership team, and Boncom were asked to formally present dozens of times to specialty groups, community officials, and private organizations on both a local and national level. Numerous custom presentation were created to share the Live On mission, objective, and purpose, demonstrating the impact that the Live On campaign is having across Utah.

Utah continues to lead the conversation on suicide prevention and awareness; and communities, organizations and supporters have begun to turn to Live On as the voice of sustainable change in relation to suicide prevention.







SECTION 3

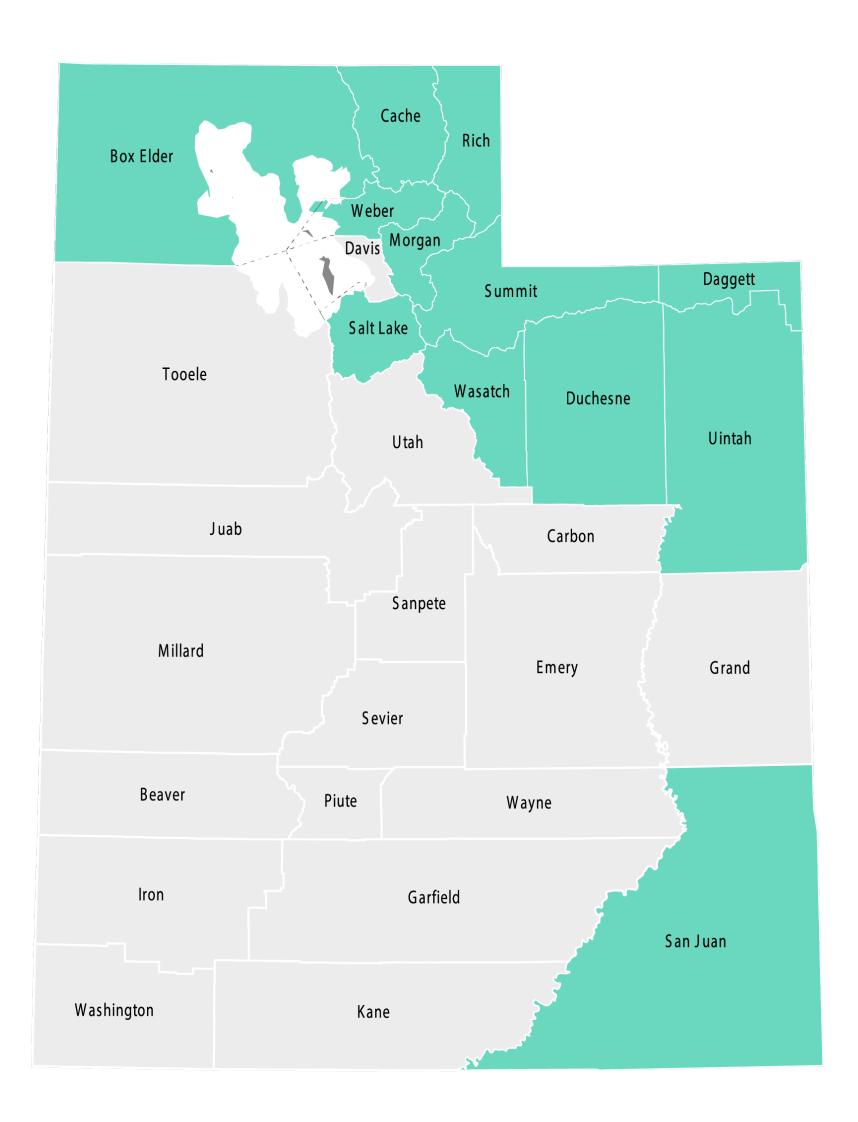
Mini Grants

Mini Grants 2020-2021

In 2020, the Division of Substance Abuse and Mental Health awarded nine organizations mini grants to activate the Live On campaign among their communities of interest. These organizations represented populations in 12 counties across the state.

Each mini grant recipient participated in a one-on-one discovery call with Boncom to learn about the populations of interest and specific messaging and channels that could be used to tailor the Live On campaign and make it relevant and localized.

After a period of creative development, each organization launched their mini grant campaigns, including traditional media placements, community mobilization, and public relations.



Bear River Health Department

Bear River Health Department used their mini grant on a media blitz to blanket their district with information about suicide prevention and effective coping skills. They leveraged traditional tactics like bus ads, social media content, and radio PSAs to break into the public consciousness.

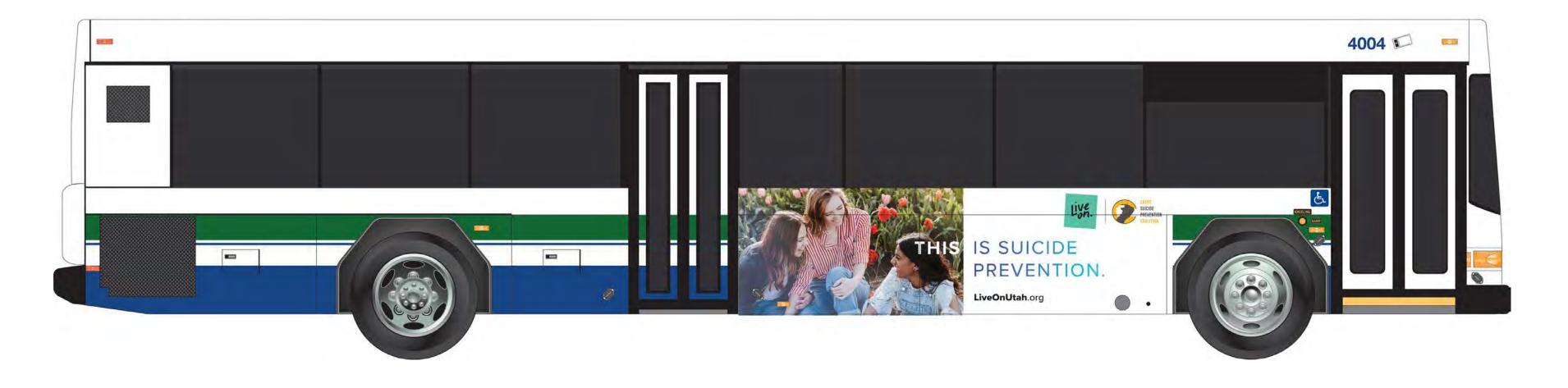
They also leveraged several close community relationships to start the conversation around suicide prevention non-traditional spaces. The Cache County fairgrounds agreed to give them free space throughout the summer to hang banners and run booths at events. They also worked with several grocery stores to install posters and vinyl window clings that pointed shoppers towards prevention resources.



Enough bull. Share what you really feel.







Latino Behavioral Health Services

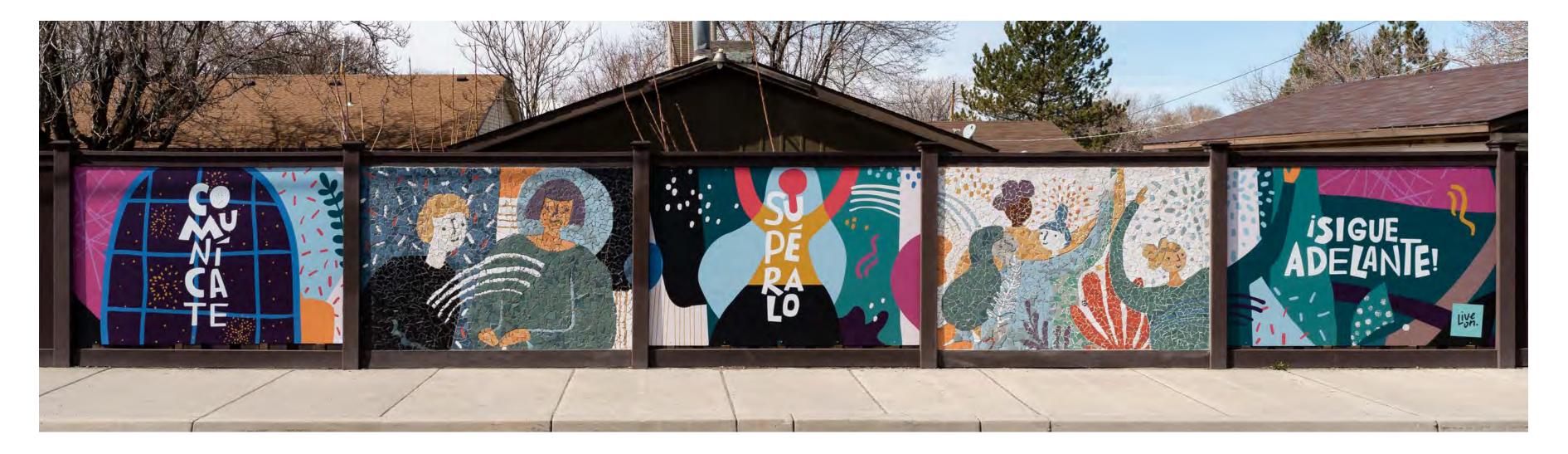
The Latinx community is the fastest growing minority group in Utah and they've experienced disproportionally higher rates of suicide and depression.

In collaboration with Latino Behavior Health Sciences (LBHS), we created materials tailored to a Latinx audience. This included translating the LiveOnUtah.org website into Spanish, recording two Latinx Survivor Stories (one in English, one in Spanish), and installing Spanish versions of the "This Is Suicide Prevention" campaign billboards.

As a tribute to community members who have died by suicide, a mural was installed in West Valley City offering messages of hope and healing. The mural was unveiled at a press event where

Governor Cox, Mayor Ron Bigelow, and LBHS's Javier Alegre each spoke in both English and Spanish about their commitments to provide mental health and prevention resources to the Latinx community.





Northeastern Counseling Center

In order to reach at-risk middle-aged men in Northeastern Utah, we created a collection of materials to promote Live On resources in Lowe's hardware stores and at work sites. The messaging focused on encouraging men to learn constructive coping skills and overcome the culture of toxic masculinity when dealing with stress and mental health.

These included freebie giveaways like branded carpenter pencils and paint stir sticks, and vinyl floor clings throughout the store. We also created stickers for hard hats to distribute at work sites.

Northeastern Counseling also regularly participates in community events, so we produced a Live On branded booth backdrop and t-shirts that they could use to introduce more community members to the resources available in the campaign.

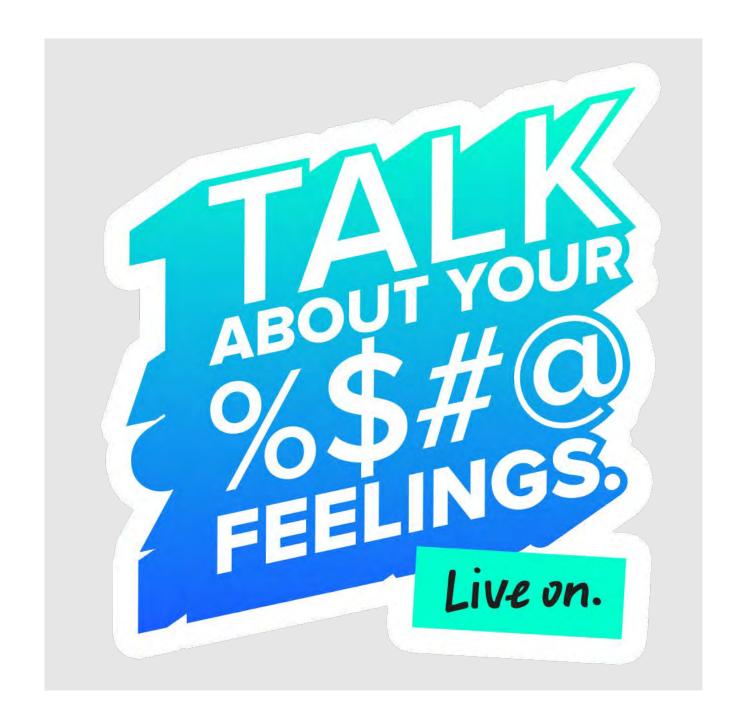
DON'T GLOSS OVER YOUR FEELINGS.

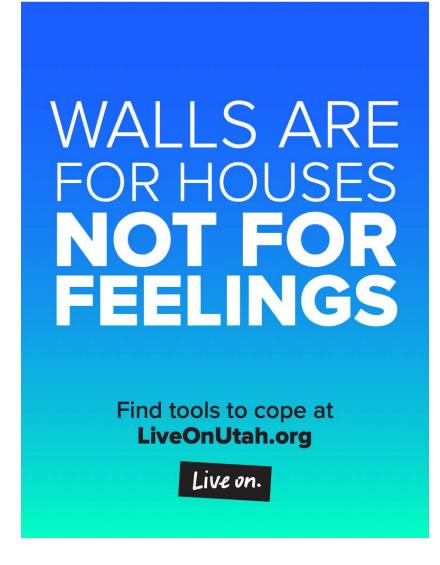


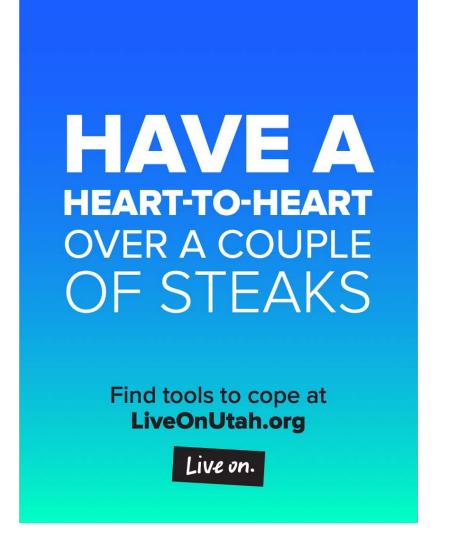
"DEAL WITH IT" IS NOT A COPING SKILL.

Live.

Going for a walk is. Find more coping skills at LiveOnUtah.org







San Juan Counseling

San Juan Counseling wanted to focus their mini grant efforts on reaching Native American schoolchildren in their area. The topics of mental health and suicide prevention can carry a lot of stigma, and their rural populations often have access to fewer mental health resources. San Juan wanted to introduce Live On resources and help them start conversations around mental health and suicide prevention so that they didn't feel isolated while going through difficult times.

San Juan decided to split costs of hiring a Diné (Navajo) photographer with the Urban Indian Center of Salt Lake to create a collection of culturally authentic photography to help their audience see themselves represented in the campaign. These images were used to create posters, banners, and printed brochures to be inserted in local schools and community centers. San Juan also purchased airtime on a local radio station to reach parents of children and introduce them to the Live On campaign.





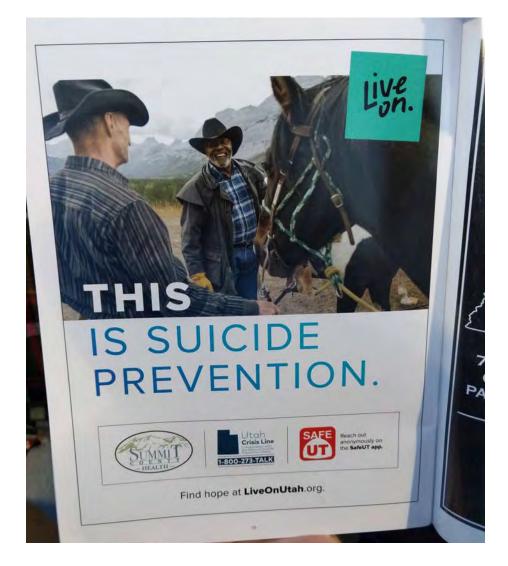
Summit County Health Department

The Summit County Health Department wanted to focus their mini grants on servicing areas of their county that don't have as much access to mental health resources as their main population center of Park City. In the more rural areas of their county, the focus was reaching middle aged males with the life-saving messages on how to open up and cope with mental health stressors.

To do this, Summit County sponsored the Oakley Rodeo, one of the largest community events of the summer. Over four nights, they set hosted a booth that gave away bandanas featuring the message "Buck Up Isn't a Coping Skill." They also handed out free gun locks and Live On Campaign brochures. Inside the rodeo arena they displayed the message: "Enough Bull, Share How You Really Feel," and the Rodeo book featured a full page localized Live On ad.

The Summit County team also leveraged a few traditional media channels to increase awareness of Live On and resources available. They installed a Live On billboard in their county on a route that nearly everyone in the county drives along. Local radio stations played Live On PSAs. The Boncom team ran a geofenced social media ad campaign in this area focused on males aged 35-65. The campaign reached 17,030 people, 103 people clicked through to the LiveOnUtah.org website.





Utah Pride Center

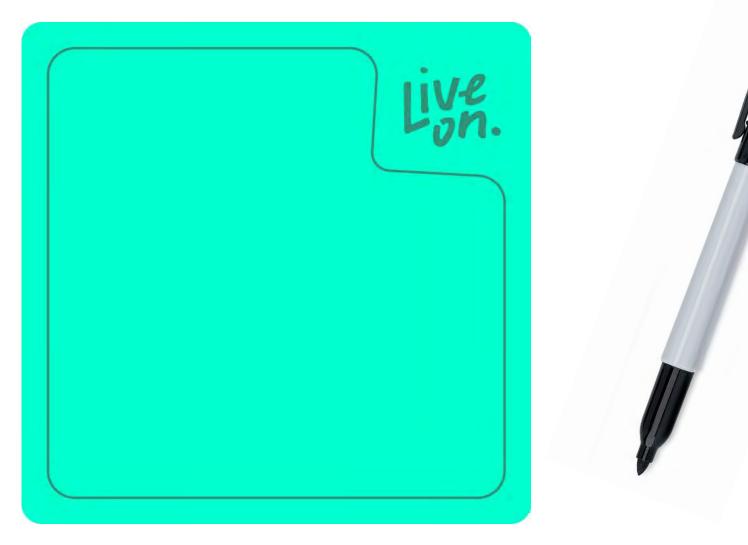
The Utah Pride Center put their Mini Grant funds towards supporting their most ambitious Pride Month event ever: the Pride Story Garden. The maze-like event wrapped around the Salt Lake City and County building and was divided into nine major sections. These sections included topics such as mental health, community events and art, and history and education. An entire section was dedicated to suicide prevention.

We collaborated to create two major displays for the event. One was a 16-foot concave mirror with the lettering "You Are Seen" at the top. An accompanying sign next to the photo-opportunity said "It's impossible to know how far your influence really goes, but it reaches further than you think. We hope this helps you see the ripple effects your efforts make."

The other display was a large octagonal mural that invited attendees to write words of love, inspiration, and comfort on sticky notes and place their message on the mural. Both community art pieces can continue to be used by the Utah Pride Center at future events that promote suicide prevention.

Lastly, in gift bags available for purchase at the event, we placed business card-sized fridge magnets with the National Suicide Prevention Lifeline. These efforts all contributed to an event that fostered a sense of community and provided resources to the LGBTQ+ population, who faces disproportionally high rates of suicide in the state of Utah.





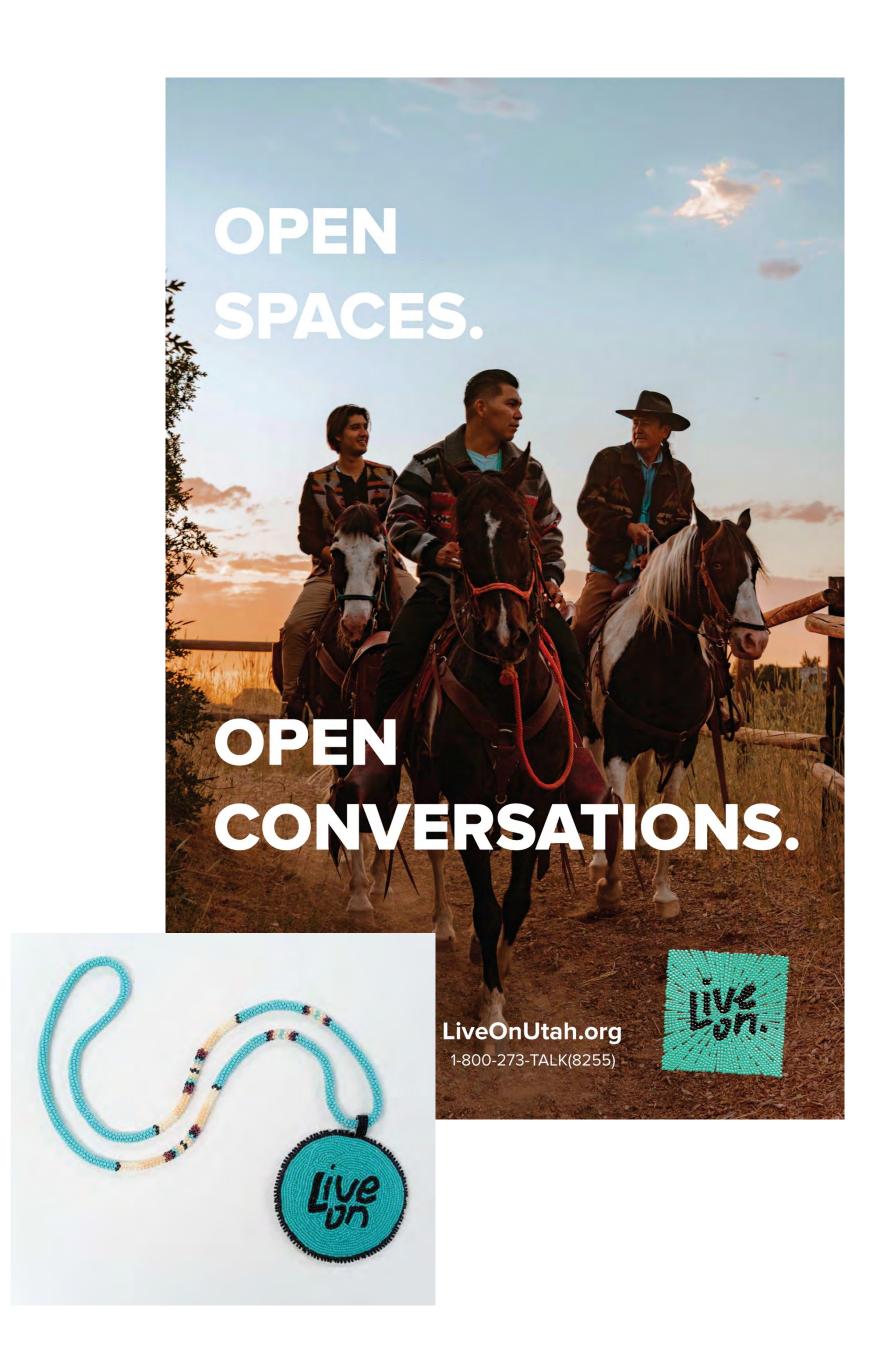
Urban Indian Center of Salt Lake

To help Native American communities see themselves represented as part of Utah's Statewide campaign, we worked with the Urban Indian Center of Salt Lake to create a series of posters, banners, and brochures they can use in their resource centers.

We commissioned a Diné (Navajo) photographer to shoot a collection of culturally authentic images that were featured on a series of posters encouraging open communication about mental health and suicide prevention—often taboo subjects in Native communities.

On all the collaborative materials, the Live On logo has been altered in an homage to artisan beadwork that's prominent among many tribes and communities. The Urban Indian Center than commissioned a local artist to create an actual beaded medallion with the Live On logo.

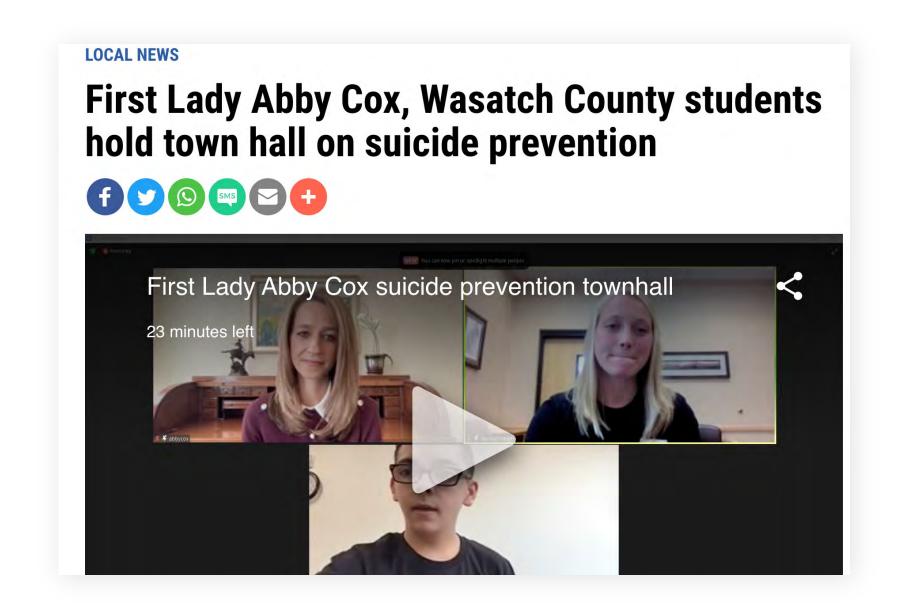
The Urban Indian Center plans to use these materials to promote an upcoming Pow Wow event in September 2021. This event will be a celebration of culture and connection, and they plan to have speakers address topics of mental health and introduce the Live On campaign to their community.

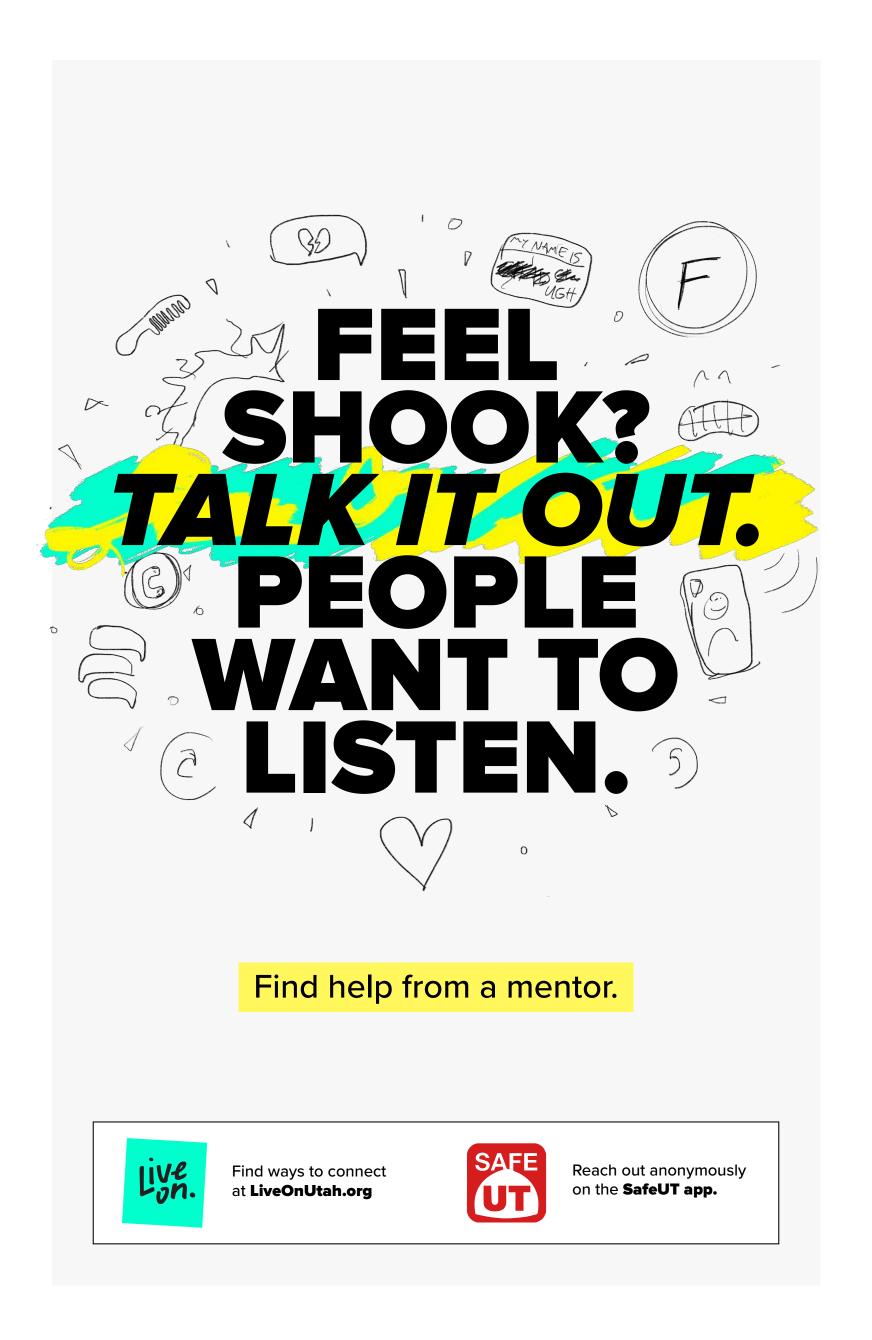


Wasatch Behavioral Health

Wasatch Behavioral Health has a close relationship with the three middle schools and high school in the county. They worked closely with district officials to pave the way for an introduction of the Live On campaign to students.

The partnership with the district included banners, posters, and t-shirts in each of the schools. We kicked off the activation in April 2021, a few months before students would take finals and leave for summer break. First Lady Abby Cox participated in a virtual town hall event, where she discussed the importance of mental health and peer support in schools with 20 local students.





Vince to the second

Weber Human Services

Understanding that suicide is a lifespan issue, Weber Human Services focused on reaching middle aged men and women through a variety of community partnerships.

They connected with several grocery stores to insert vinyl window clings, floor clings, and checkout lane dividers. They also worked with local Ace Hardware stores to distribute free carpenter pencils and paint stir sticks, as well as install vinyl floor graphics.

In partnership with these in-store placements, we ran a geofenced retargeting campaign on social media. We focused on men aged 35-54, and youth aged 13-24 in two separate campaigns. In total, the retargeting campaign reached 78,369 individuals, with 145 clickthroughs to the LiveOnUtah.org website.





SECTION 4

Public Relations

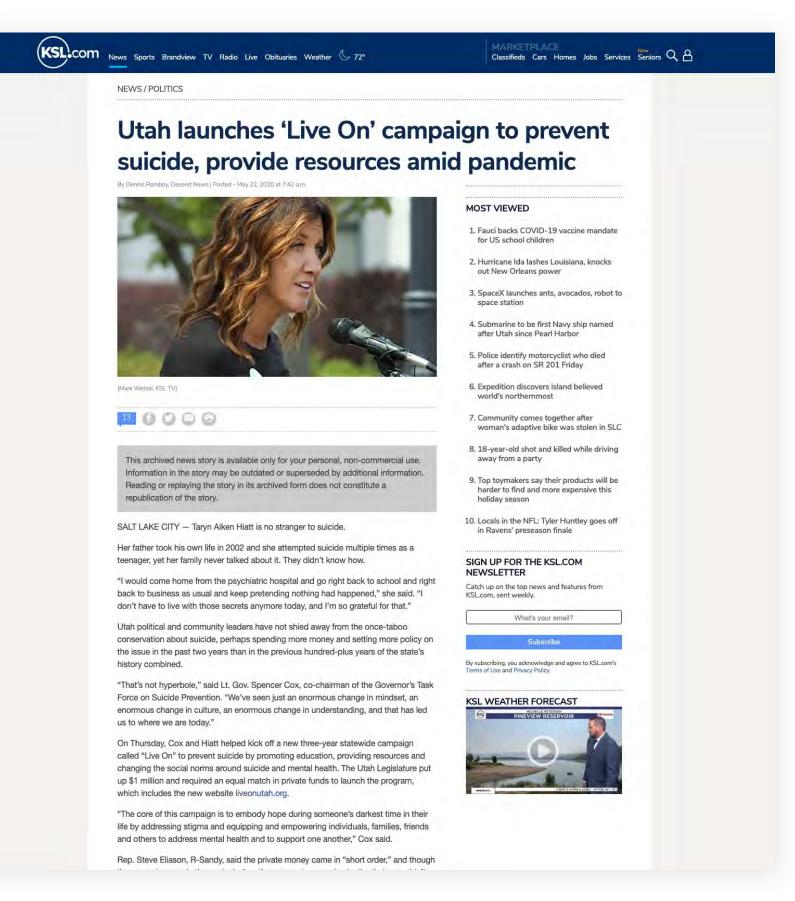
Brand Launch Event

In May 2020, we launched the Live On brand at the Utah State Capital with then Lieutenant Gov. Cox and Live On leadership. It was recognized by media as the state's first comprehensive effort to educate on suicide prevention.

781,460Total Local Viewership

\$58,219Total Local Market
Publicity Value





Intermountain Healthcare Donation Event

In September 2020, we held a press event at the International Peace Gardens in Salt Lake City. Senior Vice President and Chief Community Health Officer Mikelle Moore announced a \$1.2 million dollar donation from Intermountain Healthcare, and then-Lt. Gov. Cox displayed billboard samples from the newly launched "This Is Suicide Prevention" campaign.

260,487
Total Local
Viewership

\$19,410Total Local Market
Publicity Value





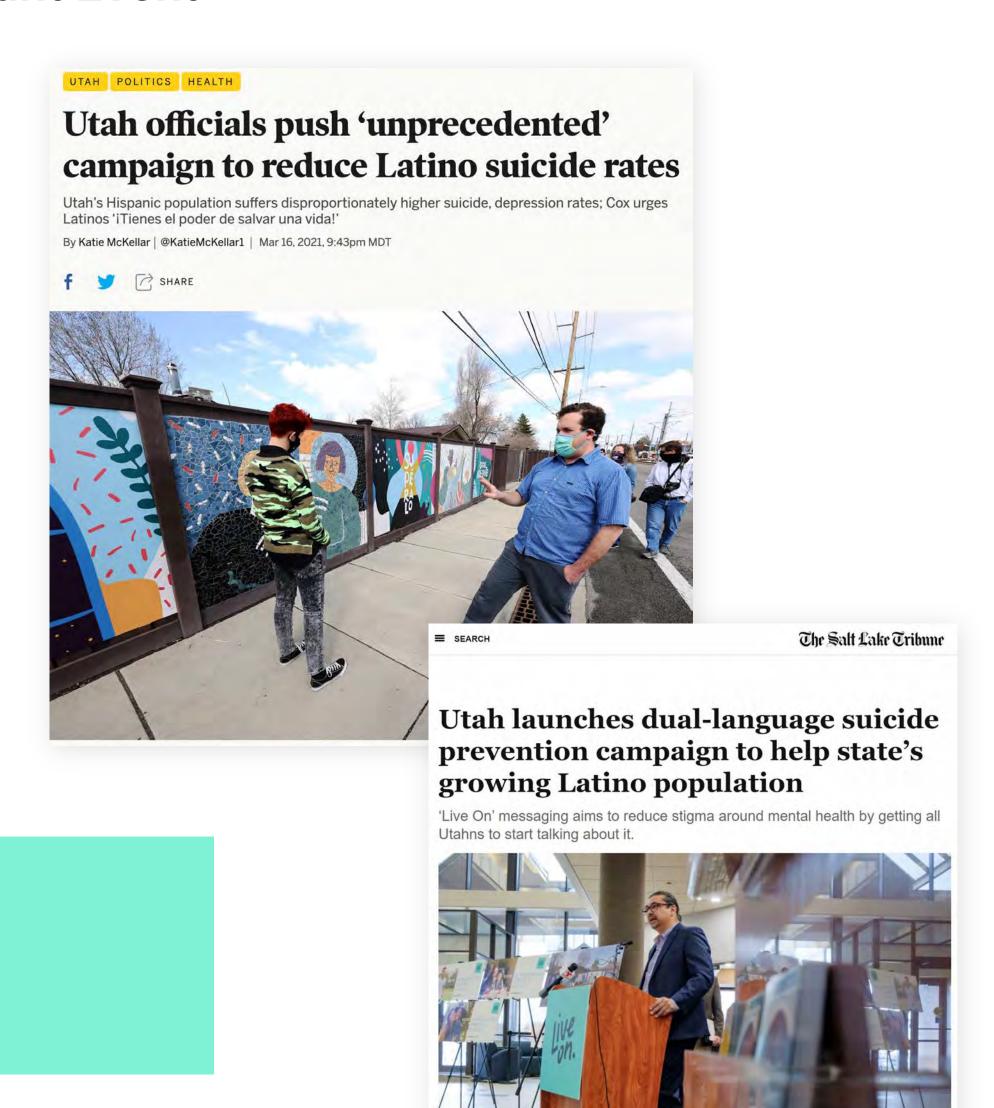
Latino Behavioral Health Services Mini Grant Event

In March 2021, we held a press event to showcase recent collaborative efforts with Latino Behavioral Health Services (LBHS) as part of their Live On mini grant.

Both Governor Cox and West Valley City Mayor Ron Bigelow addressed Utah's growing Latinx population directly in both English and Spanish. LBHS's Javier Alegre spoke about the importance of creating resources around mental health and suicide prevention tailored for a Latinx audience.

Together they unveiled a new mural in West Valley City featuring hopeful messages to encourage the community to reach out, get through, and Live On.

New Spanish adaptations of the "This Is Suicide Prevention" billboards were installed around West Valley City, and they also previewed the Spanish translation of the LiveOnUtah.org website.



520,975Total Local Viewership

\$38,813

Total Local Market Publicity Value

Virtual Town Hall with First Lady Abby Cox and Wasatch County School District

In April 2021, we hosted a virtual town hall event in collaboration with First Lady Abby Cox and Wasatch Behavioral Health as part of their Live On mini grant. In this town hall, 20 middle and high school students participated in a conversation with the First Lady about mental health, suicide prevention, and peer support.

The students shared their experiences reaching out to students in need, and the First Lady expressed her hopes for how the Live On campaign's presence in schools can help improve the culture and reduce stigma around mental health.

362,400Total Local Viewership

\$26,329Total Local Market
Publicity Value



Summary

Broadcast Coverage

1,925,322

Total Local Viewership

\$142,771

Total Local Market Publicity Value

Print Coverage

\$25,000

Estimated market publicity value

Coverage secured in the following media channels:

- Univision
- Telemundo
- Deseret News
- Salt Lake Tribune
- Provo Daily Herald
- KUER
- Ogden Standard
- KNRS

- KPCW
- ABC4 Utah
- KUTV
- KSL
- Fox 13
- Community news and radio stations



SECTION 5

Data & Evaluation

Research & Strategy

Baseline Quantitative Study

Before launching the Live On campaign, we wanted to understand statewide awareness, attitudes, and behaviors around suicide prevention. With this data we found people were already aware that suicide was a problem, so we created a 3-year roadmap to change stigma and behavior. Notable survey results included below:



Utah Statistics

96%

of Utahns believe suicide is an issue in our state

5% felt the issu

felt the issue was getting better than previous years

38% think suicide is not preventable

90%

think the government should support suicide prevention

Rural respondents

were more likely to feel suicide wasn't preventable and have firearms in their homes

Loved Ones:

know someone who has talked

about suicide

64% know someone who has attempted suicide

know someone who has **died** by suicide

12%

are very confident they could recognize warning signs in a loved one **42**%

said they were likely to ask a loved one if they were thinking about suicide

Kem Gardner Focus Groups

At the one-year point in the campaign, the Kem Gardner Policy Institute conducted three, 90-minute focus groups to discuss impressions and awareness of suicide prevention efforts including Live On. This gives us a glimpse of the "whys" behind important topics. Key learnings included below:

- People assume children and teens are at the highest risk for suicide
- Participants weren't aware that men have the highest suicide rates and, thus, mistakenly thought firearm safety was primarily to prevent child and teen suicide
- Many participants liked the Live On website, social media posts, and billboards (except for a few people who said they didn't understand or wanted more detail)
- Stigma isn't a top-of-mind issue, but most think it exists and would prevent people from seeking help
- When looking for help, most people mentioned going to someone they knew to get help rather than going to a hotline, app, or website
- Having a conversation about suicide with loved ones could be awkward or intimidating, so participants mentioned wanting a campaign to show how to have safe conversations



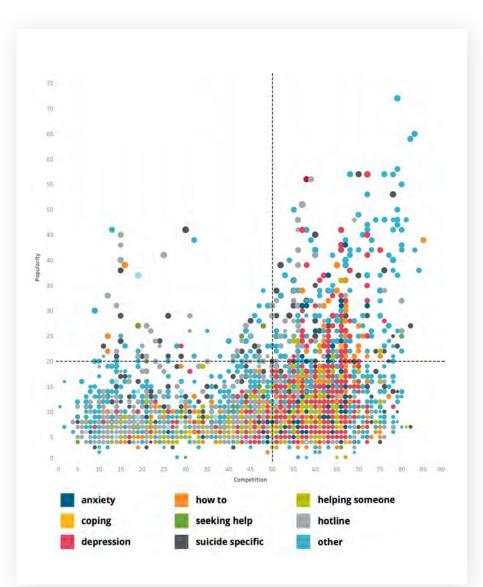
SEO & Persona Research

Because surveys and focus groups only provide insights into what people self-report, we pair in-depth SEO and keyword analysis to help us understand what people search for when online.

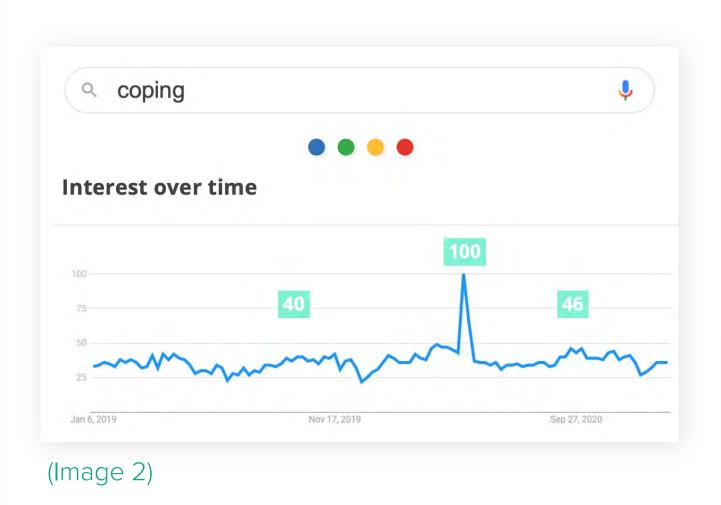
Our analysis incorporated a broad range of suicide prevention topics like mental health, seeking help, giving help, and tips (Image 1). Here are some top findings:

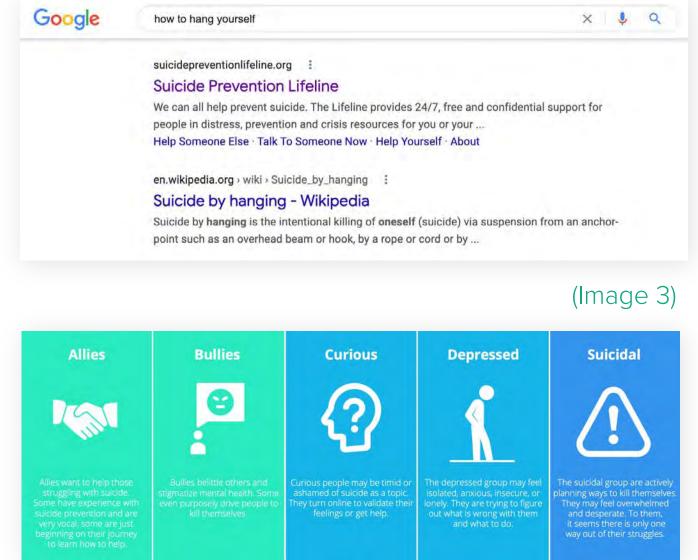
► **HOPEFUL:** During COVID, there was a large increase in people searching for healthy solutions like how to cope or how to help a friend with mental health issues (Image 2). Searches for coping have increased more than 15 percent since February 2020.

- ▶ **ALARMING:** While suicide prevention, suicide hotlines, and other prevention searches had positive, expert responses from the American Foundation for Suicide Prevention (AFSP), Mayo Clinic, and others, specific searches like "How to hang yourself" have top results with step-by-step instructions (Image 3).
- ▶ **ABCDS MINDSETS:** Rather than focusing on specific demographics online, we found mindsets that spanned age, location, race, and other factors. Top mindsets included allies, bullies, curious, depressed, and suicidal. By focusing on mindsets over demographics, messages can be more tailored and effective. (Image 4)



(Image 1)





(Image 4)



SECTION 6

Next Steps

Statewide Campaign Evolution

After an initial launch year to introduce the statewide campaign, we will continue to refine messaging for individuals with the potential to influence for good our highest-risk audience: middleaged males. We will accomplish this through a combination of traditional and digital media, as well as community mobilization efforts with business leaders, healthcare providers, and others.

We plan to develop several new waves of campaign creative focused around the core idea, "It doesn't hurt to ask" and "Learning to ask may take some practice."

2021-2022 Paid Media Plan

Media			July	August	September	October		December	January	February		April	May	June
Station			5 12 19 26	2 9 16 23	30 6 13 20 27	4 11 18 25	1 8 15 22 29	9 6 13 20 27	3 10 17 24 31	7 14 21 28	7 14 21 28	4 11 18 25	2 9 16 23 30	6 13 20
Television														
KUTV	:30 Spot	Added Value, including		1										
KSL		daytime segments, town												
FOX13		hall meetings and												
ABC4		editorial content												
Radio														
iHeart Media	Stong Auto Partnership	Added Value												
Podcasts	KSL Run of Schedule													
ООН														
Reagan	Bulletin and some surface	Wasatch Front (and St.												
YESCO	streets	George) w/ Added Value												
Digital Display														
Facebook/Instagram														
Google	Display ad units													
Snap										- l				
Digital Video														
Facebook/Instagram	1013121232													
YouTube	Video ad units													
Social														
Social Content Promotion	Promotion of organic content									10 10				8.8
Influencer														

Spanish Website Optimization

In collaboration with Latino Behavioral Health Services, we will continue to optimize and create content for the Spanish translation of the LiveOnUtah.org website. Among the planned updates are culturally relevant imagery and media, more links to resources specializing in Latino community needs, and overall language and cultural improvements.



2021-2022 Mini Grants

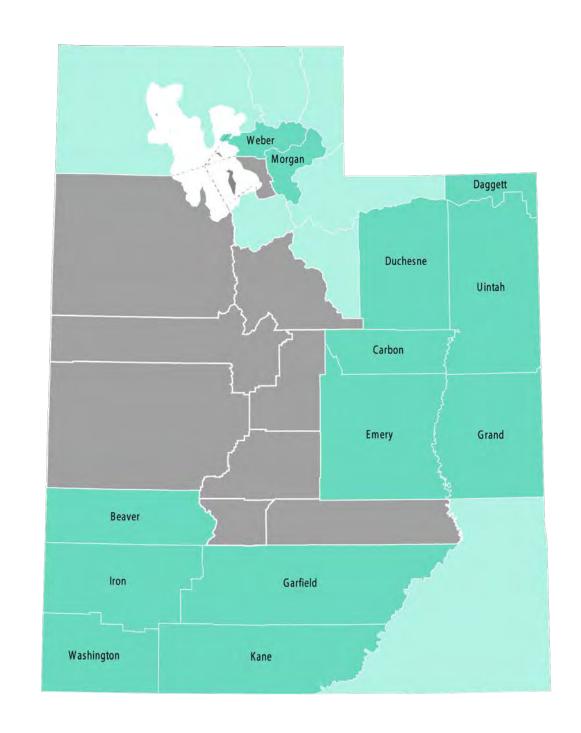
Over the next year we will be able to expand the reach of the campaign to additional regions in Utah to be able to localize and launch the Live On campaign. Two of our mini grant areas are returning, while two are new additions.

Returning

- NortheasternCounseling Center
- Weber Human Services

New

- Southeast Utah Health Department
- Southwest Behavioral Health

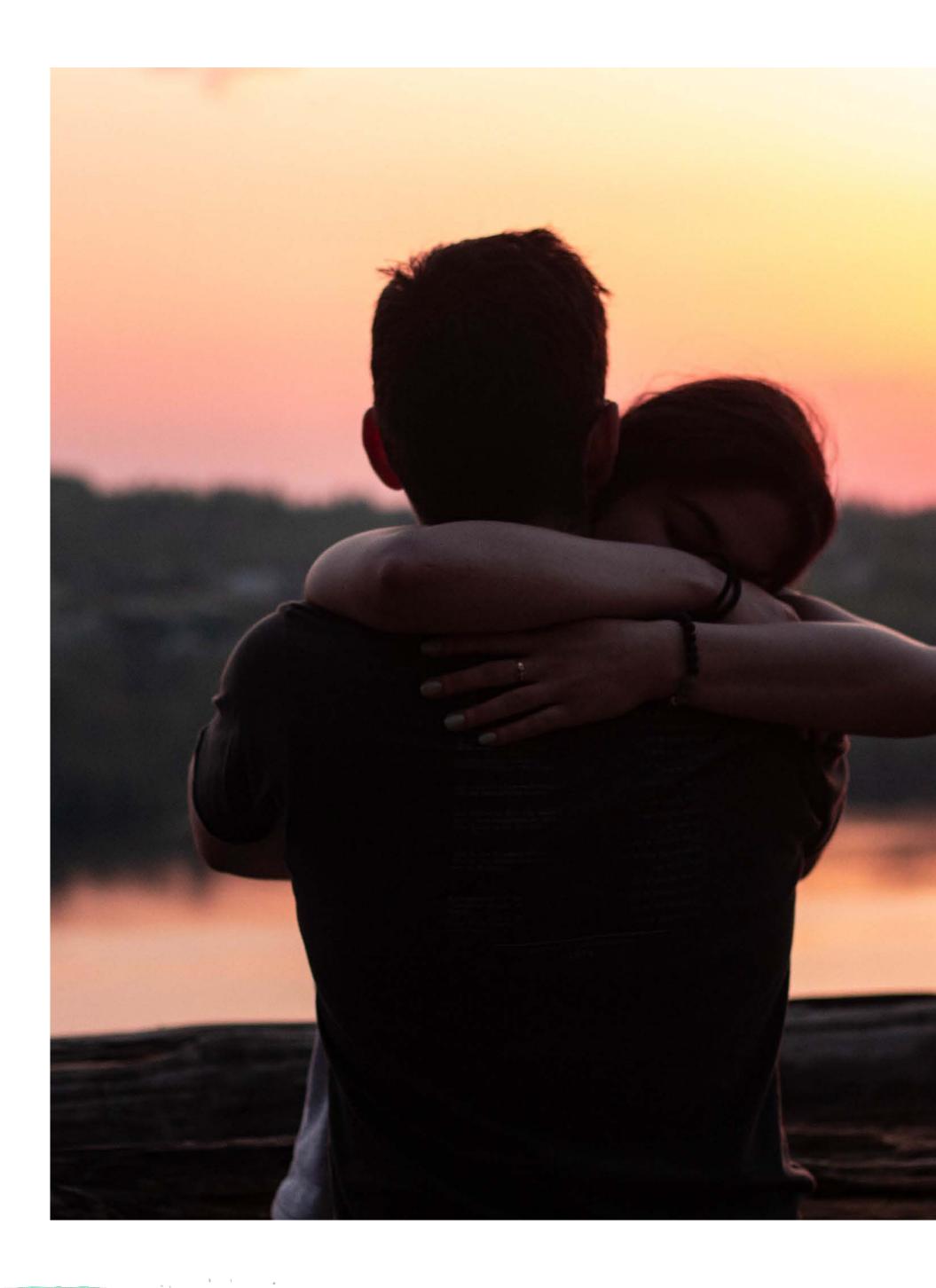


Additional Research Opportunities

Live On will greatly benefit from the findings gathered in these additional research opportunities:

- Create personas based on research and mini grant interviews
- Optimize mini grant creative through a mini survey or focus group with locals in that area
- Optimize statewide creative through a survey or focus groups







Thank you.

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