Live on.
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 long-lasting 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.
**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.
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
SECTION 1: EXECUTIVE SUMMARY

Delivery

Outdoor Impressions
706 Million

Digital Impressions
49 Million

TV Impressions
17 Million

Radio Impressions
15 Million
SECTION 1: EXECUTIVE SUMMARY

Milestones

2019
- OCT: RFP Sent Out
- NOV: RFP Proposals Received

2020
- JAN - APR: Contracting, Scope, Research, and Campaign Development
- APR: COVID

2021
- JAN: Nata and Diana’s Survivor Stories
- FEB: Protective factor landing pages and ads
- MAR: “Ask” billboards
- APR: Virtual town hall with First Lady Abby Cox and Wasatch County School District
- MAY: Mental Health Awareness Month
- JUN: Utah Pride Center mini grant displays

MAY
- Brand launch press event
- Website launch
- Social media channels launch

AUG
- UTA partner campaign

SEPT
- Suicide Prevention Month
- TV lifestyle segments
- This Is Suicide Prevention campaign launch
- Intermountain Healthcare $1.2 million donation press event

OCT
- First monthly stakeholder newsletter
- Spanish website translation
- Josie & Vanessa Survivor stories

NOV
- Fall Conference presentation
- Utah Suicide Prevention Coalition & Salt Lake Chamber of Business toolkit

DEC
- Campaign toolkit launch

JUN
- Utah Pride Center mini grant displays
- SEO & persona research presentation
- Peer Support Specialist Presentation
- Mini grant reports due
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**.
## SECTION 2: STATEWIDE CAMPAIGN

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SECTION 2: STATEWIDE CAMPAIGN

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.

<table>
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<tr>
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<th>Sessions</th>
<th>Bounce Rate</th>
<th>Users</th>
<th>% New Users</th>
<th>Sessions Per User</th>
<th>Avg. Session Duration</th>
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</table>
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.

### Table: Users, Pageviews, Unique Pageviews, Page per Session, Average Time on Page

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<thead>
<tr>
<th></th>
<th>Users</th>
<th>Pageviews</th>
<th>Unique Pageviews</th>
<th>Page per Session</th>
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<td><strong>32.2</strong></td>
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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.

SECTION 2: STATEWIDE CAMPAIGN

Statistically, temporary offsite storage is one of the most effective steps in suicide prevention.

A mentorship can change an individual, but every conversation could save a life.

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

Evan
Attempt Survivor

Taryn
Attempt Survivor
## Traditional Media: TV

### Broadcast

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<th>Vendor</th>
<th>Spots</th>
<th>Impressions</th>
<th>Bonus Spots</th>
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### Digital

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<th>AIM OTT Impressions</th>
<th>Podcast Impressions</th>
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### Total

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<td>2 The Place segments, 1 news segment</td>
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<td>2 News segments</td>
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## Section 2: Statewide Campaign

### Traditional Media: Radio

#### Broadcast

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#### Digital

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<th>OTT Impressions</th>
<th>AIM OTT Impressions</th>
<th>Podcast Impressions</th>
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"Hey Dad"  
"Brought you some donuts"  
"I saw your post"
## Traditional Media: Outdoor

### Broadcast

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<th>Bonus Spots</th>
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<th>OTT Impressions</th>
<th>AIM OTT Impressions</th>
<th>Podcast Impressions</th>
<th>Total Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reagan</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>YESCO</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Lamar</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
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</table>

### Overall

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Broadcast Impressions</th>
<th>Digital Impressions</th>
<th>Total Impressions</th>
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</thead>
<tbody>
<tr>
<td>Reagan</td>
<td>2,863,068</td>
<td>0</td>
<td>645,616,072</td>
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<tr>
<td>YESCO</td>
<td>40,204,530</td>
<td>0</td>
<td>60,338,836</td>
</tr>
<tr>
<td>Lamar</td>
<td>126,156</td>
<td>0</td>
<td>378,369</td>
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</table>

### Added Value

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Added Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reagan</td>
<td>645,616,072</td>
</tr>
<tr>
<td>YESCO</td>
<td>60,338,836</td>
</tr>
<tr>
<td>Lamar</td>
<td>378,369</td>
</tr>
</tbody>
</table>
“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 save a life is relevant, and most importantly, doable.
“This Is Suicide Prevention” Campaign (Continued)
An introduction to Live On—a statewide effort to bring Utahns together in support of their loved ones.
SECTION 2: STATEWIDE CAMPAIGN

Targeted Digital Ads & Landing Pages

FOSTERING CONNECTEDNESS

UTILIZING COPING SKILLS

FINDING SUPPORT

RECOGNIZING WARNING SIGNS

CONNECTING IS SUICIDE PREVENTION.

A FUNNY MOVIE IS SUICIDE PREVENTION

A HEALTHY MEAL IS SUICIDE PREVENTION

LEARN MORE COPING SKILLS AT LIVESAVEON.ORG

SEEK HELP WHEN YOU FEEL OVERWHELMED.

FIND SUPPORT IN YOUR COMMUNITY.

RECOGNIZE WARNING SIGNS OF SUICIDE ARE SUBTLE.

TOGETHER WE OVERCOME

Tools for Tough Times

Encouraging something new can lift your mood. Coping with depression can be hard, but you can reach out to friends, family, and trusted individuals for support.

Immediate Support

Coping Together

Visit a family member

Call the National Suicide Prevention Lifeline

1-800-273-TALK (1-800-273-8255)

Call 911 if you or someone you know is in immediate danger.

Need Help? Call the Lifeline

1-800-273-TALK (1-800-273-8255)

Look Out For Your Loved Ones.

We don’t always know when a loved one is struggling. Helping someone can save a life. Be alert for the warning signs of someone in crisis and know what to do.

Common Indicators to Look Out For

- Recent or unexplained weight loss
- Recent unexplained weight gain
- Mood swings
- Sudden change in eating or sleeping habits
- Withdrawal from social activities
- Talking about death or suicide
- Changes in behavior
-Changes in appearance

How to Get Help

Seeking help is never a sign of weakness. It’s a step towards getting better and staying safe.
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.
SECTION 2: STATEWIDE CAMPAIGN

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.
SECTION 2: STATEWIDE CAMPAIGN

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 its resources.

Tanner Mangum
16.2K Followers
Football, Outdoors, Family

Sarah Tyau
251K Followers
Sewing, Fashion, Environment

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

Stacey Harkey
52.1K 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.

Organic Social
Year over year comparison (2020-2021)

<table>
<thead>
<tr>
<th></th>
<th>FACEBOOK</th>
<th>INSTAGRAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions</td>
<td>+240.7%</td>
<td>+1,281.3%</td>
</tr>
<tr>
<td>Engagement</td>
<td>+72.7%</td>
<td>+412.2%</td>
</tr>
<tr>
<td>Post Link Clicks</td>
<td>+97.5%</td>
<td>+23.7%</td>
</tr>
<tr>
<td>Net Page Likes</td>
<td>+182%</td>
<td>+53.68%</td>
</tr>
</tbody>
</table>
SECTION 2: STATEWIDE CAMPAIGN

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.

<table>
<thead>
<tr>
<th>By Platform</th>
<th>Overall</th>
<th>Facebook</th>
<th>Google Ads</th>
<th>Snapchat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Impressions</td>
<td>48.2M</td>
<td>14.7M</td>
<td>26.7M</td>
<td>6.8M</td>
</tr>
<tr>
<td>Ad Views*</td>
<td>1.8M</td>
<td>1.2M</td>
<td>601.5K</td>
<td>65K</td>
</tr>
<tr>
<td>Ad Clicks</td>
<td>105K</td>
<td>15K</td>
<td>58.7K</td>
<td>31.2K</td>
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</tbody>
</table>

*Video View counts used in analysis:
Facebook: 15 Seconds
Google Ads (YouTube): 30 second or 11 seconds if ad is shorter
Snapchat: 15 Seconds
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.
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
SECTION 2: STATEWIDE CAMPAIGN

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

Top Three Most-Engaged-With Promoted Posts

[Images of promoted posts, with titles and descriptions]

Top Three Most-Engaged-With Promoted Photos

[Images of promoted photos, with titles and descriptions]

Top Three Most-Engaged-With Promoted Videos

[Images of promoted videos, with titles and descriptions]
**SECTION 2: STATEWIDE CAMPAIGN**

**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.

<table>
<thead>
<tr>
<th>By Ad/Post Promotion</th>
<th>Overall</th>
<th>HTML 5</th>
<th>Image</th>
<th>Video (YouTube)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Impressions</td>
<td>26.7M</td>
<td>8M</td>
<td>14.4M</td>
<td>4.3M</td>
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<tr>
<td>Ad Views</td>
<td>601.5K</td>
<td></td>
<td></td>
<td>601.5K</td>
</tr>
<tr>
<td>Ad Clicks</td>
<td>58.7K</td>
<td>25K</td>
<td>24.3K</td>
<td>6.4K</td>
</tr>
</tbody>
</table>

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*
SECTION 2: STATEWIDE CAMPAIGN

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

Top Three HTML 5 Ads, by Ad Clicks

- Learn more warning signs of suicide.
- Learn coping skills for suicide prevention.

Top Three Image Ads, by Ad Clicks

- SEEK HELP WHEN YOU FEEL OVERWHELMED.
- CONNECTING IS SUICIDE PREVENTION.

Top Three Videos, by Clicks

- Live On Utah: Learn More (3:17)
- Live On Utah: Learn More (0:31)
- Live On Utah: Learn More (1:01)
SECTION 2: STATEWIDE CAMPAIGN

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.

<table>
<thead>
<tr>
<th>By Ad/Post Promotion</th>
<th>Overall</th>
<th>Web Page</th>
<th>Snap Ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Impressions</td>
<td>6.8M</td>
<td>3.8M</td>
<td>3M</td>
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<tr>
<td>Ad Views</td>
<td>65.1K</td>
<td>52.1K</td>
<td>13K</td>
</tr>
<tr>
<td>Ad Clicks</td>
<td>31.2K</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Web View Ads

Video ads that are watched for at least 15 seconds

21.3K

A PICK-UP GAME IS SUICIDE PREVENTION

19.3K

A JAM SESSION IS SUICIDE PREVENTION

11.5K

A CATCH-UP IS SUICIDE PREVENTION
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.

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

### SECTION 2: STATEWIDE CAMPAIGN

<table>
<thead>
<tr>
<th>Asset</th>
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<th>June Delivered</th>
<th>Total May/June Delivery</th>
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<td>713 Paid Spots</td>
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<td>Bonus Messaging</td>
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<td>PSA</td>
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<td>240</td>
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<td>10</td>
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<td>KODJ, KAAZ, KJMY</td>
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<td>Homepage Takeover</td>
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<td>5</td>
<td>10</td>
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<td>Social Media Post</td>
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<td>5</td>
<td>11</td>
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<td>iHeart Streaming Imp.</td>
<td>175,898</td>
<td>101,191</td>
<td>277,089</td>
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<td>Weekly KNRS Segments</td>
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<td>6/3, 6/11, 6/14, 6/28</td>
<td>5</td>
</tr>
<tr>
<td>Feedback Show</td>
<td>Not in May</td>
<td>Audio File available upon request</td>
<td>1</td>
</tr>
<tr>
<td>Virtual Town Hall</td>
<td>May 12th</td>
<td>Not in June</td>
<td>1</td>
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<tr>
<td>TTWN</td>
<td>318</td>
<td>320</td>
<td>343</td>
</tr>
<tr>
<td>Rural Radio</td>
<td>103 Paid/ 123 AV Total 226 Spots</td>
<td>103 Paid/ 123 AV Total 226 Spots</td>
<td>206 Paid/ 246 AV Total 452</td>
</tr>
</tbody>
</table>
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
SECTION 2: STATEWIDE CAMPAIGN

Added Value Lifestyle Segments

**SEPT** Suicide Prevention Awareness Month

- **25**
  - Alyssa Mitchell
    (Summit County Health Department)
    *Fresh Living*
  - Javier Alegre
    (Latino Behavioral Health Services)
    *Good Things Utah*
  - Steve Eliason
    (Utah State Representative)
    *The Place*
  - Katie Perkins
    (Utah Pride Center)
    *Fresh Living*
  - Candace Madsen
    (Utah Suicide Prevention Coalition)
    *Studio 5*

- **28**
  - Allison Foust
    (DSAMH)
  - Josie Jesse & Samantha Tilton
    (Weber Human Services)
  - Clark Aposhian
    (Utah Shooting Sports Council)
  - Fox13 Town Hall
  - Tuesday

- **29**
  - Michael Staley
    (Office of the Medical Examiner)
    *Fox News*
  - Jessica Strong
    (Intermountain)
    *The Place*
  - Benée Larson
    (NAMI)
    *Fresh Living*
  - Cathy Davis
    (Utah Board of Education)
    *Studio 5*

**MAY** Mental Health Awareness Month

- **3**
  - Rachel Lucynski
    (Huntsman Mental Health Center)
    *Fresh Living*

- **12**
  - Jessica Strong
    (Intermountain)
    *The Place*

- **24**
  - Benée Larson
    (NAMI)
    *Fresh Living*

- **27**
  - Cathy Davis
    (Utah Board of Education)
    *Studio 5*
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.
SECTION 3: MINI GRANTS

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.
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 then 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 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.

First Lady Abby Cox, Wasatch County students hold town hall on suicide prevention

Find help from a mentor.

Find ways to connect at LiveOnUtah.org

Reach out anonymously on the SafeUT app.
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.

781,460
Total Local Viewership

$58,219
Total Local Market Publicity Value
SECTION 4: PUBLIC RELATIONS

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
$19,410 Total Local Market Publicity Value
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.

520,975 Total Local Viewership
$38,813 Total Local Market Publicity Value
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.
SECTION 4: PUBLIC RELATIONS

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

90% think the government should support suicide prevention

5% felt the issue was getting better than previous years

38% think suicide is not preventable

Rural respondents were more likely to feel suicide wasn’t preventable and have firearms in their homes

Loved Ones:

82% know someone who has talked about suicide

64% know someone who has attempted suicide

82% 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
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).

▸ **ABCD 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)
SECTION 6

Next Steps
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: middle-aged 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

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SECTION 6: NEXT STEPS

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
- Northeastern Counseling Center
- Weber Human Services

New
- Southeast Utah Health Department
- Southwest Behavioral Health
SECTION 6: NEXT STEPS

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.