

Suicide Prevention Media Training

Sponsored by
The Department of Health, Injury Prevention and Control Program
and The Queen's Medical Center

- Where:** Queen's Conference Center Auditorium (first floor)
When: Friday November 20, 2009 from 10:00am – 12:00noon
Cost: FREE! (Parking \$5.00)
Registration: Call Pua Kaninau 271-8582 or send email to preventsuicidehawaii.org@gmail.com to reserve your spot today. Space is limited, first come first serve.
Who should attend? Suicide Prevention Task Force Members; Print, T.V., and radio leaders; and other organizations with an interest in developing health enhancing media campaigns.

You are cordially invited to attend a FREE two-hour training on Suicide Prevention Media Campaigns by Dr. Daniel J. Reidenberg, Executive Director of SAVE (Suicide Awareness Voices of Education).

Description of the training:

Suicide prevention is not just important, it is necessary to save lives. One means of preventing suicide is through public awareness programs. Although rarely studied and evaluated, public awareness campaigns for suicide prevention are referred to in the National Strategy for Suicide Prevention as a primary objective. No organization has dedicated more time, resources or energy to public awareness of suicide than SAVE, which for almost 20 years has conducted national media campaigns of all types and had over 1 billion exposures across the country. Yet, there are numerous challenges that must be considered when developing a media program or working with the media to prevent contagion and/or unintended effects. In this presentation you will learn about the development, implementation and evaluation of such media campaigns for suicide prevention. Topics covered will include understanding the difference between social media and marketing from commercial media; the need for and value of a community needs and readiness assessment; developing key messages and target audience; selecting and working with various media channels and negotiation for space; how to evaluate the campaign and current research conducted in the field. Examples of various campaigns will be included as part of the presentation.

BIO for DANIEL J. REIDENBERG, PSY.D., FAPA, DAPA CRS, CMT

Dr. Dan Reidenberg is the Executive Director of SAVE (Suicide Awareness Voices of Education), a national non-profit agency working to prevent suicide and help suicide survivors and those suffering with brain illnesses. Dan graduated from the University of Minnesota in 1988 with a degree in Psychology and minor in Child Psychology. Dr. Reidenberg speaks nationally on suicide prevention issues, assisted with groundbreaking research on billboards and media related to suicide prevention and serves on various state suicide prevention task forces and committees. He has a particular interest working with the media and entertainment industry and is a member of the Entertainment Resource Professionals Association. He also recently convened a meeting of national experts to develop the new Media Recommendations for Reporting on Suicide. Dan has been interviewed by the television, radio and print media from around the world on various topics including: children, adolescents, mental and chemical health issues, suicide, parenting and child maltreatment issues, custody, and prostitution. In December, 2006 Dan was named one of the Ten Outstanding Young Minnesotans for his twenty years of volunteer service and work in the healthcare field and in January, 2007 he was awarded the B. Warren Hart Award for service to humanity.

