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“Know the Signs” is a California-based, statewide suicide prevention social marketing campaign. Its overall goal is to prepare more Californians to prevent suicide by encouraging them to know the warning signs, find the words to reach out to someone in crisis and reach out to local resources.

All campaign materials are available to county program partners for local use and customization. This guide includes an overview of available materials, detailed instructions about how to use and customize them and two discs containing copies of materials developed to-date. In addition, all campaign materials can be viewed, downloaded and customized by visiting the resource center on Your Voice Counts: www.yourvoicecounts.org. This online forum was designed to facilitate input on the development of campaign materials, information sharing and encourage dialog about suicide prevention.

The campaign is part of statewide efforts in California to prevent suicide, reduce stigma and discrimination related to mental illness and also to promote the mental health and wellness of students. The programs are funded by the Mental Health Services Act (Prop. 63) and administered by CalMHSA, an organization of county governments working to improve mental health outcomes for individuals, families and communities.
DESCRIPTION: This outreach tent card is the size of a business card when folded. It includes information about suicide warning signs and how to offer help to someone. It also refers individuals to the campaign website to learn more and find local resources. The card can be downloaded and printed as is or customized with your local organization’s name, crisis number and/or website.

INSTRUCTIONS: To print these tent cards, you will need to send the downloaded file to your local printer. To use the tent card “as is” download the print ready PDF file. Printing and folding instructions are labeled on the PDF and Design file. To customize the card, send the downloaded Adobe InDesign package called “TentCard_BusinessCard.zip” send to your printer and ask them to place your contact information in the pre-placed text boxes on the front and back side of the card (i.e.- crisis line or website). *Be sure to refer to the brand guide before adding any content.
DESCRIPTION: This poster lists key warning signs for suicide and encourages individuals to visit the campaign website (www.suicideispreventable.org) to learn more about the warning signs, how to offer help to someone they are concerned about and to find local resources. The National Suicide Prevention Lifeline is listed as a resource for individuals in immediate need of help.

The poster is available in two sizes: 11” x 17” is a traditional poster size, or 8.5” x 11” can be easily printed on a home or office printer. There are customizable versions in both sizes that allow you to place your own crisis line number or pertinent information for your county. There are also print-ready versions that can be sent directly to print if you do not wish to add information.
INSTRUCTIONS:

THERE ARE THREE WAYS TO USE THESE POSTERS. PLEASE DECIDE WHICH OPTION IS MOST RELEVANT TO YOU, AND FOLLOW THAT SET OF INSTRUCTIONS.

1. Print the poster as-is (no customization; National Lifeline information).

2. Customize your poster using Adobe Reader 11 (must be the most recent version; available for free download from www.adobe.com/products/reader.html).

3. Customize your poster using Acrobat Pro (this is recommended for the greatest creative customization capabilities).

If you are operating with software different from what is described above, please email help@yourvoicecounts.org for additional assistance.

1. To print your poster as-is:
   a. Download the desired poster size and accept the licensing agreement.
   b. Print full color on opaque white 40–100 lb. weight paper, either print in-house on your home or office printer, or provide the file to a local or online printing service.

2. To customize your poster using Adobe Reader:
   To use Adobe Reader, you will need the most recent version (11). This is a free program that can be downloaded from www.adobe.com/products/reader.html.
   a. Download the file and accept the licensing agreement. The file should download into your Adobe program.
   b. Use the two highlighted fields, preplaced in the PDF document and located at the bottom right-hand corner. Each line provides space for one line of copy. Click in the box and type your desired copy. Save your PDF. It is now ready to print.

3. To customize your poster using Adobe Acrobat Pro:
   a. Download the file and accept the licensing agreement. The file should download and open up in Adobe Acrobat Pro. (If it does not open automatically, choose “open with” and select Acrobat Pro, or open the file directly from within Acrobat Pro.)
   b. Use the two highlighted fields, preplaced in the PDF document and located at the bottom right-hand corner. Each line provides space for one line of copy. Click in the box and type your desired copy. If you wish to adjust the size of the font of the size or placement of the text boxes, follow the instructions in (c–f). If you want to add a logo or image, skip to instructions starting in (g). If you are finished with your poster, skip to (l).
   c. On your keyboard, select “Ctrl+Shift+7” (Command+Shift+7 on a Mac). This will open a “fields” box on the left side of your screen and highlight the customizable space.
   d. Double-click the first customizable box on the bottom right, and a “Text field properties” box should pop up in the center of your screen. Select the “Appearance” tab. In the “Text” portion, select your desired font size, text color and font style. The font should adhere to the campaign brand guidelines which are Helvetica Neue for a Mac or Arial for a PC. The recommended font point size is between 12 and 16 pts, and no smaller than 10 pts. Once you are finished setting your font preferences, select “Close.”
e. To adjust the size or placement of your text boxes, you can drag the blue boxes outlining the perimeter of the customizable area. There is one on each corner and one on each side. You can stretch or shrink the area as needed. To move the text box, click on the blue line and you can drag the box elsewhere on the page. Once your formatting has been adjusted, select “Ctrl+Shift+7” (Command+Shift+7 on a Mac) to exit.

f. Now you can click in the customizable space and add your lines of copy according to the size and font style that you selected previously. To add a logo or image, use the instructions starting in (g). If you are finished with your poster, skip to (l).

g. Save your PDF as a JPEG. To do this, select “File” in the top left, then select “Save as”. In the “Save as type:” box, open the drop-down menu and select “JPEG (*JPG or *JPEG)”. Then click “Save”.

h. Open a new Word document. If you downloaded the 11” x 17” customizable poster, you will need to select “Page Layout” then select 11” x 17” Tabloid from the “Size” drop-down menu.

i. Select “Insert” on the menu tab and select the picture icon to insert the JPEG you just saved. You will do this by locating where your image is saved, selecting the image and then clicking “Insert”, or by double-clicking on the image itself. Once inserted, select the image and click the “Picture Tools”, “Format” option (note that this option only appears when you have selected the image). Use the Crop tool to take off the borders of your image. Now you are ready to size your ad.

j. Select “Wrap Text” from the picture tools format tab in the “Arrange” section to select “Square” to move your image around the page. Once you have done that, you can adjust to the size of your Word document by dragging the corners or by selecting “Format” from the picture tools tab and clicking the lower right arrow by “Size”. Here you can type in your desired size (8.5” x 11” or 11” x 17”). You will also need to make sure that the “Lock aspect ratio” box in the Scale section of the Size menu has not been selected. Once your size has been set, click “OK”.

k. Your ad should now fit perfectly within your Word doc. If you would like to add a logo, click “Insert” again as instructed in step 3(i) and insert your logo. The recommended logo format is a JPEG. You can place it anywhere on the page and adjust as necessary.

l. Once you are finished, save your final document in your preferred format. It is recommended that you print as a PDF. The PDF file can be printed in-house or provided to your local printer. We recommend printing full color on opaque white 40–100 lb. weight paper.
DESCRIPTION: This four-panel, pocket-size brochure provides information about warning signs, how to find the words to offer support to someone and a link to the campaign website for national and local resources (www.suicideispreventable.org).

INSTRUCTIONS: Printing/Construction - There are two versions of this brochure; both are customizable. Use the standard brochure named “Customizable Brochure” to send to a printer. Make sure your printer is aware that this file contains crop marks and bleeds. Use the brochure named “In House Customizable Brochure” to print on your home or office printer.

To customize, use the highlighted field, preplaced in the PDF document and located on the white talk bubble, to add your local crisis number and/or website. (You can also send directly to print if you do not wish to add information. Once printed, you can add a stamp or sticker, if desired, to customize the brochure for your county.)

When printed flat, the brochure will be 17” wide by 5.5” tall. This brochure is a double gatefold, which means it folds into itself twice from the center (for information on fold: http://desktoppub.about.com/od/glossary/g/doublegatefold.htm). After folding, the brochure will measure 4.25” wide by 5.5” tall. We recommend printing full color, double sided, on opaque white 40–60 lb. weight paper. For best results, we recommend sending this piece to a printer; however, you can print from your home or office computer. You will need to print on a tabloid size sheet of paper (11” x 17”) and fold your paper in half so that your brochure is now two-sided. From here, you can proceed with the double gatefold as described.
DESCRIPTION: This print ad is aimed at “helpers” in the general public with a special emphasis on those in a position to recognize signs and offer support to a middle-aged white man such as a family member. The copy in the ad emphasizes that pain isn’t always obvious and even with friends and family around, someone experiencing emotional pain or suicidal thoughts can feel isolated.

INSTRUCTIONS: There are several print ads in various sizes. To send a final ad to the printer without customizing, please use the 7.85” x 10.5” ad, and notify the printer or publisher that this has an additional .125” bleed. To customize ads for a magazine, use the full page 8” x 10.5” or the half page 8” x 5.25”, and let your printer or publisher know that these include crop marks and bleeds. To customize ads for a newspaper, please use the 4.92” x 10” (3 column) or 10” x 21” (6 column) ads. These do not include crop marks or bleeds. The customizable ads for both magazine and newspaper are also available on www.yourvoicecounts.org in black and white.

To customize, you will need an Adobe Acrobat program (Acrobat Reader is free from: www.adobe.com/products/acrobat.html). To add your local crisis line or website, enter your text in the highlighted editable fields in the PDF. To add a logo, you will need Acrobat Pro. Using this program, you can save the document (with your updated text changes) as a Word document or JPEG. From here, you can insert your logo and save your final document. Talk to your printer or publisher for any resizing needs/options. To print this advertisement as is, you can delete the placeholder text and send the ad directly to the printer or publisher and ask them to disregard the customizable spaces.
PRINT AD: BEHIND CLOSED DOORS

**DESCRIPTION:** This print ad is aimed at “helpers” in the general public with a special emphasis of those in a position to recognize signs and offer support to a middle-aged white man such as a buddy.

**INSTRUCTIONS:** There are several print ads in various sizes. To customize ads for a magazine, use the full page 8” x 10.5” or the half page 8” x 5.25”, and let your printer or publisher know that these include crop marks and bleeds. To customize ads for a newspaper, please use the 4.92” x 10” (3 column) or 10” x 21” (6 column) ads. These do not include crop marks or bleeds. The customizable ads for both magazine and newspaper are also available on www.yourvoicecounts.org in black and white. If you are looking to send an ad directly to a printer without customizing, please refer to the BBQ ad located on page 11.

To customize, you will need an Adobe Acrobat program (Acrobat Reader is free from: www.adobe.com/products/acrobat.html). To add your local crisis line or website, enter your text in the highlighted editable fields in the PDF. To add a logo, you will need Acrobat Pro. Using this program, you can save the document (with your updated text changes) as a Word document or JPEG. From here, you can insert your logo and save your final document. Talk to your printer or publisher for any resizing needs/options. To print this advertisement as is, you can delete the placeholder text and send the ad directly to the printer or publisher and ask them to disregard the customizable spaces.
DESCRIPTION: These billboards are aimed at the general public.

INSTRUCTIONS: These files are ready to be sent to your local outdoor representative.
“FAMILY ROCK” :28 RADIO

**VO:** The family rock. He’s the one who keeps the family safe and is there to lean on. But every day, there are men with deep, hidden wounds who are thinking about suicide. Their pain isn’t always obvious. But it’s strong enough to crack any rock. Trust your instincts. Visit suicideispreventable.org to recognize the signs, find the words and reach out. You have the power to make a difference. The power to save a life.

**ANNCR:** Funded by the voter approved Mental Health Services Act. (Prop 63.)

“FAMILY ROCK” :45 RADIO

**VO:** The family rock. He’s more than a husband. More than a father. He’s the one who protects those around him. The one who keeps the family safe, and is there to lean on. But every day in California, there are men with deep, hidden wounds who are thinking about suicide. They aren’t indestructible, and need your help. Their pain isn’t always obvious, but it’s strong enough to crack any rock. Trust your instincts, and learn the signs. Visit suicideispreventable.org to recognize the signs, find the words and reach out. You have the power to make a difference. The power to save a life.

**ANNCR:** Funded by the voter approved Mental Health Services Act. (Prop 63)

**DESCRIPTION:** The radio spot is aimed at the general public with an emphasis on those concerned about a man in their life.

**INSTRUCTIONS:** Two different formats can be downloaded.

The 28-second radio spot has 2 seconds room at the end to customize or tag with a local resource or funding statement. E.g., “Brought to you by... or call the County Crisis Line at [phone number].” This is meant to run as a 30-second spot.

Alternatively, there is a 45-second radio spot with 15 seconds at the end to customize with your local crisis number or to insert an announcement about an upcoming training or event in your community (e.g., “And locally here in [County Name] don’t miss the [Walk/Event/Cause] on [Date] funded by [Organization or Cause]. If you or someone you know is in an emotional crisis call the County Crisis line at [phone number] or visit [website].”) This is meant to run as a 60-second spot. You can send these files directly to radio stations and they can help you make any adjustments to the end of the spot.
“SHARING” : TV

FRAME 1: Open on factory. Suddenly one worker makes a comment to the others

FRAME 2: Show men talking
   VO: Hey. I’m so empty inside, there’s nothing left

FRAME 3: Dad and teens taking groceries out of the car
   VO: You know, I think our family would be better off without me

FRAME 4: Pep Rally at High School

FRAME 5: Focus on one cheerleader
   VO: You know what? No one would care if I was gone. Forever.

FRAME 6: Show all three faces in one slide
   VO: If someone with suicidal thoughts could share this easily, they would.

FRAME 7: Know the Signs logo, CalMHSA and Prop63 logos beneath
   Pain isn’t always obvious.

FRAME 8: Show URL and faded screen of one factory worker comforting the other
   Learn the warning signs at suicideispreventable.org

DESCRIPTION: The 30-second TV spot is aimed at the general public with special emphasis on “helpers”—those who are in a position to recognize warning signs and offer support to a person they are concerned about. The spot features three segments: a factory worker, a father and a cheerleader, who all express their feelings.

INSTRUCTIONS: A preview of the spot is available on the English Toolkit Disc. Due to the large file size, please email help@yourvoicecounts.org if you would like to request a copy of this spot to be sent to your local stations.
DESCRIPTION: This poster lists key warning signs for suicide and encourages individuals to visit the campaign website (www.elsuicidioesprevenible.org) to learn more about the warning signs, how to offer help to someone they are concerned about and to find local resources. The National Suicide Prevention Lifeline is listed as a resource for individuals in immediate need of help.

INSTRUCTIONS: The poster is available in two sizes: 11” x 17” is a more traditional poster size, or 8.5” x 11” can be easily printed on a home or office printer. There are customizable versions in each size that allow you to place your own crisis line number or pertinent information for your county. There are also print-ready versions that can be sent directly to a printer if you do not wish to add information. Please see English section, page 7-9 of this Catalog for more detailed customization and printing instructions.
Para saber si alguien que usted conoce podría estar en riesgo visite:

www.suicidio-prevenible.org

Para saber si alguien que usted conoce podría estar en riesgo visite:

Financiado por los condados a través del Acta de Servicios de Salud

Mental, Proposición 63, aprobada por los votantes.

888.888.8888

ESPAÑOL: BROCHURE

RECONOZCA LAS SEÑALES

Las señales de advertencia del dolor emocional o de los problemas de salud mental no siempre son obvias. El saber reconocer las señales en sus amigos, familiares, vecinos y compañeros de trabajo que están en peligro, y saber qué hacer es esencial, para evitar una tragedia. Este folleto de información está orientado a la comunidad en español.

www.suicidio-prevenible.org

¿Estás pensando en el suicidio?

Hablar sobre el suicidio no es fácil para nuestras familias. Pero, entender que no estarás solo y que hay ayuda disponible es el primer paso para poder ayudar a alguien que esté considerando el suicidio o que esté en peligro. A diario en California, nuestros hijos, familiares, amigos, y compañeros de trabajo luchan con el dolor emocional. Y para muchas es muy difícil hacer frente a estos momentos de advertencia y sentimientos suicidas. Si alguien que usted conoce está en riesgo, no lo dude. Visite www.suicidio-prevenible.org para aprender cómo iniciar la conversación.

www.suicidio-prevenible.org

SEÑALES DE ADVERTENCIA

- Cambio de su estado de ánimo o de humor
- Cambio en su apariencia, apariencia física o su vestimenta
- Cambio en su comportamiento
- Cambio en su comportamiento o actividad
- Cambio en su actitud
- Cambio en su comportamiento
- Cambio en su vida

- Cambio en su comportamiento
- Cambio en su comportamiento
- Cambio en su comportamiento
- Cambio en su comportamiento
- Cambio en su comportamiento
- Cambio en su comportamiento

¿Estás pensando en el suicidio?

ESCUCHE Y DIALOGUE

BUSQUE AYUDA

RASGOS AYUDA

En un momento de crisis

Si usted cree que el problema puede ser autolítico, no lo dude. Llame a 988 para emergencias que amenacen la vida o para ayuda inmediata. Mantenga a la persona a la que quiere hacer el despertar, lean, se acerque a la persona.

EscuchE Y DIALOGUE

¿Estás pensando en el suicidio?

www.suicidio-prevenible.org

En un momento de crisis

Si usted cree que el problema puede ser autolítico, no lo dude. Llame a 988 para emergencias que amenacen la vida o para ayuda inmediata. Mantenga a la persona a la que quiere hacer el despertar, lean, se acerque a la persona.

FUNCTIONALITY: This informational brochure is intended to educate the public on the warning signs of suicide.

INSTRUCTIONS: Printing/Construction – There are two versions of this brochure; both are customizable. Use the standard brochure named “Customizable Brochure” to send to a printer. Make sure your printer is aware that this file contains crop marks and bleeds. Use the brochure named “In House Customizable Brochure” to print on your home or office printer. Please see English section, page 10 of this Catalog for more detailed customization and printing instructions.
DESCRIPTION: This print ad is aimed at Latino parents with a special emphasis on those in a position to recognize signs and offer support to a young Latina. The ad alerts them to the possibility that their daughter could be thinking about suicide and to take warning signs seriously. The copy acknowledges that it’s hard to know what your children are feeling and that discussing suicide can be difficult, and it emphasizes that failure to act could result in a lifetime of regret. Readers are encouraged to visit www.elsuicidoesprevenible.org for more information.

INSTRUCTIONS: There are several print ads in various sizes. To send a final ad to the printer without customizing, please use the 7.85” x 10.5” ad, and notify the printer or publisher that this has an additional .125” bleed. To customize ads for a magazine, use the full page 8” x 10.5” or the half page 8” x 5.25”, and let your printer or publisher know that these include crop marks and bleeds. To customize ads for a newspaper, please use the 4.92” x 10” (3 column) or 10” x 21” (6 column) ads. These do not include crop marks or bleeds. The customizable ads for both magazine and newspaper are also available on www.yourvoicecounts.org in black and white.

To customize, you will need an Adobe Acrobat program (Acrobat Reader is free from: www.adobe.com/products/acrobat.html). To add your local crisis line or website, enter your text in the highlighted editable fields in the PDF. To add a logo, you will need Acrobat Pro. Using this program, you can save the document (with your updated text changes) as a Word document or JPEG. From here, you can insert your logo and save your final document. Talk to your printer or publisher for any resizing needs/options. To print this advertisement as is, you can delete the placeholder text and send the ad directly to the printer or publisher and ask them to disregard the customizable spaces.
DESCRIPTION: These billboards are aimed at the Latino general public.

INSTRUCTIONS: This file is ready to send to your local outdoor representative.
“Qué harías si supieras” :28 RADIO

SFX: Music under

Muchacha joven: (con la voz quebrantada por la emoción)

¿Qué harías si supieras que ya no quiero vivir?...

VO: Nadie quiere pensar que una persona joven pueda querer suicidarse. Aunque para muchos es muy difícil hablar de este tema, lo bueno es que el suicidio se puede prevenir. Si aprendemos a reconocer las señales de advertencia y qué hacer, podemos salvar una vida. Visite www.ElSuicidioEsPrevenible.org.

Financiado por los condados a través del Acta de Servicios de Salud Mental, Proposición 63, aprobada por los votantes.

TRANSLATION

SFX: Music under

Young woman: (with an emotional voice)

What would you do if you knew that I no longer want to live?...

VO: Nobody wants to think that a young person could want to commit suicide. Although for many it’s very difficult to talk about this subject, the good thing is that suicide can be prevented. If we learn to recognize the warning signs and what to do, we can save a life. Visit www.suicide is preventable.org. Funded by Counties through the voter approved Mental Health Services Act (Proposition 63)

DESCRIPTION: The 30-second radio spot is aimed at Latino parents. The spot alerts them to the possibility that their daughter or son could be thinking about suicide and to take warning signs seriously. It acknowledges that talking about suicide can be difficult and reminds parents that suicide is preventable. Viewers are encouraged to visit www.elsuicidioesprevenible.org to learn to recognize the signs and what to do when a teenage son or daughter is considering suicide.

INSTRUCTIONS: This 30-second spot is ready to be trafficked to your local radio station.
The 30-second TV spot is aimed at Latino parents. The spot alerts them to the possibility that their daughter or son could be thinking about suicide and to take warning signs seriously. It acknowledges that it can be hard for parents to know what their teenage children are feeling, and that learning to recognize the signs of suicide and knowing what to do can help parents to help their children. It further emphasizes that failure to act could result in a lifetime of regret while acting proactively can result in saving their child’s life. Viewers are encouraged to visit www.elsuicidioesprevenible.org to learn to recognize the signs and what to do when a teenage son or daughter is considering suicide.

**INSTRUCTIONS:** A preview of the spot is available on the Spanish Toolkit Disc. Due to the large file size, please email help@yourvoicecounts.org if you would like to request a copy of this spot to be sent to your local stations.
ADDITIONAL MATERIALS
**DESCRIPTION:** The “Know the Signs” brand guide provides an overview of how to use and customize the different elements of the “Know the Signs” campaign materials, specifically the logo, the color spectrum and fonts.

English and Spanish campaign logos (color and black and white “BW”) as well as the CalMHSA and Prop. 63 logos have been provided in various design and standard file types as labeled (JPEG, PDF, PNG, EPS, AI).

**INSTRUCTIONS:** Use the brand guide as a reference when creating or implementing any “Know the Signs” campaign pieces.
DESCRIPTION: The office suite includes templates for a letterhead, flyer, and PowerPoint, as well as an email signature.

Additionally available on the Your Voice Counts resource center are data and reports, county needs assessments, media outreach materials, web banners, webinar recordings and the website introduction video.
suicide is preventable.org