

Pain Isn't Always Obvious



Suicide Is Preventable



Online Advertisement to Reach Helpers of LGBTQ Youth At Risk of Suicide

In partnership with the Trevor Project, the Know the Signs campaign developed an interactive online ad. The ad is designed as a micro website and features an introductory film aimed at helpers of LGBTQ youth at risk of suicide. Viewers then have the option to interact with the ad by viewing additional films developed by the Trevor Project, visiting the Know the Signs website or connecting with phone and chat support offered by the Trevor Project.

The Collaborative Workgroup Process

A statewide workgroup guided the development of the ad, in particular, the script and “look and feel” for the introductory film. Organizations and program partners included the Trevor Project, the Los Angeles County Department of Public Health Injury & Violence Prevention Program, San Francisco Suicide Prevention, Victor Community Support Services, the California Network of Mental Health Clients, Calaveras County Behavioral Health Services, Mental Health America of Northern California, Orange County Behavioral Health Agency and Citizen Paine.

Available Materials

For information about using the online ad please contact: sherry@civilian.com.



The Know the Signs campaign is part of statewide efforts funded by counties through the Mental Health Services Act, formerly known as Prop 63. For more information visit www.suicideispreventable.org.

For more information
please contact sherry@civilian.com

EACH MIND
MATTERS
California's Mental Health Movement

