Cultural Adaptations of Suicide Prevention Outreach Materials

Following a collaborative community input process, the Know the Signs suicide prevention campaign developed cultural adaptations of suicide prevention outreach materials to reach helpers in eight Asian and Pacific Islander (API) communities throughout California, including the following: Cambodian (Khmer), Chinese (Traditional), Filipino (Tagalog), Hmong, Korean, Lao, Vietnamese and API youth.

All campaign materials can be viewed, customized and downloaded in the Resource Center on Your Voice Counts (www.yourvoicecounts.org)—an online suicide prevention forum designed to facilitate a dialog about suicide prevention in California and to engage stakeholders in the development and distribution of the **Know the Signs** campaign materials. The **Know the Signs** campaign is part of statewide efforts funded by counties through the Mental Health Services Act, formerly known as Prop 63.

Download materials in the Resource Center at www.YourVoiceCounts.org

The Collaborative Workgroup Process

A workgroup was developed for each cultural group and members were recruited in several ways. Ethnic service managers, CalMHSA program partners and county liaisons were asked to refer community members representing or engaged in outreach to the particular population of focus. In addition, organizations serving the cultural group were contacted directly and provided with a workgroup recruitment flyer. Workgroup members guided the development of the materials through their collaboration and participation in webinars, phone calls and online discussions. Discussions varied by workgroup, but generally included the following topics:

- How the topic of suicide is discussed (or not)
- Who is at risk for suicide and who are the most appropriate helpers in a position to recognize warning signs and offer support
- Existing suicide prevention materials
- Strategies to reach the identified helper

Language Adaptation

For each cultural group, an individual or organization representing the cultural group was contracted to provide the language adaptation based on the content from existing **Know the Signs** campaign materials. They were asked to use the existing English brochure as a guide to adapt the information to be both culturally relevant and linguistically appropriate, without translating the information directly. The language adaptation was then further reviewed by workgroup members and additional community members.

Design

For each cultural group, an organization in a county with high population numbers of the particular group was contracted to oversee the development process for the language adaptation, the design, focus group testing and to distribute materials locally in their county. The creative process was aided by research into colors, cultural icons and symbols, existing materials and advertisements, and by observing people representing these communities. All designs were reviewed by community members or focus group tested.

For more information or to receive materials please contact eunice@yoursocialmarketer.com

EACH MIND
MATTERS
California's Mental Health Movement

CalMHSA

Cultural Adaptation in Lao

Community Partners

Three members participated in the workgroup representing the counties of San Francisco and Sacramento. The campaign team contracted with Vinya Sysamouth, workgroup member and Executive Director of the Center for Lao Studies (CLS) in San Francisco, to take the lead on the language adaptation for the materials and to facilitate a focus group. As part of the partnership with CLS, the local implementation will consist of outreach and coordinating distribution efforts in San Francisco County and the Bay Area to temples, community-based organizations and during community events.

Available Materials

- Posters (8.5" x 11" and 11" x 17") in Lao

- Bilingual brochure (English/Lao)

For more information or to receive materials please contact eunice@yoursocialmarketer.com

www.laostudies.org