



Client:

Stop Soldier Suicide

Problem:

The problem is the systems that are in place aren't working. Getting help isn't as easy as it should be, and trying to navigate a complicated maze of organizations and resources can be overwhelming when you are in crisis.

Audience:

The targeted audience for this campaign are the veterans that are suffering and need help (PTSD, Depression, recently separated from the service, homeless, lost their job etc.), adults that are very supportive of the military or have relatives or knew people that are in the military that needs help or wants to help.

Objective:

The goal for this campaign is to help reduce the suicide among the veterans by encouraging some of the veterans to step up and reach out for help no matter what it is before they become at risk. An encouraging people to reach out to see how they can help with the cause. As well as raise awareness and create conversation about the problems that are currently wrong with the systems that we have in place now. And finally encouraging them same people to reach out to see how they can help with the cause.

Competitors:

Suicide Prevention Life Line Save
American Foundation for Suicide Prevention
Veterans Crisis Line
National Institute of Mental Health

Mandatory

QR code to website
Logo
Phone number
Website Address

Call to action

To get the veterans to go to the website to get help or to get people to go to the site and get involved and help out.

Projection hours

Budget (25 gour)

Research: 5 hrs
Creative Brief: 5 hrs
Conceptualization: 20 hrs
Sketching: 20 hrs
Digital Drafting: 30 hrs
Digital Refinements: 35 hr

Total hrs: 140 hI

Deliverables

One poster: 11"x 17"
A series of three, magazine advertisement.
The landing page of a web site with a call to action
public transportation application ie: a full bus wrap
One item of choice

Research

Veterans suicide exceeded 6000 for each year from 2008 to 2017.

Suicide per day rose from 86.6 in 2005 to 124.4 in 2017 these numbers include 15.9 veterans per day 2005 16.8 in 2017.

In 2017 the suicide rate was 1.5 times the rate for non-veterans after adjusting for population differences in the age and sex

Firearms were method of suicide 70.7%, 43.2% female veterans.

20 suicides deaths per day if you combine Veterans current members, and former national guard, and reserve members.

Suicidal veterans- isolation has been shown to be a risk factor sleep disorders, traumatic brain injury, pain diagnosis, mental health, stress, homelessness,

2005-2017 increased 14.7 suicides deaths per 100,000 to 18.0 per 100,000

2005-2017 the age and sex adjusted rate 25.7 per 100,000 27.7 per 100,000

58.7 had a diagnosed mental health disorder in 2016 to 2017

Veterans ages 18-34 had the highest suicide rate in 2017

suicide rates for veterans 18-34 increased by 76% from 2005 to 2017

2017 women suicides was 16.8 per 100,000

2016-2017 suicide rate among never federal active national guards members increased from 27.7 per 100,000 to 32.3 per

919 suicide among reserved member and national guards 2.5 per day

majority of veterans do not use VHA services, the majority of veteran suicides occur among vets who have not received VHA

27% who completed VOA survey reported that they wish they were dead, 15% reported thoughts of killing them selves.

8% reported thoughts or intent in three months prior to engaging in mental health service.

three months later veterans reported decreased veterans reported decreased suicidal ideation and behavior no reaching every vet

Signs

makes jokes about suicide

seems calmer and happier

Plan for how to attempt suicide talks, drawing, writing about death

engaging in risky behavior not thinking

uncontrolled anger or revenge, death wish

Giving away prized possessions

access to firearms pills or other means

Things that could help

set reasonable goals

cut back on obligations if you're overworked

spend time with people friends and family or whoever

so you don't feel isolated

sleep and exercise

slow down

Prevention strategies

First universal strategies aim to reach all vets public awareness and educational campaigns

Second selective strategies are designed for veteran subgroups that maybe at risk for suicidal behavior (women veterans, veterans with substance use challenges veterans recently separated from the service

third indicate strategies include referral to the veterans Crisisline and clinical review and outreach for those veterans in the highest tier of predicted statistical risk, reach vet programs

**SUICIDE PREVENTION
RECOGNIZE THE SIGNS:**

- Talking about wanting to die or to kill themselves.
- Looking for a way to kill themselves, such as searching online or buying a gun.
- Talking about feeling hopeless or having no reason to live.
- Talking about feeling trapped or in unbearable pain.
- Talking about being a burden to others.
- Behaving recklessly.

There may be other indicators. If you have any doubt, don't hesitate to call the U of M Counseling Center: **(901) 678-2068**

ONLY YOU CAN STOP THE STIGMA
SEE THE SIGNS MAKE A DIFFERENCE

JUST ASK

by asking, you can
#savealife
#preventsuicide

Poster **Social Media**

Pocket Card

Posters up around school - 4/24
Social Media Posts start - 4/24
Pocket Card distributed w/ training - 5/1

Shoulder to Shoulder

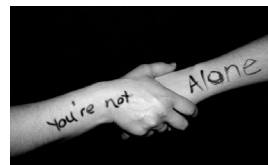
NO SOLDIER STANDS ALONE

Prevent suicide. Be willing to help.

It is your responsibility to stand by your fellow Soldier.

Talk to your Chaplain or Behavioral Health Professional or call Military OneSource 1-800-342-9647

USACHPDM
www.militaryonesource.com



#NOTWEAK

THE HEAVIEST LIFT YOU MAKE TODAY COULD BE YOUR PHONE.

CALL 24/7 TALK TO A TROOP MET WHO UNDERSTANDS. COMPLETELY CONFIDENTIAL.

1-800-273-TALK (8255)



FIND WHAT
Stay
YOU WERE MADE FOR.

WORTH LIVING FOR



A SAMARITAN HELPED ME TAKE CONTROL OF MY LIFE

Whatever you've done. Whatever life's done to you. Call Samaritans. No pressure. No judgement. We're here for you. Any time.

08457 90 90 90*
www.samaritans.org

SAMARITANS

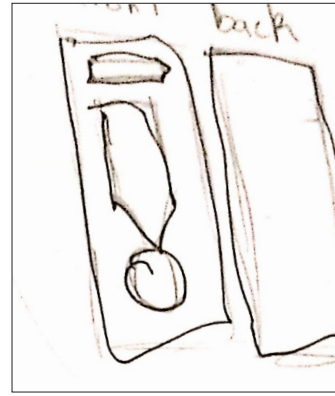
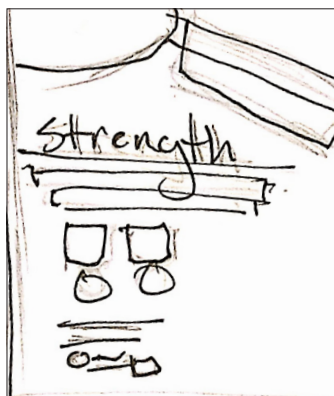
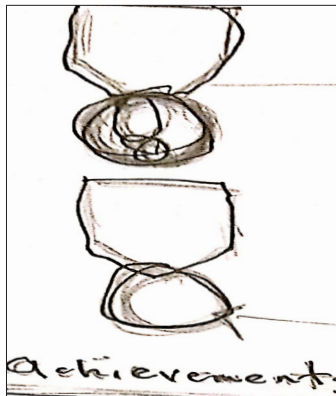
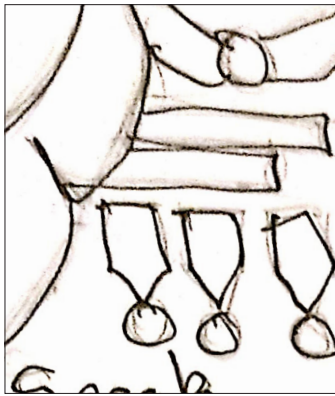
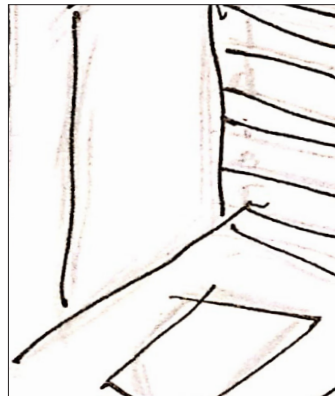
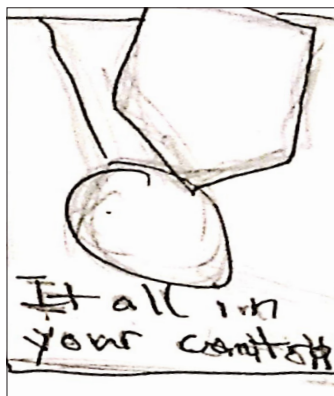
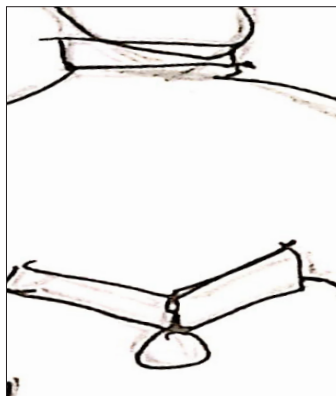
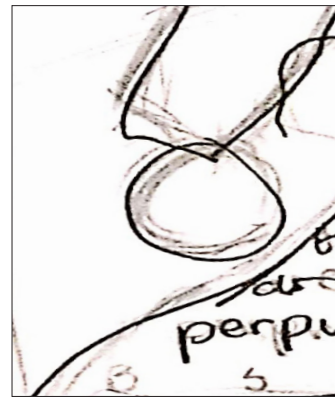
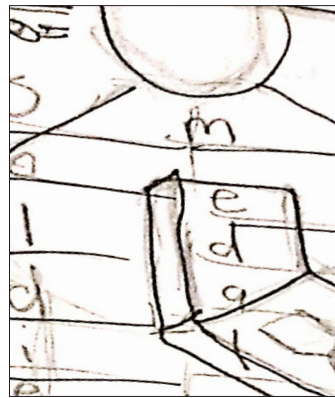
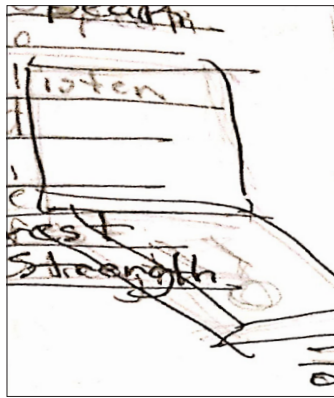
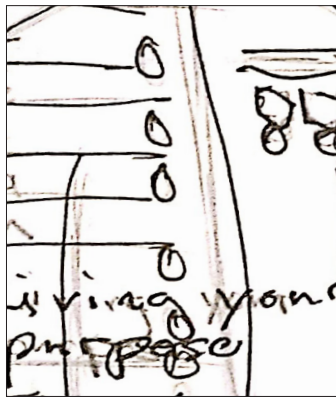
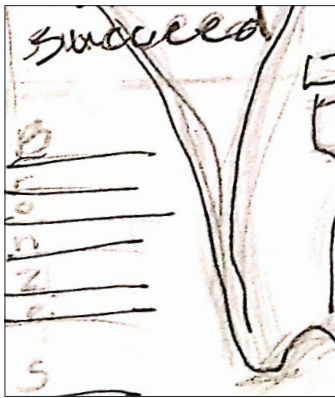
In partnership with **Network Rail**



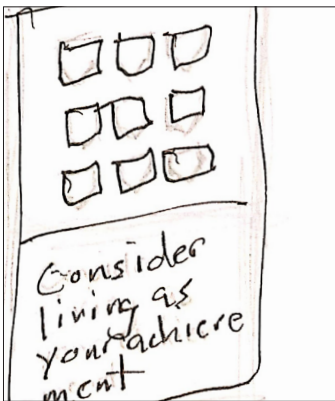
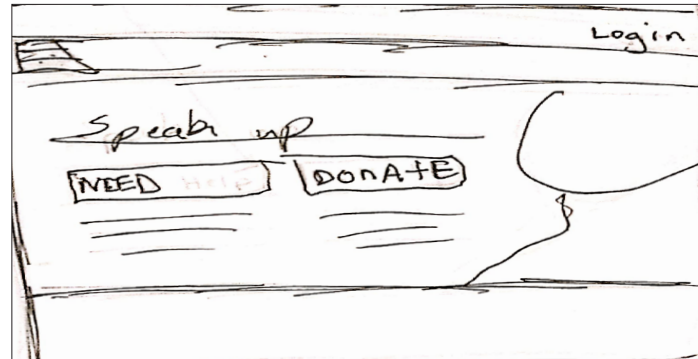
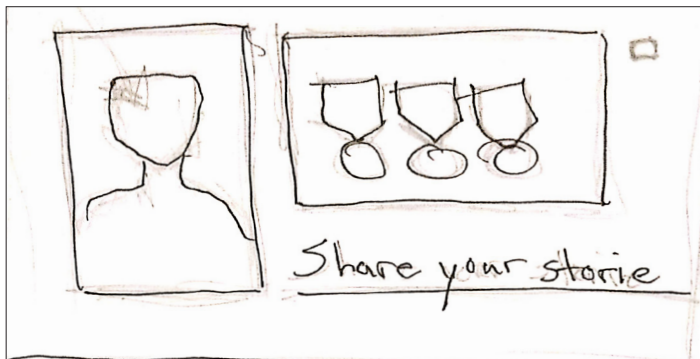
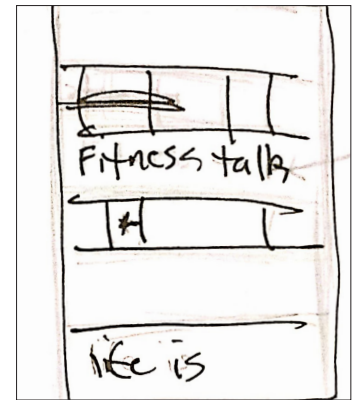
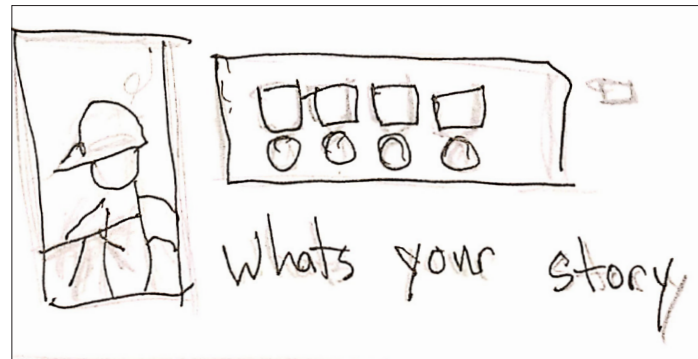
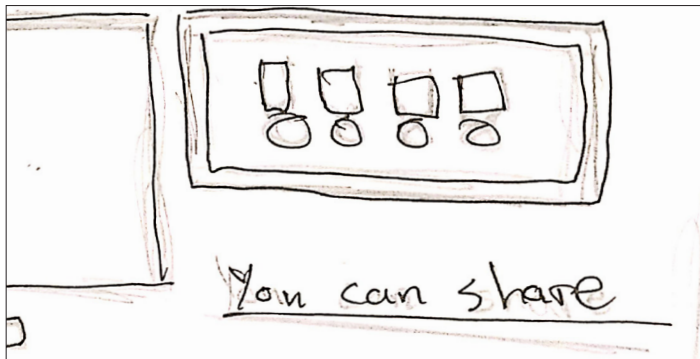
Word Map



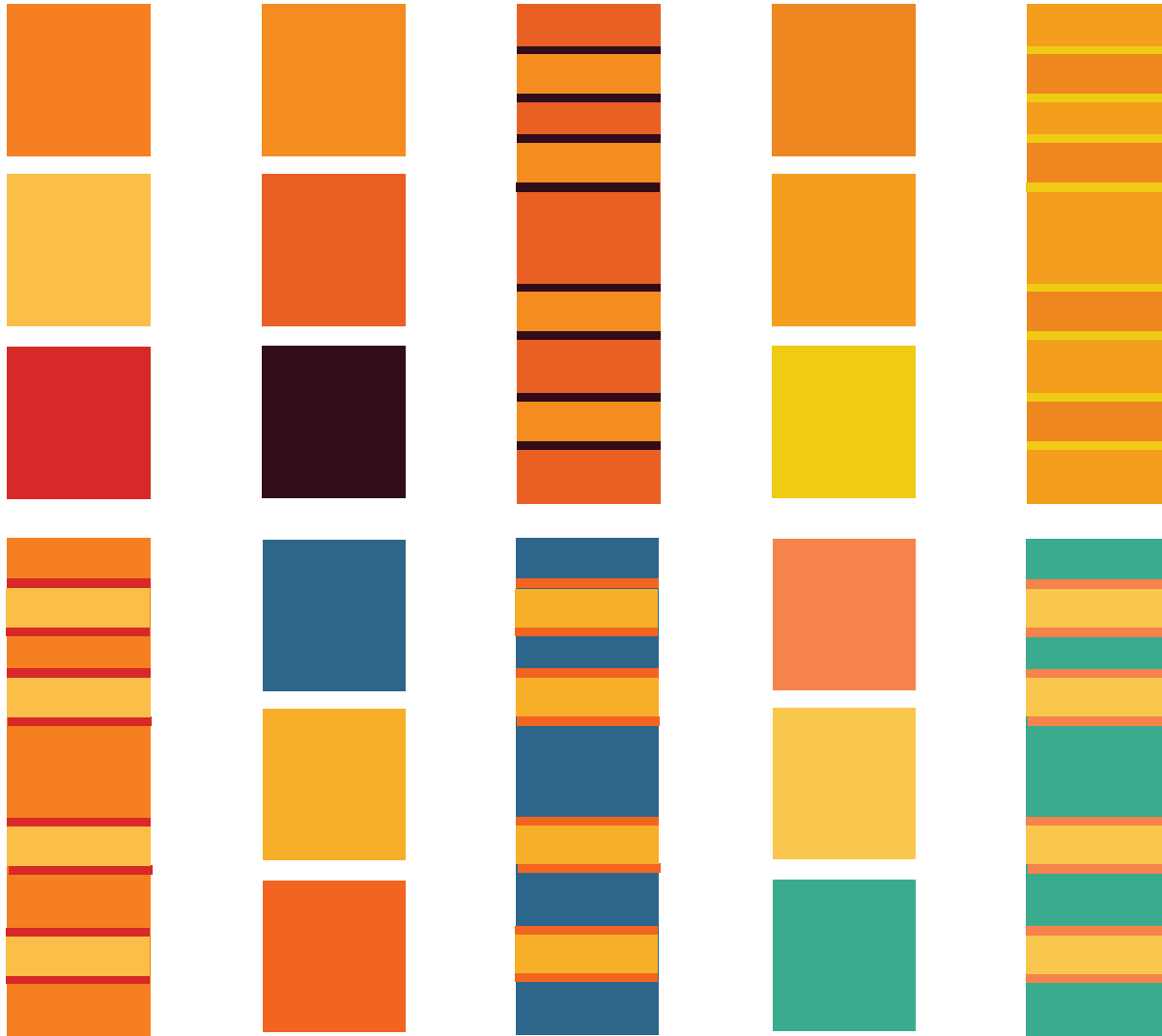
Sketches



Sketches

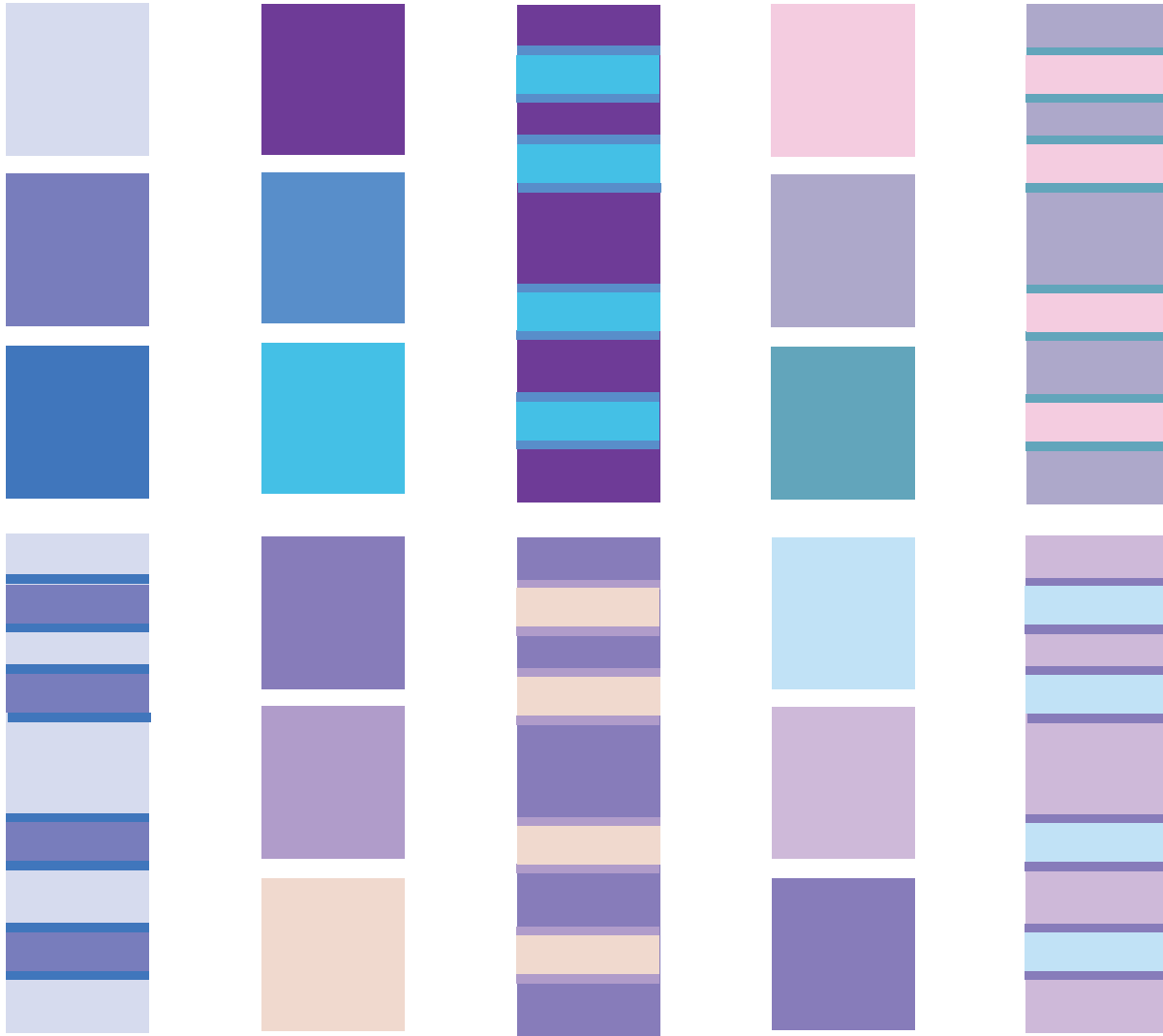






Color scheme

Furure



Lucida Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Century Gothic

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

Candara

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Cooper Black

**Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz**

Centaur

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz

Britannic

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz**

Bodoni MT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Centaur

**Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss TtUu Vv Ww Xx
Yy Zz**

COPPER

AA BB CC DD EE FF GG HH
II JJ KK LL MM NN OO PP
QQ RR SS TT UU VV WW XX
YY ZZ

The Battle Countinues

The wars not over

Behind the uniform

More then a weapon

Behind the soldire

More then a soldier

Consider it an
achievement
life is a prize

lets conguer life to-
gether

lets target the prob-
lem

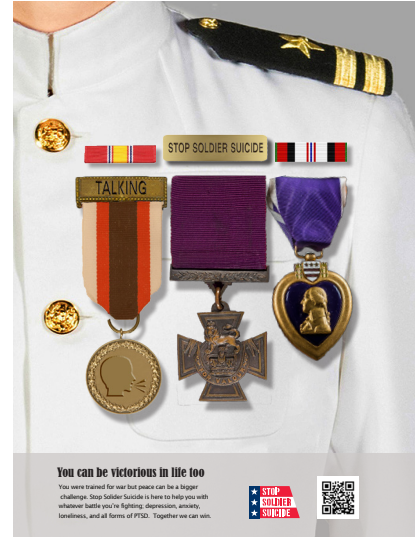
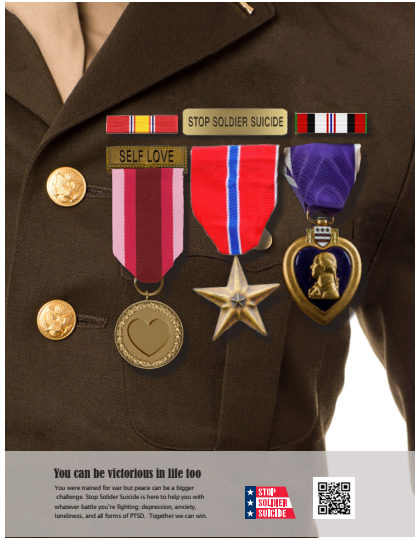
Whats your victory

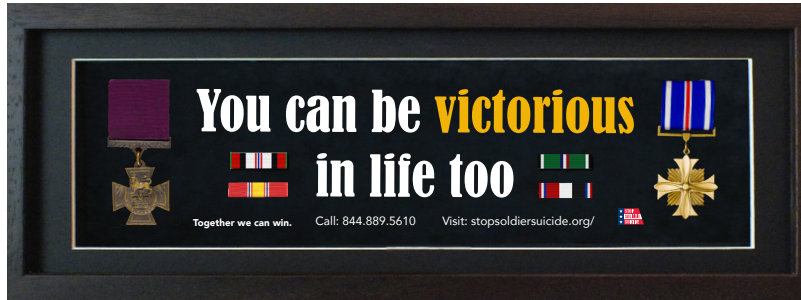
Dont withdrawal tell
us your victory

Dont retreatyou can
be victorious

living is the prize of
victory

You can be victorious





**You can be victorious
in life too**

Call: 844.889.5610
Website: stopsoldiersuicide.org

f facebook.com/stopsoldiersuicide/
@ linkedin.com/company/stopsoldiersuicide/
in instagram.com/stopsoldiersuicide/

**STOP
SOLDIER
SUICIDE**

**You can be victorious
in life too**

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**STOP
SOLDIER
SUICIDE**

SELF-LOVE

The most important thing you can do for yourself is to take care of your mental health. If you're struggling, reach out for help. There's nothing wrong with asking for help.

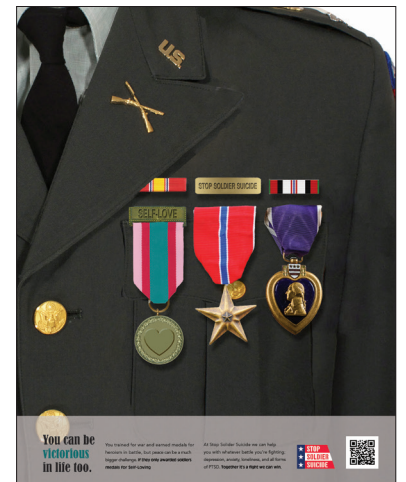
TALKING

The most important thing you can do for yourself is to talk to someone. If you're struggling, reach out for help. There's nothing wrong with asking for help.

FUTURE

The most important thing you can do for yourself is to plan for the future. If you're struggling, reach out for help. There's nothing wrong with asking for help.

**STOP
SOLDIER
SUICIDE**







You were trained for war but peace can be a bigger challenge. *Stop Soldier Suicide* is here to help you with whatever battle you're fighting; depression, anxiety, loneliness, and all forms of PTSD.

TALKING

Training is all about doing, not talking. you dont think, you just do. So now you need to talk about what you had to do. It's hard, but the future starts with a conversation

Call us at: **844.889.5610**
Or visit us on-line: stopsoldiersuicide.org

Together we can win



You were trained for war but peace can be a bigger challenge. *Stop Soldier Suicide* is here to help you with whatever battle you're fighting; depression, anxiety, loneliness, and all forms of PTSD.

SELF-LOVE

You love your country, you love your team and your family. But the real challenge, the one that is the toughest, is loving yourself

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Together we can win

