

TALKING PAPER

ON

SUICIDE PREVENTION PUBLIC SERVICE ANNOUNCEMENTS MARKETING PLAN

- AF/CVA
 - AF/CVA memo to MAJCOM/CVs endorsing use of Suicide Prevention (SP) Public Service Announcements (PSAs)
 - Endorsement memo accompanied by Guidelines for Using SP PSAs and a SP PSAs Marketing Plan
- AF Community Action Information Board (CAIB) Executive Director and AF IDS Chair
 - Memo to MAJCOM CAIB Executive Directors and IDS chairs
 - IDS representatives instructed to return to their respective helping agencies and educate them about SP PSAs and their possible generation of customers
 - When PSAs are presented by AF leaders, encourage them to have a member of the Integrated Delivery System (IDS) present to answer questions and to discuss local helping services
- Media
 - PSAs will be promoted internally and externally through various means to the AF audience and key civilian audiences
 - Print media
 - SG public affairs will produce a news article on the PSAs for AF Print News that will be distributed via AF LINK
 - As a result of being posted on AF LINK, this article will be available for individual installations to publish locally, and since numerous trade and other civilian news

agencies monitor AF LINK closely, it is fairly routine for interest to ensue from Air Force Times, Stars and Stripes, and others

-- Television

--- If the PSAs are broadcast on TV, only the Warning Signs and Suicide Situation scenarios should be exhibited since the outcome for both was the saving of a life

--- If the PSAs are shown on TV, the stations will be encouraged to either have a banner across the bottom describing local helping services or to follow the PSA with a brief segment from base leadership or the IDS telling people about local helping services

--- SG public affairs will work with AF Television News to arrange an interview with Lt Col Campise regarding PSAs

---- This interview will be made available to the public on AF LINK and it will also be made available to the Pentagon News Channel

-- AF Radio

--- AF Radio News interview with Lt Col Campise regarding PSAs will be made available to the public via AF LINK

-- Commanders Call, First Term Airmen Centers, Town Hall Meetings

--- PSAs are ideal for forums where the CC or a senior enlisted member shows a PSA, leads a brief discussion, and closes with a member of the IDS discussing local helping services

- Summary

-- Use multiple channels to share SP PSAs to include MAJCOM/CVs, MAJCOM and installation CAIB Executive Directors and IDS chairs, TV, radio, and print always including information on local helping services