

Direct to Youth: Evidenced-based Suicide Prevention and the Burgeoning Role of Technology

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Something to Think About...

Where, when, how did you learn about these things?

**Drinking /
Alcohol**

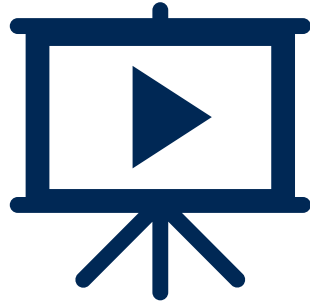
**Substance
Misuse**

“Sex Ed”

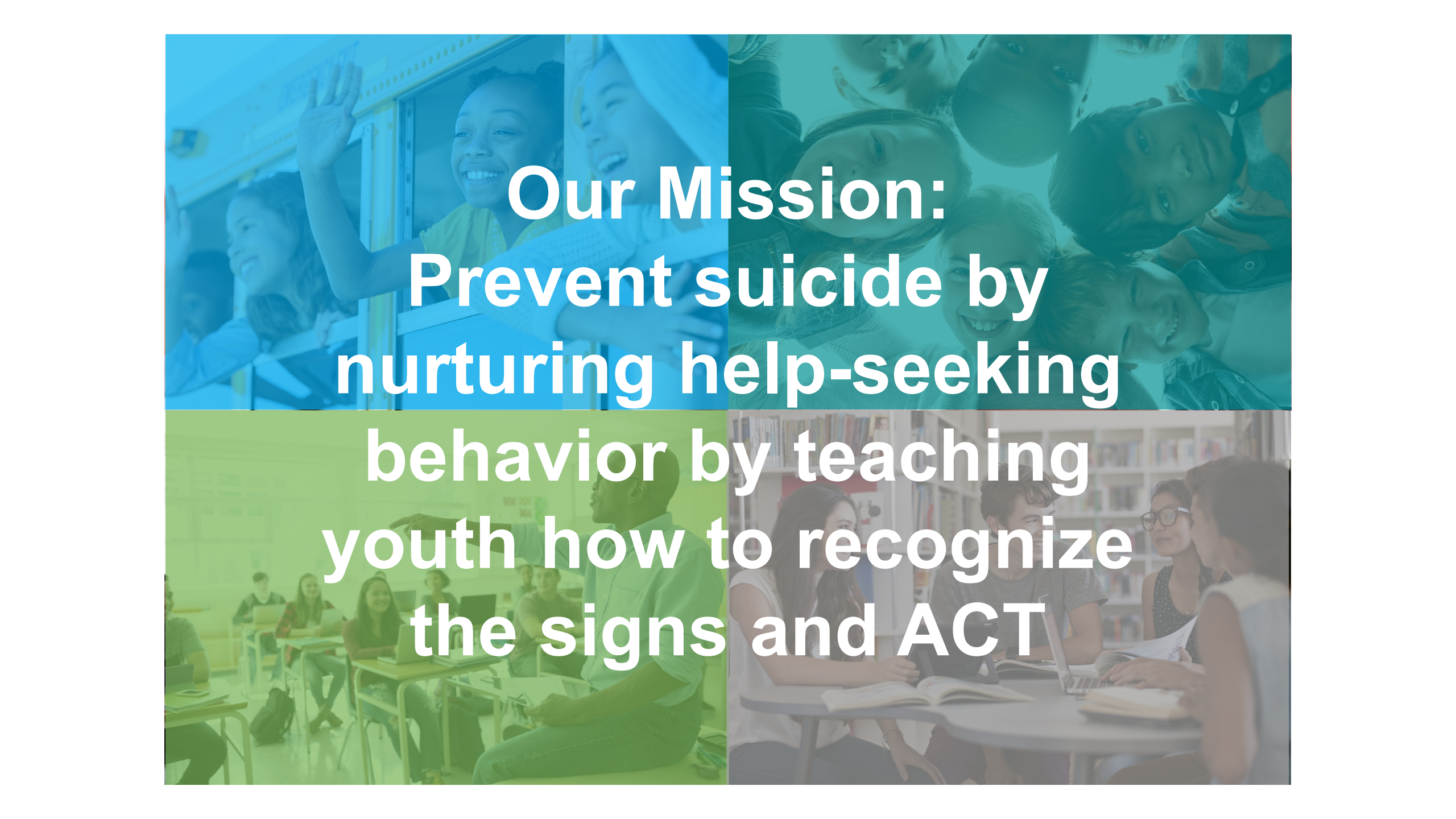
**Smoking /
Tobacco**

Mental Health

**Suicide / Suicide
Prevention**



<https://youtu.be/MfqZ-s3ZE2k>



**Our Mission:
Prevent suicide by
nurturing help-seeking
behavior by teaching
youth how to recognize
the signs and ACT**

What is SOS?

Signs of Suicide – an evidenced- based suicide prevention program

64%

reduction in self-
reported suicide
attempts

Grades 6 - 12

teaches students
how to identify
signs of depression
and suicide in
themselves and
their peers

2,000,000

students annually

17

Countries

90%

of our schools
report an increase
in students' help-
seeking, help-
giving behavior

Recognizing the Signs and Acting



Acknowledge



Care



Tell

They encourage help-seeking behavior through the **ACT**® technique: **A**cknowledge signs of suicide in a friend, show your friend that you **C**are, **T**ell a trusted adult.

Our Journey.

Technology-enabled advancement *without compromising the content.*



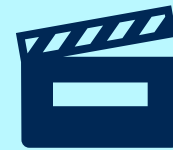
DVDs in
Cardboard
boxes



Streaming Video



Virtual
classroom



Multimedia
storytelling
(Fablevision &
Nationwide
Children's
Hospital)



Self-directed,
interactive
courses
(*MindWise on
Campus*)



Avatar / AI-
based, role-
playing and
practice
(Mursion)

Direct to Youth.

How our research is informing our efforts.



Virtual delivery

More than half believe it should still be offered



“Safe” spaces

Can’t assume schools are “safe” spaces



Trusted adults

If not a parent, often someone outside the home



Digital divide

Inconsistent infrastructure



Fear

Myths & Media – we must learn how to talk about this stuff, and safely

Direct to Youth: Meeting them where they are.

Continued Efforts

- **Trusted channels for distribution**
- **AI / ML for risk-detection**
- **Continued research for content further upstream (elementary school-aged)**
- **Safe, self-directed content (all ages)**



Thank You

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