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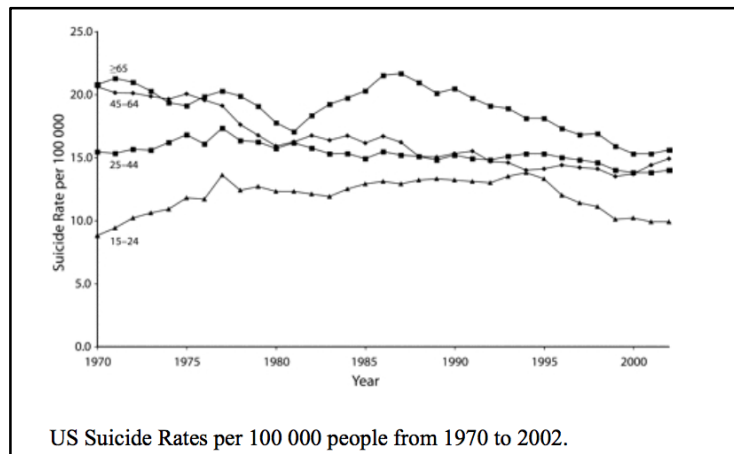
28 Oct. 2016

With Great Power Comes Great Responsibility

Oliver was a 17-year-old boy in the eleventh grade. He always wore a smile on his face and his peers called him the happiest kid on campus. Every day, however, Oliver came home to an abusive father who took all of his anger out on him. He had talked to his friends about his father and how mad he often got but they shook it off and compared his story to theirs of a lesser scale. One day Oliver did not show up to school, marking the first of many. Although suicide is a rather prevalent epidemic, there is a massive lack of education – at local, statewide, and nationwide levels – provided on the subject matter, leading to an overwhelming lack of understanding among the general population. Thorough investigative research and the gathering of data has led to the notion that the proper instruction necessary to approach this overwhelming social phenomenon is simply not reaching as many people as it would need to in order to help minimize the problem at hand. TWRL Advertising, made up of four eager Center for Advanced Research and Technology (CART) students, has taken it upon themselves to avidly research the knowledge that teenagers hold on the subjects of suicide and depression. TWRL's campaign, "Be a H.E.R.O." was created to provide rough scenarios and situations and inform their audience on how they can take those situations into their own hands and possibly even save a life while doing so. TWRL has high hopes that preexisting organizations dealing with such topics will adapt their campaign and use it to aid in helping those in need.

1. Background

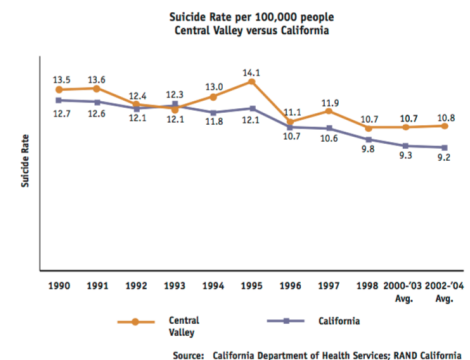
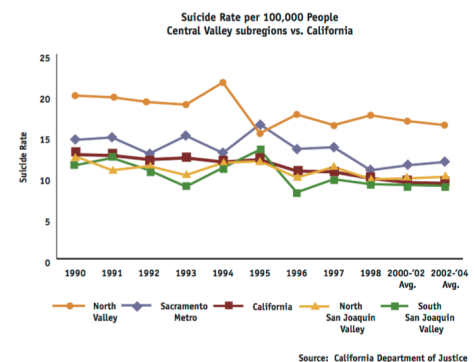
Suicide, the silent epidemic, is far from being a new fad, as data dates back all the way to cases such as that of Cleopatra in 30 B.C. In more recent times, the United States began to see a sharp incline in its



suicide rates among people ages fifteen to nineteen, seeing a new height of 13.3 deaths per 100,000 people in 1977, as shown by the graph above (Barron). It was during the decade change from 1970 to 1980 that the states saw a total rate increase of 40% which included a 50% jump in men ages fifteen to twenty-four as well as a lesser 2% increase in women (“YOUTH SUICIDE IS RISING”). In the 1970s, suicide was typically executed by means of firearm for men and poison for women and at this time reached a total of 49,496 people between the ages of fifteen and twenty-four (“YOUTH SUICIDE IS RISING”). Despite the steep incline in suicides committed however, rates began to steady in the 1980s (“YOUTH SUICIDE IS RISING”). The total suicides for the American youth declined from 12.3 per 100,000 in 1980, to 11.9 in 1983, then returned back up to 12.5 in 1984 (“YOUTH SUICIDE IS RISING”). The rate at which males were attempting suicide took a sudden upward climb and, according to suicide expert James Mercy of the Centers for Disease Control, it could be proved that males are typically more successful with their attempts as opposed to females who undoubtedly attempt suicide more frequently but are not as successful (Barron). Why were suicide rates high in the 80s? It may or may not come as a surprise, but fingers have been pointed towards the world of technology – a scapegoat to a plethora of present-day problems – and its introduction of items such as “personal

computers, VCR's, and stereos" (Barron). Three counselors, J. Kent Griffiths, O. William Farley, and Mark W. Fraser, considered that "perhaps the move to a technocratic society and its inherent insensitivities to human emotion have caused an increased sense of hopelessness," thus causing an increase in depression-induced suicides (qtd. in Barron). Looking at data even more recent, it appears that rates have taken a leap to thirteen per 100,000 people in 2014 from 10.5 where it had previously been in the year 1999 as noted by Sally Curtin, a statistician with the National Center for Health Statistics (Bichell). Furthermore, young ladies within the range of ages ten to fourteen experienced a massive jump in their rates (Bichell). Data shows that this group multiplied to amount to more than three times its previous rate, going from a rate of 0.5 in 1999 to 1.7 per 100,000 in 2014 (Bichell). On the flip side, the national suicide rate saw a decline in 2003 with a new rate of 10.5 per 100,000 which was a 3.7% difference from the year prior (McKeown et. al.)

While the United States as a whole has fluctuated throughout the years, local numbers have shown comparable data. The drop in suicides in the 2000s held true in a local comparison between 1990 and 2004 where the Central Valley underwent a change from a rate of 13.5 deaths by suicide per 100,00 to a rate of 10.8, deeming the Central Valley as equivalent to California as a whole (London and Sommer 21). The Central Valley – residing in one of the United States' westernmost states – has a suicide rate that is a



“higher rate than the state as a whole” (London and Sommer 21). The North Valley – which includes Shasta, Glenn, Tehama, and Butte counties – has a rate of over sixteen per 100,000, trumping the rest of the Central Valley (London and Sommer 21). With such high rates of suicide present within only a portion of California, it brings to question the likelihood of the state being the leading suicidal state. California, as of 2015, had a rate of 10.7 per 100,000 (“Thematic Map: Suicide”). Suicide rates fluctuate between the regions of the United States where the western states, in fact, are leading the race with a rate of 14.7 deaths by suicide per 100,000 followed closely by the South with a rate of 13.1 per 100,000, the Midwest with 10.9 per 100,000, and the Northeast with 8.6 per 100,000 (McKeown et al.). Alaska, a northwestern state, is a major contributor to the West’s lead with a rate of 21.8 per 100,000 people in 2007 as well as Montana, a Mountain State, with a rate of 20.5 people per 100,000 (“Suicide: 20 States with Highest Rates”).

Suicide is an intense, highly-prevalent phenomenon that brings both an emotional and a physical toll to all involved. The effects of suicide do not simply end with the person who took it upon themselves to end their life; it affects their friends, family, peers, and community. Those who have lost a loved one due to suicide are known as suicide survivors. These survivors endure immense amounts of pain, anguish, sadness, and confusion following their loss. Survivors’ thoughts have been known to roam near and far in search of an answer to one question: Why? Survivors typically experience “feelings of isolation and emptiness” and tend to avoid partaking in any activity that the suicide victim had enjoyed (Dryden-Edwards). While going through this process it is typical for survivors to be “more at risk for becoming preoccupied with the reason for the suicide while wanting to deny or hide the cause of death, wondering if they could have prevented it, feeling blamed for the problems that preceded the suicide, feeling rejected by their

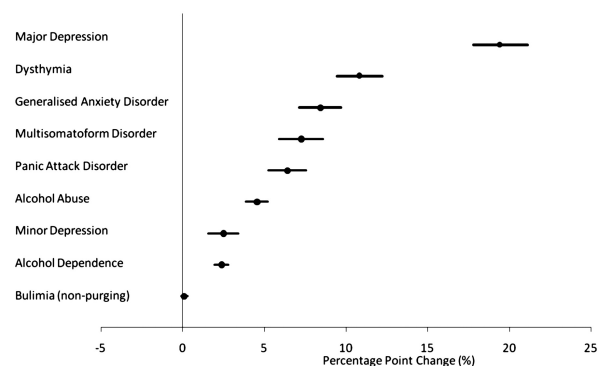
loved one, and stigmatized by others” (Dryden-Edwards). Due to stigmas placed on suicide, complications and fear begin to arise with survivors left behind by suicide. Many fear speaking out about due to the “fear of judgement and condemnation” that could result (Tracy). The mental health of the survivors can begin to take a turn for the worst. Parents of suicide victims often become more susceptible to “higher rates of depression, physical problems ... anxiety and divorce” (Tracy). On the other side of the fence, children of suicide victims become at high “risk for committing suicide themselves” where the fact that “the younger the child at the time of the parent’s suicide, the greater the risk of his or her own suicide” (Tracy). No matter what, somebody is affected by suicide. This epidemic has been coined as a “silent” one, but it does not mean it lacks an impact. Thousands are affected daily by it and it doesn’t simply disappear.

2. Comparative Research

America, the land of opportunity, is where many come to pursue the American dream but is living in America *really* a dream? Although the United States. is promoted as an outstanding country where all problems will dissolve, it still has problems just like any other country. The United States is affected by epidemics such as suicide just like every other country around the globe. It can be noted that differences in government policies and varied social aspects can alter the daily way of life depending on location. For example, countries that have monarchies such as Spain as opposed to democracies such as the United States. are automatically on a different playing field. Here in the United States, citizens are given the rights to numerous freedoms and are able to be represented in our government. In a constitutional monarchy such as Spain’s, “a monarch shares power with a constitutionally organized government” which means that the monarch does not hold all of the country’s power in totality and citizens are not necessarily guaranteed such things, resulting in a whole new mentality. (“Constitutional Monarchy”). In this

type of government there are various levels of “leaders” – for lack of a better word. The monarch, similar to the president in the United States, doubles as the commander-in-chief of Spain’s armies (“Spain: Government”). Also like the United States, Spain has an executive, judicial, and legislative branch to make up the power of the country (“Spain: Government”). Second to the monarch is the prime minister who is selected by the parliament and “is president of government, conducts domestic and foreign policy, civil and military administration, and defense of the nation under the king” (“Spain: Government”).

On the grounds of suicide and depression, Spain with a rate of 5.23 per 100,000 and the United States with a rate of 12.38 per 100,000 can be easily compared and contrasted (“SUICIDE DEATH RATE BY COUNTRY”). In Spain where 14.5% of their population of 46.7 million people is between the ages of zero and fourteen, the “realization of children’s rights” are deemed a “satisfactory situation” with a rate of 8.92/10 (Ramel). Although the United States has a much larger population (316.6 million people) with 20% of them being between the ages of zero and fourteen, they too are considered to be in a “satisfactory situation” with a rate of 8.72/10 (Gigon). Additionally, those in the United States have a life expectancy of 78.9 years whereas Spain’s expectancy has an additional 3.2 years (Gigon; Ramel). Statistics with poverty may be shocking, however. Both countries alike have about 20% of their youth population living in poverty (Gigon; Ramel). In fact, one child for every four children was suffering from hunger towards the end of 2010 in the states (Gigon). As show to the right, major depression was the leading mental health risk caused by economic crisis in Spain according to primary care centers in 2006 and 2010. These poverty levels have strong correlations to factors such as a lack of education as well as a poor medical care.



Health care is “the prevention, treatment, and management of illness and the preservation of mental and physical well-being through the services offered by the medical and allied health professions” (“Health Care”). Upon looking at this description, it can be inferred that this service is of high importance. In Spain, health care is free but its quality suffers (Ramel). Inversely, over

8 million children are without health insurance with thousands more underinsured in the U.S. (Gigon).

Health care might be free in Spain, but how well does this health care aid in helping with social causes such as depression and suicide? Spanish primary care doctors typically deal with cases of anxiety and depression “as part of their portfolio of services” (Willsher et al.). These doctors appear to mainly treat those who are “presenting mild to moderate conditions” by means of supplying a “prescription of anxiolytic drugs and antidepressants” (Willsher et al.). If the patient would rather steer clear of the prescription route, psychotherapy is also available and they can get a referral from their primary care doctor (Willsher et al.). A patient who shows “psychotic symptoms or suicidal tendencies, somatization disorder or serious panic attacks including depersonalisation” however, would be admitted directly into a mental health unit (Willsher et al.). Due to the state’s lack of a central mandate, Spain’s different regions are “responsible for developing their own suicide detection and prevention methods” and therefore, help and awareness differs greatly among the different regions (Ayuso). The existing forms of help does not cover enough grounds unfortunately, aimed towards those “at risk for repeat suicide attempts” instead of focusing on a wider spectrum that would include those who have not yet attempted but have had thoughts about it (Ayuso). Statistically, nine out of every ten people who commit suicide are mental health patients (Ayuso). Notably, there have been experts who have taken it upon themselves to request for “the authorities to heed recommendations from the World Health Organization (WHO) and implement a national policy” but there has yet to be progress towards the acceptance of this request (Ayuso). There just isn’t the right amount of funding available for Spain’s pleas.

On a positive note, however, there has been talk of various ways to promote awareness and help. It is methods as simple as talking about suicide that can make a difference, as noted by Victor Pérez Sola, head of psychiatry at Barcelona's Hospital del Mar and advisor to the Catalan regional government on suicidal behavior (Ayuso). Points were made revealing that although "media needs to be cautious when providing information and follow guidelines such as not offering details of methods nor glorifying the act," suicide is a subject that must not remain quiet and needs to be brought into the light (Ayuso). There are ways to talk about a problem without promoting it and that standard needs to be met; knowledge is key to prevention. Stigmas associated with suicide place skeptical thoughts in the minds of many, but that does not mean they cannot be overcome.

3. Organizations/Corporations

In many situations, survivors – or even potential suicide victims – may feel trapped but there are multiple ways out; the darkness can be escaped. Upon talking to Brian Bishop of the Fresno County Department of Behavioral Health who is heavily involved in media relations, a number of organizations were made known, varying in help provided in order to cater to variances in the needs of those in need. The County of Fresno's Department of Behavioral Health has the ability to "[provide] mental health ... services to adults within the County of Fresno" ("Fresno County, California"). Another local program is the Fresno Survivors of Suicide Loss which was adopted by Hinds Hospice. This program's goal is to "provide comprehensive grief support to the community" while "[maintaining] support groups and services for those experiencing the loss of a loved one to suicide" ("Fresno SOS"). On a broader spectrum, Bishop informed those sitting in on his presentation about Know the Signs, a "statewide suicide prevention social marketing campaign" that main goal is to "educate Californians how to

recognize the warning signs of suicide” (“About Us”). This campaign’s whole premise surrounds three steps designed to aid in suicide prevention. Know the signs – the campaign’s first step – is aimed towards making it known that “pain isn’t always obvious” and that many will show signs of need (“Pain Isn’t Always Obvious”). The second step, find the words, offers a way to “get the conversation started” when someone is suspected of having suicidal thoughts (“Pain Isn’t Always Obvious”). The third and final step, reach out, offers mediums intended to aid in providing help for those suffering (“Pain Isn’t Always Obvious”). It is simple processes such as this one that can make a giant leap towards awareness of suicide.

Aside from providing organizations, Bishop was able to share major keys to suicide campaigns as well as things to avoid. It was then that proper messaging, creative ideas, and human connections were designated as being positive features to suicide awareness and prevention campaigns. It was also made clear that when campaigning, it’s vital to avoid showing bias against suicide, using a “selfish” approach, and keeping secrets. Strategies such as these act as tools for creating a bigger basis of suicide awareness as well as a threshold on the journey to reducing the epidemics numbers.

To relate these organizations’ ways to the philosophies of John Locke and Jean-Jacques Rousseau – 17th and 18th century philosophers – is quite simple. Locke and Rousseau shared the common idea that the people should be heavily influential in decisions made in government. Locke believed that “all human beings deserve to be treated equally and can justly be bound by civil laws (or government) only if they consent to such obligations” which is in agreeance with Rousseau who says that “humans are born free, autonomous, and naturally virtuous” (Daniel).

Both Know the Signs as well as the two philosophers' goals merge when looking at the idea that the people need to take initiative and take on the issues at hand personally.

4. Making Connections through Literature

Activist and award-winning poet Andrea Gibson, known for her blunt realism, has written a number articles within the realm of “gender norms, politics, social reform, and the struggles LGBTQ people face in today’s society” (“Andrea Gibson”). In the poem “The Nutritionist”, Gibson tackles depression by using strong forms of symbolism to portray the many ways different people of various professions plan to “cure” her depression. Following these “cures,” Gibson introduces two powerful lines: “My bones said ‘Tyler Clementi dove into the Hudson River convinced he was entirely alone.’ / My bones said ‘Write the poem.’” (lines 19-20). Those two lines reference the suicide of 18-year-old Tyler Clementi, a Rutgers University freshman who had committed suicide in response to being cyber-bullied by his roommate due to his sexual orientation (“Remembering Tyler Clementi”). She utilizes this anecdote to bring a sense of severity to her work, providing evidence of how depression can overcome someone and turn fatal. This reference aids to the extent of providing a reason to speak up, providing an instance that could possibly have been made better if someone had simply taken initiative and spoken to Clementi. The thought that “nobody wants to hear you cry about the grief inside your bones” is troubling, as many continue to bottle up their emotions until the lid can no longer remain sealed (“The Nutritionist”). The second half of this piece takes a turn and lends a hand to those who may feel alone in the shadows of depression and suicide, offering comfort:

So, let me tell you, I know there are days it looks like the whole world is dancing
in the streets when you break down like the doors of the looted buildings
You are not alone and wondering who will be convicted of the crime of

insisting you keep loading your grief into the chamber of your shame

You are not weak just because your heart feels so heavy

I have never met a heavy heart that wasn't a phone booth with a red cape inside

Some people will never understand the kind of superpower it takes for some people to
just walk outside. ("The Nutritionist")

Gibson continues her piece by speaking of the repercussions of suicide and how the "wound[s]" can be compared to an "echo" ("The Nutritionist"). Her final plea is a simple but highly effective sort of public service announcement:

Just say here we are together at the window aching for it to all get better

but knowing as bad as it hurts, our hearts may have only just skinned their knees knowing
there is a chance the worst day might still be coming

Let me say right now for the record, I'm still gonna be here

asking this world to dance, even if it keeps stepping on my holy feet

...

If the only thing we have to gain in staying is each other,

my god that's plenty ("The Nutritionist")

It is this type of empathy and human connection that can make a difference, change the world, or even save lives.

Although poetry is rather influential itself, there is another form of media that holds an even higher reputation for sticking in the minds of many: music. For many, music provides an escape from reality as soon as they put in their earbuds. Country music band Rascal Flatts – composed of Gary LeVox, Jay DeMarcus, and Joe Don Rooney – took it upon themselves to use

music as a means of reaching out to those struggling with depression. Being famous does not create an exempt from the daily troubles and tribulations of the typical person. The three band members have each been touched by suicide personally, DeMarcus and Levox (second cousins) losing their uncle in the year 2001 and Rooney losing one of his high school friends (Dunham). The trio's song "Why" – released in 2009 – became a part of The Jason Foundation, Inc. (JFI)'s 'B1' campaign, a project designed to "help kids recognize friends who may be struggling with thoughts of suicide or are otherwise in need of help" (Dunham) The slogan for this campaign, "someone you know may need a friend - B1," further elaborates on their goal of achieving awareness ("Rascal Flatts Named 'Ambassadors' of The Jason Foundation"). Rascal Flatts had agreed to be ambassadors of the B1 Program in an effort to promote the "newly created" project ("Rascal Flatts Named 'Ambassadors' of The Jason Foundation"). DeMarcus described the song as having the ability to "give you a little bit of hope and a little way to deal with a tragic situation" (qtd. in Dunham). Rooney described the song similarly saying that "it's a poignant message for the youth out there, for the teenagers out there, struggling and contemplating that decision, which they shouldn't make" (qtd. in Dunham). The song's lyrics include symbolism and rhetorical questions to strengthen its impact on those listening to the song. In the chorus, the song addresses the notion that those in need of help are not always obvious:

Oh, I had no clue you were
 Masking
 A troubled soul, God only knows
 What went wrong and why
 You would leave the stage
 In the middle of a song (Levox et al.)

This chorus brings light to the “mask” put on by many while in the company of others as well as to the question of “why” someone would make the decision to take their life. Rooney made a comment about the song saying that it had “a lot of angst in it because it wants to let that [message] out of the bag ...” (qtd. in Dunham). He then continued with how “there’s so much more in your life to live for” and how “there are so many more people in your life that are going to be affected by a decision like that” (qtd. in Dunham). The song later throws out a major rhetorical question, “Who told you life wasn’t / Worth the fight,” which is then answered with “They were wrong, they lied,” a powerful statement (LeVox et al.) The song ends with a simple yet loud statement declaring that “Now you’re gone and we cry / ‘Cause it’s not like you to / Walk away” (LeVox et al.). Overall, this song held a position on the charts for eleven weeks and reached a peak position of eighteen in the “Hot Country Songs” category during the week of November 14, 2009 (“Rascal Flatts - Chart History”). Finally, this song not only became a popular hit but also acted as a form of help for many suicide survivors to relate to.

Who Moved My Cheese and *The Seven Habits of Highly Effective Teens*, two works introduced to TWRL Advertising while attending the Marketing and Advertising lab at the Center for Advanced Research and Technology (CART), were able to present helpful information and correlations similar to that of “Why” and “The Nutritionist.” *Who Moved My Cheese* is a fable written by Dr. Spencer Johnson intended to illustrate different ways to deal with change. In this fable, Hem, Haw, Sniff, and Scurry are faced with a major change in their routines when their cheese source disappears one day from their maze. Sniff and Scurry quickly adapt to this new hurdle, whereas Hem and Haw choose to wallow in their misery. Hem, stuck in his old ways, refuses to believe that leaving Cheese Station C to see if there is another available cheese source is a good idea. After much contemplation, Haw leaves Hem behind and begins on

a trek to move on from the past and find a new source of cheese. This can be related to the subject of suicide and depression in a number of ways. Hem and Haw can be perceived as two sides of a person's thoughts. Hem and his old ways and routines can be compared to the thoughts of someone suffering from depression in the way that they tend to dwell on past misfortunes and adapt a negative viewpoint on life instead of looking to move on. Haw and his "handwriting on the wall" can be perceived as the light, or the helping hand. Haw provides a look into the future that is yet to be determined (Johnson). He symbolizes the plethora of opportunities available to people if they chose to leave the past behind them. In a way, Haw shows the "what could be" instead of the "what has been" and how things do not always have to be bad. *The Seven Habits of Highly Effective Teens* dives into seven factors that author Sean Covey believes to be helpful when trying to achieve greatness in any aspect of life. Habits one, four, five, six, and seven can be related to this social cause due to several aspects. "Be proactive," habit one, can be of great influence to those in a constant battle between themselves and their heads. This habit promotes "making choices based on principles and values rather than on moods or circumstances" which is an important variable to consider when thinking about victims of depression (Covey). Many who suffer from depression begin to speak for their moods instead of their logics and therefore become engulfed in sadness which can turn into feelings of eternal or inescapable sadness. Utilizing this habit would be beneficial due to the simple fact that it would allow for an escape from the negativity of thoughts. Habit four appeals to depression and suicide due to its "win-win" mentality (Covey). This habit encourages "we" instead of "me" and this appeals campaign possibilities due to the fact that third party individuals must get involved in order to make a difference. Thoughts such as "this doesn't affect me" will do nothing but impede the process of trying to reduce the lives lost due to suicide and depression. Habit five's "seek first to

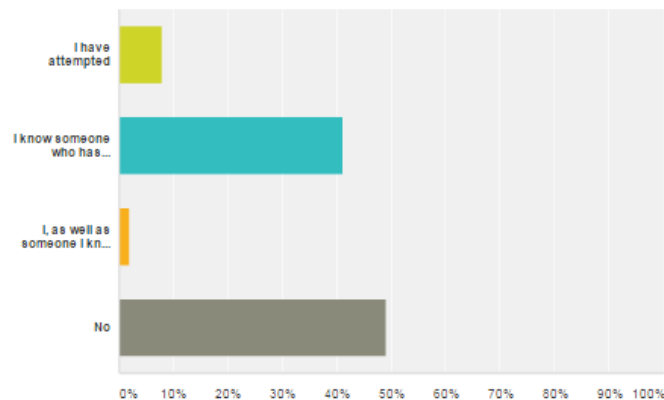
understand, then to be understood” mentality is effective for this campaign because understanding is a major variable that repeatedly lacks presence (Covey). Taking the time to listen to what people have to say can go a long way in circumstances like this and can be deemed as “highly effective.” “Synergy,” as mentioned in habit six, can be related to suicide and depression as well. Working together to achieve one goal advances the progress of campaigns greatly. By working together, the general population would be able to gain more understanding and be able to reach out to those affected by suicide on a greater scale. Last, but certainly not least, habit seven can help strengthen mental health for many. This habit promotes “[sharpening] the saw” on a regular basis (Covey). By “[sharpening] the saw,” one can “[renew oneself] in the four basic areas of life: physical, social/emotional, mental, and spiritual” (Covey). This step is important for those suffering because it encourages them to take a step back and think about themselves, evaluate life, and move forward. Both Covey’s *The Seven Habits of Highly Effective Teens* and Johnson’s *Who Moved My Cheese* are powerful pieces of literature that encourage improvement in knowledge and mental health on a broad scale.

5. Analysis/Conclusion of Teen Survey Responses

TWRL Advertising was not only able to conduct secondary research, but was also able to achieve primary research on this topic. On September 22, 2016, TWRL Advertising conducted a survey in the lobby of The Center for Advanced Research and Technology (CART) in Clovis, California and collected thirty-eight responses. On a later date, the survey link was posted to Twitter, a social media site, where the survey obtained another thirteen responses for an overall total of fifty-one responses for the survey. These fifty-one survey-takers answered ten questions about suicide and depression. The purpose of this survey was to collect data on teenagers’ knowledge of suicide and depression. It was built to further TWRL Advertising’s knowledge of

how teenagers respond to serious topics such as this one. Results revealed that many have been influence by suicide and depression in one way or another. From the fifty-one people who answered this question, an overwhelming amount of those who answered responded with words such as “sad”, “sadness”, “loneliness”, and other words of similar definition when asked what thoughts associated the word “depression” while others indicated phrases such as “black and white”, “crying”, “numbness”, and “broken hearts” which are highly impressionable on an imagery standpoint. This survey consisted of both males (approx. 43%) and females (approx. 57%) between the ages of fourteen and nineteen with a few outliers. Presented below are two of the ten survey questions presented with an analysis and conclusion for each:

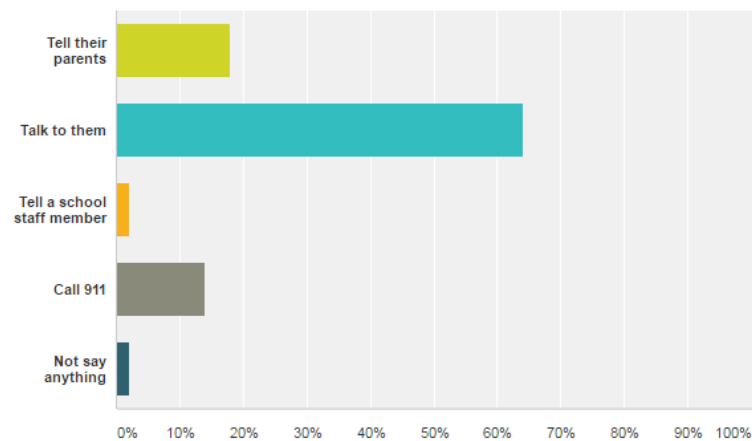
Survey Results / Question 10: Have you or anyone close to you attempted suicide?



Analysis/Commentary: Of the fifty-one people surveyed, twenty-five people (49.02% - grey) indicated that they, and people they know, have not attempted suicide, twenty-one people (41.18% - blue) indicated they know someone who has attempted suicide, four people (7.84% - green) have attempted themselves, and one person (1.96% - orange) indicated that they, as well as someone they know, have attempted.

Conclusion: Following this survey it can be concluded that although approximately half of the responses indicated not knowing of anyone who has attempted suicide, the other half has been affected by suicide greatly, either by personal experience or experiences with those close to them.

Survey Results / Question 9: What would you do if you knew someone who was going to attempt suicide?



Analysis/Commentary: Of the fifty people who answered this survey question, thirty-two people (64% - light blue) indicated that they would talk to them, nine people (18% - green) would tell their parents, seven people (14% - grey) would call 911, one person (2% - orange) would inform a school staff member, and one person (2% - dark blue) would do nothing.

Conclusion: To conclude, it seems as if youth would prefer to talk to those close to them thinking about suicide rather than looking for other sources to help. In response to this, informing our audience of how to talk to those who are depressed or suicidal would be beneficial.

6. Target Audience, Goal/Objective, Strategy, & Creative Approach

Target Audience: TWRL Advertising's campaign is aimed towards people of all ages, as depression and suicide affects a wide variation, with a slight focus on teens between the ages of fourteen and nineteen.

The Goal/Objective: The goal of this campaign is geared towards informing the general population on how to help save lives by learning the correct ways to engage in conversations with those who show signs of depression or even suicidal thoughts. Ideally, this campaign would encourage those who are in need of help to speak out as well.

Key Research: The results of the survey show that although approximately half of the teens who partook in the survey indicated not knowing of anyone who has attempted suicide, the other half has been affected by suicide greatly, either by personal experience or experiences with those close to them. This survey also was able to solidify that suicide and depression is indeed known by many although its true impact is unknown.

Strategy to Connect to Audience: This campaign projects the message that those suffering are not alone and that anyone has the power to save a life with something as simple as a smile or a conversation. TWRL hopes to empower those hiding in the shadows and bring them to the light.

Creative Approach: Through the power of visual media, this campaign reveals what kind of impact you can have on a person by simply reaching out to them. The media features the TWRL team as they show that taking the time to help someone out can save a life. The Be a H.E.R.O

campaign features the hashtags #BeAHERO and #ReachOut as well as their slogan, the smallest action can cause the biggest reaction. Below is a billboard for their campaign.

The billboard features two TWRL members, one who was illustrated as having a rough day by their campaign's video and the other who was the "hero" in the video who had simply reached out to him and consequently altered the ending of the video to a happier ending.

7. Media/Promotional Plan:

TWRL Advertising's media/promotional plan for its "Be a H.E.R.O." campaign includes a website, a video, a billboard, posters, and social media accounts. The campaign will hold accounts on both Twitter and Instagram. The team will post photos regularly to spread their campaign's message. The website will include access to easy-to-read resources that include directions to helpful organizations, information based on research, and other various campaign elements. The campaign's video will be posted to Be a H.E.R.O.'s social media accounts, the billboard will be featured where the campaign's target audience creates most traffic, and the posters will be strategically placed with a similar plan to that of the billboard.

8. Campaign Results:



TWRL Advertising's goal is that their "Be a H.E.R.O." campaign will provide a large population of people with the knowledge and understanding required to take a major step forward for suicide, depression, and mental health towards healing and the extinction – or minimization at the least – of this epidemic. Should this campaign accomplish this, making the power of the individual known, TWRL will have accomplished their goal.

Informing people of the impact they have is a highly influential superpower in the whole scheme of life. TWRL's survey revealed that many students from within Clovis Unified School District (CUSD) as well as Fresno Unified School District (FUSD) have been touched by suicide and depression in one way or another, whether it be personal experience or otherwise. Fueled with determination and hard work, TWRL hopes to succeed in spreading the power of conversation and simply reaching out. TWRL's "Be a H.E.R.O." campaign will urge people to reach out to those suspected of being in a rough patch and will ideally start a chain reaction of lives saved.

Suicide is far from having a minimal effect on people's lives but even with this ginormous presence there is an even bigger lack of understanding and knowledge on the subject as a whole. This phenomenon is present in people of all gender, age, and ethnicity living from the United States to Japan or from Greenland to Argentina and everywhere in between. Although there have been numerous efforts made to help those in need and extinguish suicidal thoughts, the plan is not bulletproof and needs heroes to save the day, chasing away the bad guys. It only takes a minute to step forward and help someone in need; be that person. Be that hero and save lives.

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