

# FINAL REPORT

## CalMHSA *Know the Signs* Concept Testing

JULY, 2017

PRESENTED TO:

Runyon Saltzman, Inc. (RSE)  
2020 L Street, Suite 100  
Sacramento, CA 95811  
and  
California Mental Health Services Authority  
Ann Collentine, Program Director  
Theresa Ly, Assistant Program Manager  
3043 Gold Canal Drive, Suite 200, Rancho  
Cordova, CA 95670

PRESENTED BY:

NORC at the  
University of Chicago  
Alyssa Ghirardelli and Larry Bye  
50 California St  
15<sup>th</sup> Floor  
San Francisco, CA 94111

## Table of Contents

|   |           |
|---|-----------|
| <b>Executive Summary</b> .....  | <b>1</b>  |
| <b>Introduction</b> .....   | <b>4</b>  |
| Study Background and Purpose.....   | 4         |
| Methods .....   | 4         |
| Analysis Approach .....   | 5         |
| Study Team .....  | 6         |
| <b>Respondent Characteristics</b> .....                                     | <b>7</b>  |
| <b>Findings</b> .....   | <b>11</b> |
| Initial Reactions, Perceived Main Message, Perceived Call to Action.....    | 11        |
| Emotional Reactions to Know the Signs Concepts.....                         | 18        |
| Clarity, Believability, Likes and Dislikes of Know the Signs Concepts ..... | 25        |
| Likelihood to Act on Call for Action in Know the Signs Concepts.....        | 41        |
| Paired Comparisons .....  | 45        |
| <b>Discussion and Recommendations</b> .....                                 | <b>50</b> |
| Discussion .....  | 50        |
| Recommendations .....   | 51        |
| <b>Appendices</b> .....   | <b>52</b> |
| Appendix A: <i>Know the Signs</i> Advertising Executions Tested .....       | 52        |
| Appendix B: KTS Survey 2017 Online Concept Testing Instrument .....         | 61        |

## List of Tables

|                  |  |    |
|------------------|--|----|
| <b>Table 1:</b>  | Respondent Characteristics .....   | 7  |
| <b>Table 2:</b>  | Prior Help Seeking for Personal Mental Health Challenges and Source for Support.....             | 8  |
| <b>Table 3:</b>  | Support for Others’ Mental Health Challenges .....   | 9  |
| <b>Table 4:</b>  | Experience with Mental Health Challenges and Suicide.....  | 9  |
| <b>Table 5:</b>  | Type of Assistance Provided to Others Struggling with Mental Health Challenges.....              | 10 |
| <b>Table 6:</b>  | Initial Reactions to <i>Pain Isn’t Always Obvious</i> .....                                      | 11 |
| <b>Table 7:</b>  | Initial Reactions to <i>See Inside, Know the Signs</i> .....                                     | 12 |
| <b>Table 8:</b>  | Initial Reactions to <i>See the Side I Hide</i> .....  | 13 |
| <b>Table 9:</b>  | Main Message Perceived for <i>Pain Isn’t Always Obvious</i> .....                                | 14 |
| <b>Table 10:</b> | Main Message Perceived for <i>See Inside, Know the Signs</i> .....                               | 15 |
| <b>Table 11:</b> | Main Message Perceived for <i>See the Side I Hide</i> .....                                      | 16 |
| <b>Table 12:</b> | Perceived Call to Action .....   | 17 |
| <b>Table 13:</b> | Initial Emotional Reactions to <i>Pain Isn’t Always Obvious</i> .....                            | 18 |
| <b>Table 14:</b> | Prompted Emotional Reactions to <i>Pain Isn’t Always Obvious</i> .....                           | 20 |
| <b>Table 15:</b> | Initial Emotional Reactions to <i>See Inside, Know the Signs</i> .....                           | 21 |
| <b>Table 16:</b> | Prompted Emotional Reactions to <i>See Inside, Know the Signs</i> .....                          | 22 |
| <b>Table 17:</b> | Initial Emotional Reactions to <i>See the Side I Hide</i> .....                                  | 23 |
| <b>Table 18:</b> | Prompted Emotional Reactions to <i>See the Side I Hide</i> .....                                 | 24 |
| <b>Table 19:</b> | Clarity of Know the Signs Concepts .....   | 25 |
| <b>Table 20:</b> | Specified Issues Affecting Clarity in <i>Pain Isn’t Always Obvious</i> .....                     | 26 |
| <b>Table 21:</b> | Believability of <i>Know the Signs</i> Concepts .....  | 27 |
| <b>Table 22:</b> | Perception of Intended Audience for <i>Pain Isn’t Always Obvious</i> .....                       | 28 |
| <b>Table 23:</b> | Perceptions of Intended Audience for <i>See Inside, Know the Signs</i> .....                     | 29 |
| <b>Table 24:</b> | Perceptions of Intended Audience for <i>See the Side I Hide</i> .....                            | 30 |
| <b>Table 25:</b> | Liked Elements for <i>Pain Isn’t Always Obvious</i> .....  | 31 |
| <b>Table 26:</b> | Liked Elements for <i>See Inside, Know the Signs</i> .....                                       | 33 |
| <b>Table 27:</b> | Liked Elements for <i>See the Side I Hide</i> .....  | 35 |
| <b>Table 28:</b> | Reported Dislikes for Know the Signs Concepts .....  | 37 |
| <b>Table 29:</b> | Disliked Elements for Know the Signs Concepts.....   | 38 |
| <b>Table 30:</b> | Likelihood to Visit <a href="http://Suicideispreventable.org">Suicideispreventable.org</a> ..... | 41 |
| <b>Table 31:</b> | Effectiveness of Concept: Thoughts of Others Considering Suicide.....                            | 42 |

|                  |  |    |
|------------------|--|----|
| <b>Table 32:</b> | Effectiveness of Concept: Desire to Learn about the Warning Signs for Suicide                                    | 43 |
| <b>Table 33:</b> | Effectiveness of Concept: Desire to Talk with Someone Concerned About.....                                       | 44 |
| <b>Table 34:</b> | Effectiveness of Concept: Desire to Watch for Others Around Who Might Consider Ending their Life by Suicide..... | 45 |
| <b>Table 35:</b> | Paired Comparisons: Most Attention Grabbing Concepts.....  | 46 |
| <b>Table 36:</b> | Paired Comparisons: Concepts That Raise Concern for Someone Who Might Be Considering Suicide .....               | 47 |
| <b>Table 37:</b> | Paired Comparisons: Concepts More Likely to Motivate Visit to Website .....                                      | 48 |
| <b>Table 38:</b> | Paired Comparisons: Concepts More Likely to Motivate Talking to Someone Considering Suicide .....                | 49 |

## Executive Summary

The California Mental Health Services Authority (CalMHSA) is a joint powers authority representing California counties to provide an administrative and fiscal structure to support collaborative relationships and combined efforts. On behalf of the participating counties, CalMHSA implements the Statewide Prevention and Early Intervention (PEI) Project, which aims to prevent mental illnesses from becoming severe and disabling. Through the PEI Project, CalMHSA provides outreach to recognize the early signs of mental illness, reduce stigma associated with mental illness and service seeking, and reduce discrimination against people with mental health challenges. One component of the Statewide PEI Project is the *Know the Signs* campaign, a program designed to prevent suicide by educating target audiences about the warning signs for suicide.

NORC at the University of Chicago, in partnership with Runyon Saltzman, Inc. (RSE) and CalMHSA, conducted a study to evaluate three print advertising concepts for the *Know the Signs* campaign among three race-ethnic groups in May 2017. The purpose of the study was to assist in the selection of a revised social marketing concept that best fits within the goals, messages and call to action of the campaign. The information provided from this study will support the decisions in the selection and refinement of one of the concepts for production.

This study was a cross-sectional survey with stratified sampling using an online survey instrument. Each group was exposed to a targeted execution with images that portrayed individuals of a similar race-ethnicity who may be struggling with mental health challenges or considering suicide. The survey instrument was designed to capture respondents' reactions to the three concepts. It also included random pairings of the ads with four questions to assist in the selection of one preferred ad for each of the questions.

Respondents for the online survey were identified through convenience panels. The sample was in three strata (Caucasians/Whites, African Americans and Spanish-dominant Hispanics).

Key findings from the research are summarized below:

- Each of the concepts was persuasive and communicated their message relatively clearly. Overall, respondents reported little difficulty in understanding the three concepts. Of the few difficulties reported, respondents reported a disconnect conceptually between the image and message for the concept *Pain Isn't Always Obvious* and a dislike for the image for *See the Side I Hide*.
- All three groups reported that the *See Inside, Know the Signs* concept was informative and helpful. The top emotional reactions across all groups for *See Inside, Know the Signs* were sadness and concern. The groups differed in their emotional reactions to the *Pain Isn't Always Obvious* concept; with Whites reporting concern and confusion, African Americans reporting sadness and Hispanics reporting mainly joy. Hispanic and some African American respondents also found the concept empowering. All three groups reported that the *See the Side I Hide* concept grabbed their attention;

however, a remarkable proportion of respondents reported that exposure to the concept made them uneasy, disturbed and frustrated.

- The majority of respondents recognized that the main message of both the *Pain Isn't Always Obvious* and the *See the Side I Hide* concepts was that people can suffer without it being obvious. However, the perceived message for the *See Inside, Know the Signs* concept was to *learn* the signs of depression and suicide, and to pay attention to others to watch for those signs.
- Respondents perceived the intended audience of the *Pain Isn't Always Obvious* and *See Inside, Know the Signs* concepts to be the general public. African Americans frequently reported that the *See the Side I Hide* concept was intended for people with mental illness or considering suicide while Whites and Hispanics perceived that the concept was aimed at family and friends.
- While respondents frequently reported that they liked the strong and important message of both the *Pain Isn't Always Obvious* and *See Inside, Know the Signs* concepts, a good proportion of respondents reported liking nothing about the *See the Side I Hide* concept. Respondents across all groups reported that there were elements of each of concepts that they did not like. Dislikes for all concepts were mostly related to the formatting or the image. The element receiving the most dislikes among all groups and concepts was an aversion to the image in the *See the Side I Hide* concept, particularly noted among Whites.
- African Americans and Hispanics were more likely than Whites to report being very likely to visit the website after exposure to all concepts. *See Inside, Know the Signs* appeared to create a greater likelihood among White and Hispanic respondents to want to learn about the signs of suicide, whereas *See the Side I Hide* appeared to encourage African American respondents to want to learn about the warning signs. Only *See Inside, Know the Signs* and *See the Side I Hide* showed a greater likelihood that respondents would think about someone who may be considering suicide. No concepts stood out as more effective in making respondents want to talk to someone that they are concerned about to discuss the warning signs of suicide.
- White respondents chose *See Inside, Know the Signs* as the preferred concept to grab their attention while African Americans chose *See the Side I Hide*. No concept was preferred by the Hispanic group as the most attention grabbing. White and Hispanic respondents preferred *See Inside, Know the Signs* as the preferred concept in making them think about someone they may be concerned about, motivating them to visit the website to learn about signs of suicide, and moving them to talk to someone who may be thinking about suicide. African Americans preferred the *See the Side I Hide* concept for thinking about someone that they may be concerned about, motivating to visit the website, and moving them to talk with someone who may be considering suicide.
- However, overall, the study demonstrated that most respondents preferred the concept of *See Inside, Know the Signs* over the *Pain Isn't Always Obvious* and *See the Side I Hide*. Reactions to the concept, perceptions of the main message and call to action also provided indications that the *See Inside, Know the Signs* concept is most likely to move message receivers to take action for suicide prevention.

One limitation of the study is that some of the findings may be due to the differences in the execution of the concept because each target group was exposed to a unique execution of each concept. However, because of the strength of the *See Inside, Know the Signs* concept and due to some confusion over the

*Pain Isn't Always Obvious* concept and discomfort felt for *the See the Side I Hide* concept, we recommend selecting the *See Inside, Know the Signs* concept for production.

## Introduction

### Study Background and Purpose

---

NORC at the University of Chicago, in partnership with Runyon Saltzman, Inc. (RSE) and the California Mental Health Services Authority (CalMHSA), conducted a study to test three print advertising concepts for the *Know the Signs* campaign among three race-ethnic groups in May of 2017; Caucasians (Whites), African-Americans and Spanish-dominant Hispanics. *Know the Signs* is a suicide prevention campaign to promote recognizing the signs of suicide and reaching out to talk to someone who may be considering ending their life by suicide, and connecting them to resources for help. The campaign has three main target audiences which are based on the prevalence of suicide among Californians and nationally. The study was designed to assist with selection of a revised social marketing concept that best exemplifies the goals, messages and call to action for the campaign.

Three print concepts were tested in the study: one with a similar strategy to the original campaign and two newly drafted concepts that presented a revised approach to communicating the importance of suicide prevention through recognizing the signs and reaching out to others who may be at risk. Each concept contained a unique execution tailored to each target audience. This report provides findings from both qualitative and quantitative questions posed in an online testing instrument. The findings will support decisions in the selection and refinement of one of the concepts.

### Methods

---

Three print advertising concepts (Appendix A) were tested among three adult target groups in an online survey. A cross-sectional, stratified sampling design was implemented using an online survey instrument. Each group was exposed to a targeted execution with images portraying individuals of a similar race-ethnicity who may be struggling with mental health challenges or considering suicide. The first concept, *Pain Isn't Always Obvious*, included a celebratory event where the individual should feel happy, but instead may be experiencing emotional pain. This juxtaposition was designed as the poignant message for receivers to process. Family or friends are minimally present in the background for the Caucasian and African American versions of the concept. The phrase “Pain Isn't Always Obvious” is present in a prominent item shown next to the individual. The second concept, *See Inside, Know the Signs*, presented a sketched outline of a figure with a selection of words that are the signs for suicide. The words are different sizes and orientations and the phrase “Know the Signs” is prominently included. Friends, co-workers or family members are present in the background. The third concept, *See the Side I Hide*, displays the face of an individual as an optical illusion. The face appears as if it is from the front with only half a face, but also as a distorted profile. The text “See the Side I Hide” is displayed below the image. Information about the issue, the website address, and the suicide prevention lifeline number are provided at the bottom of the print versions for all of the concepts.

Respondents for the online survey were identified through two convenience panels. The respondent panels were composed of opt-in respondents that are selected through marketing, community-based and

social media recruitment methods. Due to the opt-in participation of the convenience samples, the respondents who completed the survey do not provide a sample that is representative of the adult population overall in the state of California. The sample was divided into three strata (Caucasian, African American, and Spanish-dominant Hispanics) based on target audiences for the social marketing campaign. One respondent panel provided the Caucasian and African American strata and another respondent panel, the Spanish-dominant Hispanics stratum. Other demographic characteristics were used for selection criteria in the sampling methods including gender and age. Sampling methods were also implemented to include a 10 percent to 15 percent proportion of rural residents, similar to the average in California (<http://ruralhealth.stanford.edu/health-pros/factsheets/>). The survey was conducted in Spanish and English. Only the specific race-ethnic executions of each of the concepts were shown to their particular stratum, so each stratum was exposed to three of the nine total executions.

A survey instrument (Appendix B) was developed to capture respondent reactions to the three concepts aimed at each target audience. The survey was drafted by NORC with input from RSE, Jana Sczersputowski of Your Social Marketer and staff at CalMHSA. The survey instrument captured the following:

- Background experience with mental health and suicide
- Initial reactions to the concepts
- Positive and negative reactions
- Emotional reactions
- Perceptions of the main message and call to action
- Intention to act upon the call to action
- Paired comparison test among the ads

The paired comparison presented two of the three concepts side by side and posed a series of four questions. The four questions captured the persuasiveness of one concept over another. The ads were randomly presented in the pairings. The comparisons were designed to assist in selection of one preferred ad for each of the questions.

A total of 318 respondents completed the online survey: 114 respondents for the Caucasian stratum, 109 respondents for the African American stratum and 95 for the Spanish-dominant Hispanic stratum unless otherwise noted. All respondents were residents of California. Their demographic characteristics are provided below. A unique personal identification number and link was provided in an email to access the survey. Names of the respondents were never provided in the study or associated with the online survey. The participants received an incentive equal to approximately \$10 after completing the online survey.

## Analysis Approach

---

The quantitative data was analyzed to provide descriptive frequency and proportions by stratum. The frequency for the comparison questions is the number of times a respondent selected that concept or a

specific response option. The frequencies and proportions provide purely descriptive results. Due to the nature of the study, the sample sizes and methodology, statistical comparisons were not made.

To analyze the comparisons for each question, a total (aggregate) frequency was created to obtain the summation of frequency from the individual paired comparisons. The associated percentage was calculated by the aggregate frequency divided by two times of the total number of comparisons (given the fact each concept was tested twice for every respondent). The qualitative data was coded and organized thematically for each of the strata. Coding schemes were kept consistent across the concepts when possible to maintain consistency in the themes identified.

## Study Team

---

Alyssa Ghirardelli, MPH, RD, NORC Research Scientist, led project management, including study design, instrument programming, and data collection activities; she also led data analysis and writing of the report. Larry Bye, MS, NORC Senior Fellow, provided oversight of the project. Mike Benz, NORC Research Analyst, provided support with data collection and data cleaning and preparation as well as qualitative coding. Danielle Noriega, NORC Research Analyst, provided assistance with instrument development, testing of the programmed instrument, coordination of the panel providers, management of qualitative coding, and data analysis. Kristin Dwan, NORC Research Analyst, provided additional assistance with coding and analysis. Angela Fontes and Can Geng of NORC Statistics and Methodology provided analysis consultation.

## Respondent Characteristics

Table 1 presents an overview of study participant characteristics, including demographic backgrounds. Age and income were provided by the panel providers from their databases.

**Table 1:** Respondent Characteristics

*Background Question 6: How would you characterize the place where you live?*

*Background Question 7: What best describes your gender identity?*

*Background Question 8: Are you a veteran, reservist, or currently in the military?*

|                               | White |      | African American |      | Hispanic |      |
|-------------------------------|-------|------|------------------|------|----------|------|
|                               | n     | %    | n                | %    | n        | %    |
| <b>Residence Type</b>         |       |      |                  |      |          |      |
| Rural                         | 18    | 15.8 | 14               | 12.8 | 15       | 15.8 |
| Suburban                      | 66    | 57.9 | 45               | 41.3 | 14       | 14.7 |
| Urban                         | 27    | 23.7 | 48               | 44.0 | 62       | 65.3 |
| Don't Know                    | 1     | 0.9  | 0                | 0.0  | 4        | 4.2  |
| Prefer not to answer          | 2     | 1.8  | 2                | 1.8  | 0        | 0.0  |
| <b>Gender</b>                 |       |      |                  |      |          |      |
| Male                          | 59    | 51.8 | 48               | 44.0 | 34       | 35.8 |
| Female                        | 52    | 45.6 | 59               | 54.1 | 61       | 64.2 |
| Another gender identity       | 0     | 0.0  | 0                | 0.0  | 0        | 0.0  |
| Prefer not to answer          | 3     | 2.6  | 2                | 1.8  | 0        | 0.0  |
| <b>Age</b>                    |       |      |                  |      |          |      |
| 18-35                         | 18    | 15.8 | 42               | 38.5 | 49       | 51.6 |
| 36-50                         | 21    | 18.4 | 24               | 22.0 | 42       | 44.2 |
| 51-65                         | 48    | 42.1 | 30               | 27.5 | 4        | 4.2  |
| 66+                           | 27    | 23.7 | 13               | 11.9 | 0        | 0.0  |
| <b>Income – English Panel</b> |       |      |                  |      |          |      |
| Less than \$15,000            | 1     | 1.0  | 11               | 10.1 | n/a      | n/a  |
| \$15,000 to \$24,999          | 3     | 2.6  | 10               | 9.2  | n/a      | n/a  |
| \$25,000 TO \$49,999          | 22    | 19.3 | 26               | 23.9 | n/a      | n/a  |
| \$50,000 to \$74,999          | 21    | 18.4 | 21               | 19.3 | n/a      | n/a  |
| \$75,000 to \$99,999          | 21    | 18.4 | 10               | 9.2  | n/a      | n/a  |
| \$100,000 to \$149,999        | 20    | 17.5 | 16               | 14.7 | n/a      | n/a  |
| \$150,000 to \$199,999        | 12    | 10.5 | 5                | 4.6  | n/a      | n/a  |
| \$200,000 to \$249,999        | 3     | 2.6  | 4                | 3.7  | n/a      | n/a  |
| \$250,000 to \$499,999        | 2     | 1.8  | 0                | 0.0  | n/a      | n/a  |
| \$500,000 to \$999,999        | 1     | 1.0  | 0                | 0.0  | n/a      | n/a  |
| Prefer not to answer          | 8     | 7.0  | 6                | 5.5  | n/a      | n/a  |
| <b>Income – Spanish Panel</b> |       |      |                  |      |          |      |
| Less than \$20,000            | n/a   | n/a  | n/a              | n/a  | 61       | 64.2 |
| \$20,000-\$40,000             | n/a   | n/a  | n/a              | n/a  | 27       | 28.4 |
| \$40,000-\$60,000             | n/a   | n/a  | n/a              | n/a  | 7        | 7.4  |
| <b>Military Status</b>        |       |      |                  |      |          |      |
| Veteran                       | 14    | 12.3 | 12               | 11.0 | 1        | 1.1  |
| Reservist                     | 2     | 1.8  | 2                | 1.8  | 0        | 0.0  |
| Currently in the military     | 0     | 0.0  | 4                | 3.7  | 1        | 1.1  |
| None of these                 | 96    | 84.2 | 89               | 81.7 | 91       | 95.8 |
| Don't know                    | 0     | 0.0  | 0                | 0.0  | 1        | 1.1  |
| Prefer not to answer          | 2     | 1.8  | 2                | 1.8  | 1        | 1.1  |

- Rural respondents made up 13 percent to 15 percent of the sample, reaching the targeted proportions similar to those nationally and in California. The majority of Whites were from suburban areas and the majority of Hispanic respondents, from urban areas.
- The genders were mostly balanced among the White and African American groups. A greater proportion of the Hispanic respondents were female.
- The majority of the White respondents were ages from 51 to 65 as specified to meet a similar target age range for the concept. The African Americans were generally distributed among the age groups, but were somewhat younger overall. About half of the Hispanic group were age 18 to 35 and very few were 51 or over.
- Incomes were distributed fairly proportionally for the White and African American groups. The Hispanic respondents however, were predominantly lower income.
- About 11 percent to 12 percent of the White and African American groups were veterans, but the vast majority of the samples had no military experience.

**Table 2:** Prior Help Seeking for Personal Mental Health Challenges and Source for Support

*Background Question 1: Have you ever talked with anyone to help you get through a tough time with mental health challenges?*

*Background Question 1a: Please mark any of the following that you talked with to help you get through a tough time with mental health challenges (check all that apply):*

|                                   | White |      | African American |      | Hispanic |      |
|-----------------------------------|-------|------|------------------|------|----------|------|
|                                   | n     | %    | n                | %    | n        | %    |
| <b>Help-Seeking</b>               |       |      |                  |      |          |      |
| Yes                               | 49    | 43.0 | 54               | 49.5 | 60       | 63.2 |
| No                                | 60    | 52.6 | 53               | 48.6 | 34       | 35.8 |
| Prefer not to answer              | 5     | 4.4  | 2                | 1.8  | 1        | 1.1  |
| <b>Type of Source for Support</b> |       |      |                  |      |          |      |
| A family member                   | 28    | 27.2 | 37               | 32.5 | 35       | 28.0 |
| A friend                          | 30    | 29.1 | 33               | 29.0 | 41       | 32.8 |
| A medical doctor or therapist     | 38    | 36.9 | 26               | 22.8 | 25       | 20.0 |
| A school counselor                | 3     | 2.9  | 8                | 7.0  | 8        | 6.4  |
| A phone hotline                   | 1     | 1.0  | 6                | 5.3  | 5        | 4.0  |
| An online discussion forum        | 1     | 1.0  | 3                | 2.6  | 10       | 8.0  |
| Someone else (Coworker, God)      | 2     | 1.9  | 1                | 0.9  | 1        | 0.8  |
| Prefer not to answer              | 0     | 0.0  | 0                | 0.0  | 0        | 0.0  |

- Respondents reported high levels of personal help seeking when going through a difficult time and struggling through mental health challenges. Nearly two out of three Hispanic respondents reported talking with someone during a tough time, half of African American respondents and close to half of Whites.
- The Hispanic respondents more frequently reported talking with a friend, whereas African American respondents reported they talked with a family member more often and Whites talked with a medical doctor or therapist more so than other types of sources. However, all three groups reported reaching out to all types of sources.
- Hispanic respondents reported somewhat more frequently connecting with an online discussion forum than the other groups.

**Table 3:** Support for Others’ Mental Health Challenges

*Background Question 2: Have you ever talked with any of the following to help them get through a tough time with mental health challenges?*

|                        | White |      | African American |      | Hispanic |      |
|------------------------|-------|------|------------------|------|----------|------|
|                        | n     | %    | n                | %    | n        | %    |
| <b>A family member</b> |       |      |                  |      |          |      |
| Yes                    | 57    | 50.0 | 55               | 50.5 | 47       | 49.5 |
| No but planning to     | 4     | 3.5  | 4                | 3.7  | 6        | 6.3  |
| No/Not planning to     | 50    | 43.9 | 47               | 43.1 | 36       | 37.9 |
| Prefer not to answer   | 3     | 2.6  | 3                | 2.8  | 6        | 6.3  |
| <b>A friend</b>        |       |      |                  |      |          |      |
| Yes                    | 59    | 51.8 | 51               | 46.8 | 51       | 53.7 |
| No but planning to     | 4     | 3.5  | 7                | 6.4  | 8        | 8.4  |
| No/Not planning to     | 48    | 42.1 | 48               | 44.0 | 31       | 32.6 |
| Prefer not to answer   | 3     | 2.6  | 3                | 2.8  | 5        | 5.3  |
| <b>Someone else</b>    |       |      |                  |      |          |      |
| Yes                    | 13    | 11.4 | 13               | 11.9 | 10       | 10.5 |
| No but planning to     | 3     | 2.6  | 5                | 4.6  | 11       | 11.6 |
| No/Not planning to     | 93    | 81.6 | 79               | 72.5 | 61       | 64.2 |

- When it comes to reaching out to others, half of all respondents reported talking with a family member. They also reported talking a friend to help him or her get through a difficult time with mental health challenges.

**Table 4:** Experience with Mental Health Challenges and Suicide

*Background Question 3: Is there someone in your life currently who is struggling with mental health challenges and you are concerned about their mental health?*

*Background Question 3a: Who are you currently concerned about?*

*Background Question 4: Have you taken any steps (like providing resources) to help them get through a tough time?*

*Background Question 5: Do you know someone who has attempted or died by suicide?*

|  | White |      | African American |      | Hispanic |      |
|--|-------|------|------------------|------|----------|------|
|  | n     | %    | n                | %    | n        | %    |
| <b>Personal Connection to Someone Struggling with Mental Health Challenges</b> |       |      |                  |      |          |      |
| Yes  | 37    | 32.5 | 50               | 45.9 | 54       | 56.8 |
| No   | 71    | 62.2 | 54               | 49.5 | 41       | 43.2 |
| Prefer not to answer   | 6     | 5.3  | 5                | 4.6  | 0        | 0.0  |
| <b>Type of Personal Connection</b>   |       |      |                  |      |          |      |
| A family member  | 22    | 53.7 | 32               | 55.2 | 37       | 56.9 |
| A friend   | 15    | 36.6 | 20               | 34.5 | 24       | 36.9 |
| A co-worker  | 1     | 2.4  | 1                | 1.7  | 3        | 4.6  |
| A schoolmate   | 0     | 0.0  | 2                | 3.5  | 1        | 1.5  |
| A neighbor   | 1     | 2.4  | 2                | 3.5  | 0        | 0.0  |
| Someone else (children, other family member, self)                             | 2     | 4.9  | 1                | 1.7  | 0        | 0.0  |
| <b>Support Provided</b>  |       |      |                  |      |          |      |
| Yes (type provided below)  | 32    | 74.4 | 43               | 78.2 | 42       | 77.8 |
| No   | 8     | 18.6 | 7                | 12.7 | 11       | 20.4 |
| Prefer not to answer   | 3     | 7.0  | 5                | 9.1  | 1        | 1.9  |
| <b>Personal Experience with Another Who Attempted or Committed Suicide</b>     |       |      |                  |      |          |      |
| Yes  | 60    | 52.6 | 42               | 38.5 | 44       | 46.3 |
| No   | 51    | 44.7 | 64               | 58.7 | 51       | 53.7 |
| Prefer not to answer   | 3     | 2.6  | 3                | 2.8  | 0        | 0.0  |

- Many respondents reported concern for others struggling with mental health issues and experience providing support. More than half of each of the strata reported concern for a family member.
- Most of those reporting concern for someone also provided support; however, 13 percent to 20 percent of those with concern reported not providing support.
- A notable proportion of respondents reported personal experience with someone who either attempted or committed suicide. More than half of the White respondents, close to half of Hispanic respondents and over a third of the African American respondents reported this type of experience.

**Table 5:** Type of Assistance Provided to Others Struggling with Mental Health Challenges

*Background Question 4a: How did you help? (open-ended)*

|                                    | White     |            | African American |            | Hispanic  |            |
|------------------------------------|-----------|------------|------------------|------------|-----------|------------|
|                                    | n         | %*         | n                | %*         | n         | %*         |
| Refer or arrange professional help | 10        | 32.3       | 13               | 31.7       | 18        | 42.9       |
| Listening and talking to them      | 11        | 35.5       | 6                | 14.6       | 8         | 19.5       |
| Research or provide resources      | 4         | 12.9       | 7                | 17.1       | 6         | 14.6       |
| Offered general advice             | 1         | 3.2        | 5                | 12.2       | 5         | 12.2       |
| Provide financial support          | 0         | 0.0        | 1                | 2.4        | 4         | 9.8        |
| Check in on them                   | 0         | 0.0        | 3                | 7.3        | 0         | 0.0        |
| Live with them                     | 2         | 6.5        | 1                | 2.4        | 0         | 0.0        |
| Provide advice on medication       | 2         | 6.5        | 0                | 0.0        | 0         | 0.0        |
| Other (told to relax, diagnosed)   | 1         | 3.2        | 1                | 2.4        | 0         | 0.0        |
| Non-response                       | 0         | 0.0        | 4                | 9.8        | 0         | 0.0        |
| <b>Total</b>                       | <b>31</b> | <b>100</b> | <b>41</b>        | <b>100</b> | <b>41</b> | <b>100</b> |

*\*Cells may not add up to exactly 100 percent due to rounding or missing data.*

- A large proportion (between 32 percent and 43 percent of each stratum) of respondents reported referring those they are concerned about to professional help or arranging for that type of assistance.
- Between 19 percent and 35 percent of each stratum reported listening to or talking to the person they are concerned about to help him or her with their mental health challenges.
- Smaller proportions reported researching or providing resources, offering general advice, providing financial support or simply just checking on them.

## Findings

Findings from the online survey with adults are presented in tables below. Results are descriptive, providing frequencies and proportions of both the quantitative and qualitative data.

### Initial Reactions, Perceived Main Message, Perceived Call to Action

Respondents were asked about their initial reactions to the concepts, their perceptions of the main message and the call to action included in that message. Findings are provided to these perceptions and reactions below.

**Table 6:** Initial Reactions to *Pain Isn't Always Obvious*

Question 1. What is your initial reaction to this ad? (open-ended)

| Initial Reaction: <i>Pain Isn't Always Obvious</i>    | White     |            | African American |            | Hispanic  |             |
|---|-----------|------------|------------------|------------|-----------|-------------|
|   | n         | %*         | n                | %*         | n         | %*          |
| Positive emotional reaction (happiness, joy, triumph) | 3         | 3.9        | 4                | 11.1       | <b>30</b> | <b>32.6</b> |
| Strong/Important message                              | 19        | 24.7       | 6                | 16.7       | <b>20</b> | <b>21.7</b> |
| Like overall ad                                       | 9         | 11.7       | 5                | 13.9       | 11        | 12.0        |
| Neutral/No strong opinion                             | 8         | 10.4       | 2                | 5.6        | 0         | 0.0         |
| Empowering  | 2         | 2.6        | 2                | 5.6        | 8         | 8.7         |
| Negative emotional reaction (sad, disturbed, uneasy)  | 4         | 5.2        | 1                | 2.8        | 7         | 7.6         |
| Informative/helpful                                   | 7         | 9.1        | 3                | 8.3        | 2         | 2.2         |
| Dislike image/picture (general)                       | 5         | 6.5        | 0                | 0.0        | 1         | 1.1         |
| Purpose is unclear                                    | 5         | 6.5        | 3                | 8.3        | 2         | 2.2         |
| Dislike overall ad                                    | 5         | 6.5        | 0                | 0.0        | 2         | 2.2         |
| Formatting is chaotic or unclear                      | 4         | 5.2        | 2                | 5.6        | 0         | 0.0         |
| Attention grabbing                                    | 1         | 1.3        | 1                | 2.8        | 4         | 4.3         |
| Like image/picture (general)                          | 3         | 3.9        | 3                | 8.3        | 0         | 0.0         |
| Restates image components                             | 0         | 0.0        | 0                | 0.0        | 1         | 1.1         |
| Other (unique, personal interpretation)               | 2         | 2.6        | 3                | 8.3        | 4         | 4.3         |
| Non-response  | 0         | 0.0        | 1                | 2.8        | 0         | 0.0         |
| <b>Total</b>  | <b>77</b> | <b>100</b> | <b>36</b>        | <b>100</b> | <b>92</b> | <b>100</b>  |

\*Cells may not add up to exactly 100 percent due to rounding or missing data.

Responses with frequencies twenty and over are highlighted and a bold line delineates those that are 5 percent or higher.

- Hispanic respondents reported a positive emotional reaction initially when exposed to the *Pain Isn't Always Obvious* concept. They also felt that it was a strong and important message. The White group felt similar in their initial reaction with their impression of it as a strong or important message; however, neither the White nor the African American group had the same emotionally positive reaction.
- African Americans did not respond in general with the frequency of the other two groups; however, their reaction was positive overall.

**Table 7:** Initial Reactions to See Inside, Know the Signs

Question 1. What is your initial reaction to this ad? (open-ended)

| Initial Reaction: <i>See Inside, Know the Signs</i> | White     |            | African American |            | Hispanic  |            |
|---|-----------|------------|------------------|------------|-----------|------------|
|   | n         | %*         | n                | %*         | n         | %*         |
| Informative/helpful                                 | 11        | 17.2       | 6                | 18.2       | 16        | 18.4       |
| Negative emotional reaction (sadness)               | 10        | 15.6       | 1                | 3.0        | 13        | 14.9       |
| Strong/Important message                            | 2         | 3.1        | 3                | 9.1        | 11        | 12.6       |
| Attention grabbing                                  | 3         | 4.7        | 1                | 3.0        | 10        | 11.5       |
| Like overall ad                                     | 5         | 7.8        | 2                | 6.1        | 9         | 10.3       |
| Purpose is unclear                                  | 8         | 12.5       | 2                | 6.1        | 4         | 4.6        |
| Empowering  | 1         | 1.6        | 4                | 12.1       | 8         | 9.2        |
| Formatting is chaotic or unclear                    | 8         | 12.5       | 1                | 3.0        | 2         | 2.3        |
| Like image/picture (general)                        | 5         | 7.8        | 0                | 0.0        | 4         | 4.6        |
| Dislike image/picture (general)                     | 3         | 4.7        | 1                | 3.0        | 0         | 0.0        |
| Neutral/No strong opinion                           | 2         | 3.1        | 3                | 9.1        | 3         | 3.4        |
| Positive emotional reaction                         | 2         | 3.1        | 2                | 6.1        | 3         | 3.4        |
| Dislike overall ad                                  | 1         | 1.6        | 0                | 0.0        | 1         | 1.1        |
| Restates image components                           | 2         | 3.1        | 3                | 9.1        | 2         | 2.3        |
| Other (addiction, hard, different)                  | 0         | 0.0        | 2                | 6.1        | 1         | 1.1        |
| Non-response  | 1         | 1.6        | 2                | 6.1        | 0         | 0.0        |
| <b>Total</b>  | <b>64</b> | <b>100</b> | <b>33</b>        | <b>100</b> | <b>87</b> | <b>100</b> |

\*Cells may not add up to exactly 100 percent due to rounding or missing data.

Responses with frequencies twenty and over are highlighted and a bold line delineates those that are 5 percent or higher.

- All three of the groups responded with reactions that indicated they interpreted *See Inside, Know the Signs* as an informative, helpful concept.
- Whites and Hispanics responded with emotional reactions; however these were mainly expressed as sadness or worry.
- The Hispanic group also felt that it was a strong and important message, and was able to grab their attention. Some Hispanic respondents also found it empowering and reported they liked it overall.
- Some African Americans also found the concept empowering.
- Several respondents from the White group however, found the concept chaotic or unclear and found the purpose of the concept or execution unclear.

**Table 8:** Initial Reactions to *See the Side I Hide*

Question 1. What is your initial reaction to this ad? (open-ended)

| Initial Reaction: <i>See the Side I Hide</i>         | White |      | African American |      | Hispanic |      |
|--|-------|------|------------------|------|----------|------|
|  | n     | %*   | n                | %*   | n        | %*   |
| Negative emotional reaction (sad, disturbed, uneasy) | 18    | 26.1 | 6                | 16.2 | 10       | 12.2 |
| Purpose is unclear                                   | 2     | 2.9  | 0                | 0.0  | 13       | 15.9 |
| Attention grabbing                                   | 6     | 8.7  | 6                | 16.2 | 11       | 13.4 |
| Strong/Important message                             | 10    | 14.5 | 2                | 5.4  | 10       | 12.2 |
| Dislike image/picture (general)                      | 9     | 13.0 | 5                | 13.5 | 3        | 3.7  |
| Neutral/No strong opinion                            | 7     | 10.1 | 1                | 2.7  | 3        | 3.7  |
| Empowering   | 0     | 0.0  | 1                | 2.7  | 7        | 8.5  |
| Informative/helpful                                  | 0     | 0.0  | 1                | 2.7  | 6        | 7.3  |
| Like overall ad                                      | 4     | 5.8  | 2                | 5.4  | 5        | 6.1  |
| Dislike overall ad                                   | 4     | 5.8  | 5                | 13.5 | 1        | 1.2  |
| Formatting is chaotic or unclear                     | 1     | 1.4  | 1                | 2.7  | 1        | 1.2  |
| Like image/picture (general)                         | 2     | 2.9  | 0                | 0.0  | 3        | 3.7  |
| Positive emotional reaction                          | 2     | 2.9  | 2                | 5.4  | 0        | 0.0  |
| Restates image components                            | 0     | 0.0  | 4                | 10.8 | 9        | 11.0 |
| Other  | 2     | 2.9  | 0                | 0.0  | 0        | 0.0  |
| Non-Response   | 2     | 2.9  | 1                | 2.7  | 0        | 0.0  |
| <b>Total</b>   | 69    | 100  | 37               | 100  | 82       | 100  |

\*Cells may not add up to exactly 100 percent due to rounding or missing data.

Responses with frequencies twenty and over are highlighted and a bold line delineates those that are 5 percent or higher.

- White respondents provided emotional reactions as their initial impression of the *See the Side I Hide* concept. Exposure to the concept made them uneasy, disturbed and sad. They reported finding it creepy, weird, scary and bizarre. African Americans and Hispanics felt similarly, but also expressed confusion, worry and frustration.
- Some Whites and African Americans reported they didn't like the image in general.
- However, a portion of Hispanic and White also respondents felt that the concept shared a strong and important message.
- All three groups reported that the concept was able to grab their attention.

**Table 9:** Main Message Perceived for *Pain Isn't Always Obvious*

Question 3. What is the main message of this ad?

| Main Message: <i>Pain Isn't Always Obvious</i> | White     |            | African American |            | Hispanic  |            |
|--|-----------|------------|------------------|------------|-----------|------------|
|  | n         | %*         | n                | %*         | n         | %*         |
| People can suffer without it being obvious     | 50        | 51.5       | 42               | 44.2       | 27        | 31.4       |
| Learn signs of depression and suicide          | 9         | 9.3        | 5                | 5.3        | 12        | 14.0       |
| Pay attention to others/signs                  | 8         | 8.2        | 4                | 4.2        | 8         | 9.3        |
| Help/Resources are available                   | 6         | 6.2        | 7                | 7.4        | 1         | 1.2        |
| Suicide is preventable                         | 4         | 4.1        | 4                | 4.2        | 7         | 8.1        |
| Offer help to others                           | 2         | 2.1        | 5                | 5.3        | 5         | 5.8        |
| Become informed                                | 3         | 3.1        | 4                | 4.2        | 5         | 5.8        |
| Ask for or get help                            | 4         | 4.1        | 2                | 2.1        | 1         | 1.2        |
| Unsure   | 2         | 2.1        | 2                | 2.1        | 0         | 0.0        |
| Visit Website                                  | 1         | 1.0        | 0                | 0.0        | 0         | 0.0        |
| Happiness and success are achievable           | 0         | 0.0        | 4                | 4.2        | 16        | 18.6       |
| Other (cool, athletic, affects everyone etc.)  | 7         | 7.2        | 11               | 11.6       | 4         | 4.7        |
| Non-response                                   | 1         | 1.0        | 5                | 5.3        | 0         | 0.0        |
| <b>Total</b>                                   | <b>97</b> | <b>100</b> | <b>95</b>        | <b>100</b> | <b>86</b> | <b>100</b> |

\*Cells may not add up to exactly 100 percent due to rounding or missing data.

Responses with frequencies twenty and over are highlighted and a bold line delineates those that are 5 percent or higher.

- The greatest proportion of respondents in all three groups recognized the message of the concept *Pain Isn't Always Obvious* as being that people can suffer without it being obvious.
- They also perceived messages to learn the signs of depression and suicide, to pay attention to others and the signs of suicide and that help or resources are available. Some respondents also reported messages that suicide is preventable and that it is important to offer help to others.

**Table 10:** Main Message Perceived for *See Inside, Know the Signs*

| Main Message: <i>See Inside, Know the Signs</i> | White |      | African American |      | Hispanic |      |
|---|-------|------|------------------|------|----------|------|
|   | n     | %*   | n                | %*   | n        | %*   |
| Learn signs of depression and suicide           | 29    | 29.0 | 31               | 33.7 | 34       | 42.0 |
| Pay attention to others/signs                   | 28    | 28.0 | 12               | 13.0 | 10       | 12.3 |
| Become informed                                 | 3     | 3.0  | 10               | 10.9 | 5        | 6.2  |
| Offer help to others                            | 9     | 9.0  | 6                | 6.5  | 6        | 7.4  |
| People can suffer without it being obvious      | 7     | 7.0  | 8                | 8.7  | 2        | 2.5  |
| Suicide is preventable                          | 3     | 3.0  | 1                | 1.1  | 5        | 6.2  |
| Ask for or get help                             | 4     | 4.0  | 3                | 3.3  | 4        | 4.9  |
| Help/Resources are available                    | 4     | 4.0  | 4                | 4.3  | 4        | 4.9  |
| Unsure  | 1     | 1.0  | 1                | 1.1  | 0        | 0.0  |
| Visit Website                                   | 0     | 0.0  | 2                | 2.2  | 0        | 0.0  |
| Happiness and success are achievable            | 1     | 1.0  | 0                | 0.0  | 2        | 2.5  |
| Other (Reflect, worry, relax, exercise etc.)    | 6     | 6.0  | 10               | 10.9 | 9        | 11.1 |
| Non-response                                    | 5     | 5.0  | 4                | 4.3  | 0        | 0.0  |
| <b>Total</b>                                    | 100   | 100  | 92               | 100  | 81       | 100  |

\*Cells may not add up to exactly 100 percent due to rounding or missing data.

Responses with frequencies twenty and over are highlighted and a bold line delineates those that are 5 percent or higher.

- All three groups strongly perceived the message to learn the signs of depression and suicide.
- The message to pay attention to others and their possible signs of suicide was also perceived frequently-more often by the White respondents.
- Other messages recognized by a fair number of respondents included the need to become informed about the issue, to offer help to those suffering, and that people can suffer with mental illness and thoughts of suicide without it being obvious.
- A few noticed the message that suicide is preventable.

**Table 11:** Main Message Perceived for *See the Side I Hide*

| Main Message: <i>See the Side I Hide</i>   | White     |            | African American |            | Hispanic  |            |
|--|-----------|------------|------------------|------------|-----------|------------|
|  | n         | %*         | n                | %*         | n         | %*         |
| People can suffer without it being obvious | 45        | 45.5       | 34               | 35.4       | 24        | 29.6       |
| Pay attention to others/signs              | 13        | 13.1       | 12               | 12.5       | 10        | 12.3       |
| Learn signs of depression and suicide      | 9         | 9.0        | 9                | 9.3        | 9         | 11.1       |
| Suicide is preventable                     | 7         | 7.0        | 4                | 4.2        | 5         | 6.2        |
| Unsure                                     | 3         | 3.0        | 5                | 5.2        | 0         | 0.0        |
| Ask for or get help                        | 3         | 3.0        | 7                | 7.3        | 4         | 4.9        |
| Offer help to others                       | 3         | 3.0        | 3                | 3.1        | 5         | 6.2        |
| Become informed                            | 1         | 1.0        | 4                | 4.2        | 2         | 2.5        |
| Visit Website                              | 2         | 2.0        | 0                | 0.0        | 0         | 0.0        |
| Help/Resources are available               | 1         | 1.0        | 1                | 1.0        | 1         | 1.2        |
| Happiness and success are achievable       | 0         | 0.0        | 0                | 0.0        | 2         | 2.5        |
| Other (mental health, curiosity etc.)      | 10        | 10.1       | 10               | 10.4       | 19        | 23.5       |
| Non-response                               | 2         | 2.0        | 7                | 7.3        | 0         | 0.0        |
| <b>Total</b>                               | <b>99</b> | <b>100</b> | <b>96</b>        | <b>100</b> | <b>81</b> | <b>100</b> |

\*Cells may not add up to exactly 100 percent due to rounding or missing data.

Responses with frequencies twenty and over are highlighted and a bold line delineates those that are 5 percent or higher.

- Respondents across all groups most frequently perceived the message that people can suffer from mental illness and thoughts of suicide without it being obvious when exposed to the concept *See the Side I Hide*.
- All groups also perceived the messages to pay attention to others and their potential to show signs of suicide, that the viewer should learn the signs of depression and suicide, and that suicide is preventable.
- A few mentioned they noticed the message about asking for or getting help when a person is struggling with issues of mental health or thoughts of suicide; however, others were unsure of the message.

**Table 12:** Perceived Call to Action

Question 4. What is the ad asking you to do?

| Call to Action: <i>Pain Isn't Always Obvious</i>  | White |      | African American |      | Hispanic |      |
|---|-------|------|------------------|------|----------|------|
|   | n     | %*   | n                | %*   | n        | %*   |
| Pay attention to others                           | 24    | 24.5 | 17               | 17.7 | 28       | 33.3 |
| If concerned for others get help                  | 19    | 19.4 | 15               | 15.6 | 8        | 9.5  |
| Look for signs of depression or suicide           | 18    | 18.4 | 18               | 18.8 | 11       | 13.1 |
| Learn signs of depression and suicide             | 15    | 15.3 | 13               | 13.5 | 11       | 13.1 |
| Visit website                                     | 7     | 7.1  | 4                | 4.2  | 1        | 1.2  |
| Trust gut about others needing help               | 5     | 5.1  | 4                | 4.2  | 0        | 0.0  |
| Call hotline                                      | 1     | 1.0  | 3                | 3.1  | 1        | 1.2  |
| Communicate with friends and family               | 1     | 1.0  | 2                | 2.1  | 6        | 7.1  |
| Be happy/Achieve goals                            | 0     | 0.0  | 0                | 0.0  | 12       | 14.3 |
| Unsure  | 1     | 1.0  | 2                | 2.1  | 0        | 0.0  |
| Other (none, sports related, protect self etc)    | 7     | 7.1  | 10               | 10.4 | 10       | 11.9 |
| Non-response                                      | 0     | 0.0  | 6                | 6.3  | 0        | 0.0  |
| <i>Total</i>                                      | 98    | 100  | 96               | 100  | 84       | 100  |
| Call to Action: <i>See Inside, Know the Signs</i> | n     | %    | n                | %    | n        | %    |
| Look for signs of depression or suicide           | 27    | 27.3 | 21               | 22.6 | 17       | 21.0 |
| Pay attention to others                           | 23    | 23.2 | 19               | 20.4 | 18       | 22.2 |
| Learn signs of depression and suicide             | 16    | 16.2 | 14               | 15.1 | 15       | 18.5 |
| If concerned for others get help                  | 10    | 10.1 | 14               | 15.1 | 14       | 17.3 |
| Visit website                                     | 6     | 6.1  | 0                | 0.0  | 1        | 1.2  |
| Call hotline                                      | 2     | 2.0  | 4                | 4.3  | 0        | 0.0  |
| Trust gut about others needing help               | 2     | 2.0  | 2                | 2.2  | 0        | 0.0  |
| Communicate with friends and family               | 1     | 1.0  | 2                | 2.2  | 9        | 11.1 |
| Unsure  | 1     | 1.0  | 5                | 5.4  | 0        | 0.0  |
| Other (trust self, look forward, exercise etc.)   | 6     | 6.1  | 9                | 9.7  | 7        | 8.6  |
| Non-response                                      | 3     | 3.0  | 3                | 3.2  | 0        | 0.0  |
| <i>Total</i>                                      | 99    | 100  | 93               | 100  | 81       | 100  |
| Call to Action: <i>See the Side I Hide</i>        | n     | %    | n                | %    | n        | %    |
| Pay attention to others                           | 25    | 25.0 | 23               | 24.7 | 27       | 34.0 |
| Look for signs of depression or suicide           | 20    | 20.0 | 18               | 19.4 | 10       | 12.5 |
| If concerned for others get help                  | 16    | 16.0 | 15               | 16.1 | 14       | 17.5 |
| Learn signs of depression and suicide             | 14    | 14.0 | 13               | 14.0 | 13       | 16.3 |
| Visit website                                     | 8     | 8.0  | 2                | 2.2  | 0        | 0.0  |
| Communicate with friends and family               | 4     | 4.0  | 2                | 2.2  | 10       | 12.5 |
| Call hotline                                      | 3     | 3.0  | 1                | 1.1  | 1        | 1.3  |
| Unsure  | 2     | 2.0  | 5                | 5.4  | 1        | 1.3  |
| Other (reflect, none, save lives etc.)            | 5     | 5.0  | 9                | 9.7  | 4        | 5.0  |
| Non-response                                      | 3     | 3.0  | 5                | 5.4  | 0        | 0.0  |
| <i>Total</i>                                      | 100   | 100  | 93               | 100  | 80       | 100  |

\*Cells may not add up to exactly 100 percent due to rounding or missing data.  
Responses with frequencies twenty and over are highlighted.

- All three groups strongly perceived a call to action for every concept to be a message to pay attention to others.
- Respondents also frequently reported a call to action to look for the signs of depression or suicide, however this call to action was provided more often among the White and African American group for the *See Inside, Know the Signs* concept.
- Other calls to action that were strongly perceived among all the concepts and groups were to learn the signs of depression or suicide and to get help if there is any concern about someone.

### Emotional Reactions to Know the Signs Concepts

The respondent’s emotional reactions were captured using two measures. First, an open-ended question was posed to capture top of mind emotions felt after exposure to each ad. Next, a list of emotions was presented, where respondents could select up to three. Results from the quantitative responses to the selections from the list for each of the concepts are provided below. Findings from the open-ended thematic coding aligned to the list when possible will be provided in the final report.

**Table 13:** Initial Emotional Reactions to *Pain Isn’t Always Obvious*

*Part one, Question 2: What feelings come up as you see this ad? (open-ended, up to three possible)*

| Emotional Responses to: <i>Pain Isn’t Always Obvious</i> | White     |            | African American |            | Hispanic  |            |
|--|-----------|------------|------------------|------------|-----------|------------|
|  | n         | %*         | n                | %*         | n         | %*         |
| Sadness  | 7         | 9.1        | 17               | 19.3       | 17        | 21.0       |
| Informed   | 10        | 13.0       | 7                | 8.0        | 7         | 8.6        |
| Boredom  | 10        | 13.0       | 4                | 4.6        | 1         | 1.2        |
| Joy  | 3         | 3.9        | 8                | 9.1        | 5         | 6.2        |
| Confusion  | 2         | 2.6        | 4                | 4.6        | 8         | 9.9        |
| Fear   | 3         | 3.9        | 2                | 2.3        | 7         | 8.6        |
| Hope   | 7         | 9.1        | 4                | 4.6        | 6         | 7.4        |
| Curious  | 3         | 3.9        | 4                | 4.6        | 6         | 7.4        |
| Concern  | 5         | 6.5        | 4                | 4.6        | 2         | 2.5        |
| Discomfort   | 3         | 3.9        | 5                | 5.7        | 0         | 0.0        |
| Annoyance/Frustration                                    | 2         | 2.6        | 2                | 2.3        | 4         | 4.9        |
| Duty   | 1         | 1.3        | 4                | 4.6        | 2         | 2.5        |
| Empathy  | 3         | 3.9        | 1                | 1.1        | 1         | 1.2        |
| Pain   | 0         | 0.0        | 2                | 2.3        | 2         | 2.5        |
| Sympathy   | 2         | 2.6        | 2                | 2.3        | 2         | 2.5        |
| Surprise   | 1         | 1.3        | 0                | 0.0        | 1         | 1.2        |
| Something else (dumb, cool, pride etc.)                  | 15        | 19.5       | 11               | 12.5       | 8         | 9.9        |
| Prefer not to answer/Non-response                        | 0         | 0.0        | 7                | 8.0        | 2         | 2.5        |
| <b>Total</b>   | <b>77</b> | <b>100</b> | <b>88</b>        | <b>100</b> | <b>81</b> | <b>100</b> |

\*Cells may not add up to exactly 100 percent due to rounding or missing data.

Responses with frequencies twenty and over are highlighted and a bold line delineates those that are 5 percent or higher.

- When asked initially about their emotional reaction to the *Pain Isn't Always Obvious* concept, respondents reported mixed emotions.
- The top emotions expressed by the White group included feeling informed, bored and sadness, but also joy.
- African American respondents overwhelmingly felt sadness when exposed to the concept. They also fairly frequently reported feeling informed, but also feeling joy.
- The Hispanic group mainly felt sadness and somewhat frequently, confusion. They also expressed being informed, yet, among some, feeling fear.

**Table 14:** Prompted Emotional Reactions to *Pain Isn't Always Obvious*

Part one, Question 2a: Are there any words on the list below that describe feelings that come to mind when you see this ad? Please select up to 3.

| Emotional Responses to:<br><i>Pain Isn't Always Obvious</i> | White |     | African American |     | Hispanic |      |
|---|-------|-----|------------------|-----|----------|------|
|   | n     | %*  | n                | %*  | n        | %*   |
| Joy   | 10    | 3.9 | 20               | 7.6 | 39       | 16.1 |
| Concern   | 25    | 9.8 | 14               | 5.3 | 15       | 6.2  |
| Hope  | 13    | 5.1 | 20               | 7.6 | 24       | 9.9  |
| Sadness   | 15    | 5.9 | 22               | 8.3 | 21       | 8.7  |
| Confusion   | 22    | 8.7 | 10               | 3.8 | 3        | 1.2  |
| Informed  | 20    | 7.9 | 20               | 7.6 | 16       | 6.6  |
| Curious   | 13    | 5.1 | 13               | 4.9 | 21       | 8.7  |
| Empathy   | 18    | 7.1 | 15               | 5.7 | 0        | 0.0  |
| Surprise  | 11    | 4.3 | 10               | 3.8 | 15       | 6.2  |
| Appreciation  | 5     | 2.0 | 12               | 4.5 | 15       | 6.2  |
| Pride   | 3     | 1.2 | 5                | 1.9 | 15       | 6.2  |
| Skepticism  | 13    | 5.1 | 5                | 1.9 | 0        | 0.0  |
| Annoyance   | 11    | 4.3 | 7                | 2.7 | 2        | 0.8  |
| Comfort   | 6     | 2.4 | 12               | 4.5 | 4        | 1.7  |
| Frustration   | 7     | 2.8 | 11               | 4.2 | 5        | 2.1  |
| Confidence  | 8     | 3.1 | 6                | 2.3 | 10       | 4.1  |
| Discomfort  | 9     | 3.5 | 9                | 3.4 | 3        | 1.2  |
| Love  | 2     | 0.8 | 9                | 3.4 | 9        | 3.7  |
| Vulnerability   | 8     | 3.1 | 6                | 2.3 | 6        | 2.5  |
| Helplessness  | 4     | 1.6 | 8                | 3.0 | 3        | 1.2  |
| Fear  | 3     | 1.2 | 4                | 1.5 | 6        | 2.5  |
| Shame   | 0     | 0.0 | 2                | 0.8 | 2        | 0.8  |
| Anger   | 1     | 0.4 | 1                | 0.4 | 1        | 0.4  |
| Guilt   | 1     | 0.4 | 2                | 0.8 | 0        | 0.0  |
| Duty  | 3     | 1.2 | 5                | 1.9 | 4        | 1.7  |
| Boredom   | 2     | 0.8 | 2                | 0.8 | 0        | 0.0  |
| Urgency   | 2     | 0.8 | 3                | 1.1 | 2        | 0.8  |
| Hopelessness  | 2     | 0.8 | 5                | 1.9 | 0        | 0.0  |
| Something else  | 8     | 3.1 | 2                | 0.8 | 0        | 0.0  |
| Prefer not to answer  | 9     | 3.5 | 4                | 1.5 | 1        | 0.4  |
| <b>Total Responses</b>                                      | 254   | 100 | 264              | 100 | 242      | 100  |

\*Percentages are computed by total responses for three possible selections not including missing data.

Cells may not add up to exactly 100 percent due to rounding or missing data.

Responses with frequencies twenty and over are highlighted and a bold line delineates those that are 5 percent or higher.

- When prompted with a list of emotions to select, there was some consistency among the three groups after exposure to the *Pain Isn't Always Obvious* concept. There were however, many mixed emotions.
- Whites were concerned and confused, yet felt informed by the concept. These were the top three feelings selected from the response options. They also reported feeling empathy and sadness. Hope was reported somewhat frequently as well, along with skepticism and curiosity.

- African Americans most frequently felt sadness, but also joy and hope. They additionally reported feeling informed more often than other emotions. As with Whites, they reported empathy and curiosity.
- The Hispanic group reported joy much more frequently than any other emotion when selecting from the list after exposure to the concept. They felt curiosity and sadness, but also hope, similarly to the other groups. They felt informed as well, but not as frequently. Some other emotions expressed included surprise, appreciation, and pride.

**Table 15:** Initial Emotional Reactions to *See Inside, Know the Signs*

*Part one, Question 2: What feelings come up as you see this ad? (open-ended, up to three possible)*

| Emotional Responses to:<br><i>See Inside, Know the Signs</i> | White     |            | African American |            | Hispanic  |             |
|--|-----------|------------|------------------|------------|-----------|-------------|
|  | n         | %*         | n                | %*         | n         | %*          |
| Sadness  | 17        | 21.8       | 15               | 17.1       | <b>22</b> | <b>26.8</b> |
| Hope   | 1         | 1.3        | 10               | 11.4       | 8         | 9.8         |
| Informed   | 8         | 10.3       | 3                | 3.4        | 8         | 9.8         |
| Boredom  | 8         | 10.3       | 4                | 4.6        | 1         | 1.2         |
| Curious  | 2         | 2.6        | 1                | 1.1        | 7         | 8.5         |
| Concern  | 6         | 7.7        | 4                | 4.6        | 6         | 7.3         |
| Joy  | 5         | 6.4        | 6                | 6.8        | 2         | 2.4         |
| Confusion  | 5         | 6.4        | 6                | 6.8        | 3         | 3.7         |
| Fear   | 1         | 1.3        | 3                | 3.4        | 5         | 6.1         |
| Duty   | 5         | 6.4        | 4                | 4.6        | 3         | 3.7         |
| Discomfort   | 3         | 3.9        | 2                | 2.3        | 0         | 0.0         |
| Empathy  | 3         | 3.9        | 1                | 1.1        | 2         | 2.4         |
| Sympathy   | 2         | 2.6        | 1                | 1.1        | 1         | 1.2         |
| Annoyance/Frustration  | 2         | 2.6        | 2                | 2.3        | 1         | 1.2         |
| Surprise   | 0         | 0.0        | 1                | 1.1        | 0         | 0.0         |
| Pain   | 1         | 1.3        | 0                | 0.0        | 1         | 1.2         |
| Something else (intense, nostalgia, cool etc.)               | 9         | 11.5       | 17               | 19.3       | 10        | 12.2        |
| Prefer not to answer/Non-response                            | 0         | 0.0        | 8                | 9.1        | 2         | 2.4         |
| <b>Total Responses</b>                                       | <b>78</b> | <b>100</b> | <b>88</b>        | <b>100</b> | <b>82</b> | <b>100</b>  |

\*Cells may not add up to exactly 100 percent due to rounding or missing data.

Responses with frequencies twenty and over are highlighted and a bold line delineates those that are 5 percent or higher.

- The top emotional reaction consistently reported across all groups when prompted initially from exposure to the *See Inside, Know the Signs* concept was sadness.
- African Americans and Hispanics fairly frequently felt hope, and Whites and Hispanics felt informed; however, Whites also somewhat often reported feeling boredom.

**Table 16:** Prompted Emotional Reactions to See *Inside, Know the Signs*

Part one, Question 2a: Are there any words on the list below that describe feelings that come to mind when you see this ad? Please select up to 3.

| Emotional Responses to:<br><i>See Inside, Know the Signs</i> | White      |            | African American |            | Hispanic   |            |
|--|------------|------------|------------------|------------|------------|------------|
|  | n          | %*         | n                | %*         | n          | %*         |
| Concern  | 35         | 13.1       | 27               | 10.0       | 27         | 10.8       |
| Sadness  | 33         | 12.4       | 28               | 10.4       | 33         | 13.3       |
| Informed   | 30         | 11.2       | 23               | 8.6        | 22         | 8.8        |
| Empathy  | 24         | 9.0        | 8                | 3.0        | 2          | 0.8        |
| Curious  | 7          | 2.6        | 19               | 7.1        | 23         | 9.2        |
| Hope   | 9          | 3.4        | 19               | 7.1        | 17         | 6.8        |
| Frustration  | 12         | 4.5        | 15               | 5.6        | 17         | 6.8        |
| Guilt  | 4          | 1.5        | 13               | 4.8        | 6          | 2.4        |
| Confusion  | 12         | 4.5        | 9                | 3.3        | 8          | 3.2        |
| Appreciation   | 7          | 2.6        | 6                | 2.2        | 11         | 4.4        |
| Vulnerability  | 11         | 4.1        | 8                | 3.0        | 7          | 2.8        |
| Joy  | 2          | 0.7        | 10               | 3.7        | 8          | 3.2        |
| Helplessness   | 9          | 3.4        | 7                | 2.6        | 0          | 0.0        |
| Hopelessness   | 9          | 3.4        | 9                | 3.3        | 5          | 2.0        |
| Fear   | 8          | 3.0        | 3                | 1.1        | 7          | 2.8        |
| Anger  | 1          | 0.4        | 7                | 2.6        | 2          | 0.8        |
| Duty   | 6          | 2.2        | 3                | 1.1        | 7          | 2.8        |
| Faith  | 2          | 0.7        | 4                | 1.5        | 9          | 3.6        |
| Annoyance  | 7          | 2.6        | 4                | 1.5        | 3          | 1.2        |
| Comfort  | 0          | 0.0        | 4                | 1.5        | 2          | 0.8        |
| Love   | 2          | 0.7        | 3                | 1.1        | 5          | 2.0        |
| Surprise   | 3          | 1.1        | 5                | 1.9        | 7          | 2.8        |
| Shame  | 2          | 0.7        | 2                | 0.7        | 5          | 2.0        |
| Discomfort   | 7          | 2.6        | 6                | 2.2        | 7          | 2.8        |
| Boredom  | 3          | 1.1        | 4                | 1.5        | 3          | 1.2        |
| Skepticism   | 4          | 1.5        | 5                | 1.9        | 0          | 0.0        |
| Pride  | 0          | 0.0        | 1                | 0.4        | 0          | 0.0        |
| Confidence   | 0          | 0.0        | 2                | 0.7        | 4          | 1.6        |
| Urgency  | 5          | 1.9        | 7                | 2.6        | 0          | 0.0        |
| Something else   | 4          | 1.5        | 2                | 0.7        | 1          | 0.4        |
| Prefer not to answer   | 9          | 3.4        | 6                | 2.2        | 1          | 0.4        |
| <b>Total Responses</b>                                       | <b>267</b> | <b>100</b> | <b>269</b>       | <b>100</b> | <b>249</b> | <b>100</b> |

\*Percentages are computed by total responses for 3 possible selections not including missing data. Responses with frequencies twenty and over are highlighted and a bold line delineates those that are 5 percent or higher.

- There was consistency in the emotions reported for the *See Inside, Know the Signs* concept when prompted with a list of emotions to choose from. Concern and sadness were the top emotions selected among all three groups. All three groups also frequently reported feeling informed.
- Whites reported feeling empathy after exposure to the concept.
- African Americans reported feeling hope, but also curiosity and frustration.
- The Hispanic group reported hope and frustration somewhat frequently as well.

**Table 17:** Initial Emotional Reactions to *See the Side I Hide*

Part one, Question 2: What feelings come up as you see this ad? (open-ended, up to three possible)

| Emotional Responses to:<br><i>See the Side I Hide</i> | White     |            | African American |            | Hispanic  |            |
|---|-----------|------------|------------------|------------|-----------|------------|
|   | n         | %*         | n                | %*         | n         | %*         |
| Sadness   | 7         | 9.3        | 15               | 17.4       | 14        | 17.9       |
| Confusion   | 4         | 5.3        | 6                | 7.0        | 9         | 11.5       |
| Boredom   | 8         | 10.7       | 3                | 3.5        | 2         | 2.6        |
| Concern   | 2         | 2.7        | 6                | 7.0        | 8         | 10.3       |
| Informed  | 6         | 8.0        | 7                | 8.1        | 7         | 9.0        |
| Discomfort  | 7         | 9.3        | 5                | 5.8        | 1         | 1.3        |
| Curious   | 2         | 2.7        | 2                | 2.3        | 6         | 7.7        |
| Duty  | 1         | 1.3        | 5                | 5.8        | 4         | 5.1        |
| Fear  | 4         | 5.3        | 3                | 3.5        | 5         | 6.4        |
| Empathy   | 4         | 5.3        | 2                | 2.3        | 3         | 3.8        |
| Hope  | 3         | 4.0        | 4                | 4.7        | 4         | 5.1        |
| Joy   | 3         | 4.0        | 4                | 4.7        | 2         | 2.6        |
| Sympathy  | 3         | 4.0        | 2                | 2.3        | 1         | 1.3        |
| Annoyance/Frustration                                 | 1         | 1.3        | 2                | 2.3        | 2         | 2.6        |
| Pain  | 0         | 0.0        | 2                | 2.3        | 1         | 1.3        |
| Surprise  | 1         | 1.3        | 0                | 0.0        | 0         | 0.0        |
| Something else (ugly, pride, young, athletic etc.)    | 19        | 25.3       | 12               | 14.0       | 9         | 11.5       |
| Prefer not to answer/Non-response                     | 0         | 0.0        | 6                | 7.0        | 0         | 0.0        |
| <b>Total Responses</b>                                | <b>75</b> | <b>100</b> | <b>86</b>        | <b>100</b> | <b>78</b> | <b>100</b> |

\*Cells may not add up to exactly 100 percent due to rounding or missing data.

Responses with frequencies twenty and over are highlighted and a bold line delineates those that are 5 percent or higher.

- When prompted initially to report their emotional reactions to *See the Side I Hide*, African Americans and Hispanics frequently reported sadness.
- The Hispanic group also mainly felt confusion, but expressed concern and feeling informed as well.
- African American respondents somewhat frequently reported feeling informed and concerned, but also confused.
- The most frequent emotion expressed by the White group after exposure to *See the Side I Hide* was boredom. They also mainly reported feeling sadness and discomfort, but also informed.

**Table 18:** Prompted Emotional Reactions to *See the Side I Hide*

Part one, Question 2a: Are there any words on the list below that describe feelings that come to mind when you see this ad? Please select up to 3.

| Emotional Responses to:<br><i>See the Side I Hide</i> | White      |            | African American |            | Hispanic   |            |
|---|------------|------------|------------------|------------|------------|------------|
|   | n          | %*         | n                | %*         | n          | %*         |
| Sadness   | 26         | 10.1       | 37               | 13.5       | 36         | 15.1       |
| Discomfort  | 32         | 12.5       | 13               | 4.7        | 8          | 3.4        |
| Concern   | 28         | 10.9       | 27               | 9.9        | 25         | 10.5       |
| Frustration   | 14         | 5.5        | 18               | 6.6        | 24         | 10.0       |
| Confusion   | 23         | 9.0        | 20               | 7.3        | 17         | 7.1        |
| Curious   | 14         | 5.5        | 20               | 7.3        | 22         | 9.2        |
| Empathy   | 15         | 5.8        | 14               | 5.1        | 5          | 2.1        |
| Vulnerability   | 12         | 4.7        | 13               | 4.7        | 19         | 8.0        |
| Fear  | 7          | 2.7        | 11               | 4.0        | 13         | 5.4        |
| Informed  | 10         | 3.9        | 11               | 4.0        | 8          | 3.4        |
| Helplessness  | 8          | 3.1        | 10               | 3.7        | 5          | 2.1        |
| Hope  | 7          | 2.7        | 7                | 2.6        | 9          | 3.8        |
| Urgency   | 6          | 2.3        | 3                | 1.1        | 9          | 3.8        |
| Annoyance   | 8          | 3.1        | 4                | 1.5        | 1          | 0.4        |
| Surprise  | 7          | 2.7        | 6                | 2.2        | 5          | 2.1        |
| Shame   | 1          | 0.4        | 7                | 2.6        | 6          | 2.5        |
| Hopelessness  | 5          | 2.0        | 7                | 2.6        | 2          | 0.8        |
| Anger   | 3          | 1.2        | 7                | 2.6        | 1          | 0.4        |
| Skepticism  | 3          | 1.2        | 7                | 2.6        | 3          | 1.3        |
| Guilt   | 0          | 0.0        | 5                | 1.8        | 3          | 1.3        |
| Duty  | 2          | 0.8        | 1                | 0.4        | 0          | 0.0        |
| Faith   | 2          | 0.8        | 4                | 1.5        | 4          | 1.7        |
| Love  | 1          | 0.4        | 1                | 0.4        | 2          | 0.8        |
| Comfort   | 0          | 0.0        | 3                | 1.1        | 2          | 0.8        |
| Boredom   | 3          | 1.2        | 1                | 0.4        | 0          | 0.0        |
| Pride   | 0          | 0.0        | 2                | 0.7        | 0          | 0.0        |
| Confidence  | 2          | 0.8        | 2                | 0.7        | 2          | 0.8        |
| Joy   | 0          | 0.0        | 4                | 1.5        | 5          | 2.1        |
| Appreciation  | 2          | 0.8        | 2                | 0.7        | 2          | 0.8        |
| Something else  | 7          | 2.7        | 3                | 1.1        | 0          | 0.0        |
| Prefer not to answer                                  | 9          | 3.5        | 4                | 1.5        | 1          | 0.4        |
| <b>Total Responses</b>                                | <b>257</b> | <b>100</b> | <b>274</b>       | <b>100</b> | <b>239</b> | <b>100</b> |

\*Percentages are computed by total responses for three possible selections not including missing data. Responses with frequencies twenty and over are highlighted and a bold line delineates those that are 5 percent or higher.

- There was consistency among emotional reactions between the three target audiences when provided with the list of emotions to choose from after exposure to *See the Side I Hide*, but there was not as much consistency as with the *See Inside, Know the Signs* concept. All three groups frequently reported feelings of sadness and concern.

- Whites however, unlike the other groups, frequently felt discomfort. This emotion was reported most frequently among the Whites when exposed to this concept. They also frequently felt confusion.
- African Americans frequently felt curiosity and confusion. The African American group somewhat frequently reported feelings of frustration.
- Hispanics also felt curiosity, frustration, and confusion.

### Clarity, Believability, Likes and Dislikes of Know the Signs Concepts

Respondents were asked about their ability to understand the concepts and how believable they perceived them to be. When respondents indicated they found the concept difficult to understand, they were asked what they found to be difficult to understand. They were also asked about what they liked about each concept and if there was anything they disliked. If they responded that they disliked something, they were prompted to provide more information to describe what they disliked. Findings regarding the clarity, believability and likability of the concepts among the groups are provided below.

**Table 19:** Clarity of Know the Signs Concepts

*Part one, Question 5: Is there anything difficult to understand or that doesn't make sense in the ad?*

|  | White |      | African American |      | Hispanic |      |
|--|-------|------|------------------|------|----------|------|
|  | n     | %    | n                | %    | n        | %    |
| <b><i>Pain Isn't Always Obvious</i></b>  |       |      |                  |      |          |      |
| Yes                                      | 15    | 13.2 | 10               | 9.2  | 7        | 7.3  |
| No                                       | 82    | 71.9 | 88               | 80.7 | 83       | 87.4 |
| Don't Know                               | 11    | 9.7  | 6                | 5.5  | 5        | 5.3  |
| Prefer not to answer                     | 6     | 5.3  | 5                | 4.6  | 0        | 0.0  |
| <b><i>See Inside, Know the Signs</i></b> |       |      |                  |      |          |      |
| Yes                                      | 6     | 5.3  | 12               | 11.0 | 10       | 10.5 |
| No                                       | 95    | 83.3 | 90               | 82.6 | 75       | 79.0 |
| Don't Know                               | 8     | 7.0  | 4                | 3.7  | 8        | 8.4  |
| Prefer not to answer                     | 5     | 4.4  | 3                | 2.8  | 2        | 2.1  |
| <b><i>See the Side I Hide</i></b>        |       |      |                  |      |          |      |
| Yes                                      | 15    | 13.2 | 10               | 9.2  | 6        | 6.3  |
| No                                       | 85    | 74.6 | 86               | 79.0 | 79       | 83.2 |
| Don't Know                               | 8     | 7.0  | 9                | 8.3  | 7        | 7.4  |
| Prefer not to answer                     | 6     | 5.3  | 4                | 3.7  | 3        | 3.2  |

*Responses with proportions of 10 percent and higher are highlighted.*

- Only a few respondents reported that anything about the concepts was difficult to understand. The few White respondents that indicated there was something they didn't understand reported this for the *Pain Isn't Always Obvious* and *See the Side I Hide* concepts. A few African American respondents reported difficulty understanding something for each of the concepts; however, the Hispanic respondents mainly responded there was something difficult for the *See Inside, Know the Signs* concept.

**Table 20:** Specified Issues Affecting Clarity in *Pain Isn't Always Obvious*

Question 5A: Please describe what was difficult to understand. (open-ended)

|   | White |      | African American |      | Hispanic |      |
|---|-------|------|------------------|------|----------|------|
|   | n     | %*   | n                | %*   | n        | %*   |
| <b><i>Pain Isn't Always Obvious</i></b>                                   |       |      |                  |      |          |      |
| Image and messaging don't match the messaging on mental health or suicide | 6     | 40.0 | 0                | 0.0  | 3        | 42.9 |
| Formatting  | 3     | 20.0 | 0                | 0.0  | 0        | 0.0  |
| Does not like the picture   | 1     | 6.7  | 0                | 0.0  | 2        | 28.6 |
| Vague or unclear messaging  | 2     | 13.3 | 1                | 50.0 | 1        | 14.3 |
| Does not like ad overall  | 1     | 6.7  | 0                | 0.0  | 1        | 14.3 |
| Does not catch my attention   | 2     | 13.2 | 0                | 0.0  | 0        | 0.0  |
| Non-response  | 0     | 0.0  | 1                | 50.0 | 0        | 0.0  |
| <i>Total</i>  | 15    | 100  | 2                | 100  | 7        | 100  |
| <b><i>See Inside, Know the Signs</i></b>                                  |       |      |                  |      |          |      |
| Formatting  | 3     | 60.0 | 1                | 25.0 | 4        | 50.0 |
| Image and messaging don't match the messaging on mental health or suicide | 0     | 0.0  | 1                | 25.0 | 2        | 25.0 |
| Vague messaging   | 1     | 20.0 | 0                | 0.0  | 0        | 0.0  |
| Does not like ad overall  | 1     | 20.0 | 0                | 0.0  | 2        | 25.0 |
| Non-response  | 0     | 0.0  | 2                | 50.0 | 0        | 0.0  |
| <i>Total</i>  | 5     | 100  | 4                | 100  | 8        | 100  |
| <b><i>See the Side I Hide</i></b>   |       |      |                  |      |          |      |
| Does not like the picture   | 7     | 50.0 | 1                | 20.0 | 4        | 66.7 |
| Does not give enough detail   | 3     | 21.4 | 1                | 20.0 | 0        | 0.0  |
| Image and messaging don't match the messaging on mental health or suicide | 2     | 14.3 | 1                | 20.0 | 0        | 0.0  |
| Formatting  | 0     | 0.0  | 2                | 40.0 | 0        | 0.0  |
| Vague messaging   | 1     | 7.1  | 0                | 0.0  | 2        | 33.3 |
| All of the ad   | 1     | 7.1  | 0                | 0.0  | 0        | 0.0  |
| <i>Total</i>  | 14    | 100  | 5                | 100  | 6        | 100  |

\*Percentages are computed by total responses not including missing data.

- The few comments provided regarding what was difficult to understand included mainly issues related to formatting or the image portraying the message.
- However, the two most frequent issues reported were how the image and the message are disconnected for the concept *Pain Isn't Always Obvious* and the dislike of the image for *See the Side I Hide*.

**Table 21:** Believability of *Know the Signs* Concepts

Part one, Question 6: How believable are the ideas presented in this ad?

|  | White |      | African American |      | Hispanic |      |
|--|-------|------|------------------|------|----------|------|
|  | n     | %    | n                | %    | n        | %    |
| <b><i>Pain Isn't Always Obvious</i></b>  |       |      |                  |      |          |      |
| Very Believable                          | 50    | 43.9 | 64               | 58.7 | 59       | 62.1 |
| Somewhat Believable                      | 37    | 32.5 | 30               | 27.5 | 30       | 31.6 |
| Not Very Believable                      | 12    | 10.5 | 7                | 6.4  | 4        | 4.2  |
| Not at All Believable                    | 7     | 6.1  | 3                | 2.8  | 0        | 0.0  |
| Prefer not to answer                     | 8     | 7.0  | 5                | 4.6  | 2        | 2.1  |
| <b><i>See Inside, Know the Signs</i></b> | n     | %    | n                | %    | n        | %    |
| Very Believable                          | 64    | 56.1 | 63               | 57.8 | 60       | 63.2 |
| Somewhat Believable                      | 30    | 26.3 | 32               | 29.4 | 29       | 30.5 |
| Not Very Believable                      | 7     | 6.1  | 8                | 7.3  | 3        | 3.2  |
| Not at All Believable                    | 3     | 2.6  | 1                | 0.9  | 0        | 0.0  |
| Prefer not to answer                     | 10    | 8.8  | 5                | 4.6  | 3        | 3.2  |
| <b><i>See the Side I Hide</i></b>        | n     | %    | n                | %    | n        | %    |
| Very Believable                          | 58    | 50.9 | 64               | 58.7 | 51       | 53.7 |
| Somewhat Believable                      | 32    | 28.1 | 32               | 29.4 | 34       | 35.8 |
| Not Very Believable                      | 10    | 8.8  | 4                | 3.7  | 5        | 5.3  |
| Not at All Believable                    | 6     | 5.3  | 4                | 3.7  | 0        | 0.0  |
| Prefer not to answer                     | 8     | 7.0  | 5                | 4.6  | 5        | 5.3  |

- The vast majority of respondents found the concepts to be very or somewhat believable.

**Table 22:** Perception of Intended Audience for *Pain Isn't Always Obvious*

Question 7: Who do you think this ad was created to reach? (open-ended)

|  | White     |            | African American |            | Hispanic  |            |
|--|-----------|------------|------------------|------------|-----------|------------|
|  | n         | %*         | n                | %*         | n         | %*         |
| <b><i>Pain Isn't Always Obvious</i></b>                  |           |            |                  |            |           |            |
| General public   | 26        | 30.6       | 27               | 29.3       | 24        | 29.6       |
| Family and Friends                                       | 23        | 27.1       | 15               | 16.3       | 22        | 27.2       |
| People with mental illness or who are suicidal           | 12        | 14.1       | 19               | 20.7       | 7         | 8.6        |
| Kids, teens and young adults                             | 1         | 1.2        | 8                | 8.7        | 13        | 16.0       |
| Someone who is worried about others                      | 5         | 5.9        | 0                | 0.0        | 2         | 2.5        |
| Men  | 2         | 2.4        | 3                | 3.3        | 0         | 0.0        |
| People who need help                                     | 2         | 2.4        | 1                | 1.1        | 2         | 2.5        |
| Older adults   | 2         | 2.4        | 0                | 0.0        | 1         | 1.2        |
| Veterans, Teachers, Minorities                           | 2         | 2.4        | 2                | 2.2        | 1         | 1.2        |
| No one that I know                                       | 1         | 1.2        | 1                | 1.1        | 0         | 0.0        |
| Other (working class, conservatives, athletes, me, etc.) | 6         | 7.1        | 11               | 12.0       | 8         | 9.9        |
| Non-response   | 4         | 4.7        | 5                | 5.4        | 1         | 1.2        |
| <b>Total</b>   | <b>85</b> | <b>100</b> | <b>92</b>        | <b>100</b> | <b>81</b> | <b>100</b> |

\*Cells may not add up to exactly 100 percent due to rounding or missing data.

Responses with frequencies twenty and over are highlighted and a bold line delineates those that are 5 percent or higher.

- All groups perceived that the *Pain Isn't Always Obvious* concept is for the general public, family and friends.
- The White and African American groups perceived that the concept is aimed at people with mental illness or who are suicidal- less so in the Hispanic group.
- Hispanic respondents reported the impression that the concept was targeted toward youth and young adults.

**Table 23:** Perceptions of Intended Audience for *See Inside, Know the Signs*

Question 7: Who do you think this ad was created to reach? (open-ended)

| <b>See Inside, Know the Signs</b>              | <b>White</b> |            | <b>African American</b> |            | <b>Hispanic</b> |            |
|--|--------------|------------|-------------------------|------------|-----------------|------------|
|  | n            | %*         | n                       | %*         | n               | %*         |
| Family and Friends                             | 16           | 18.0       | 13                      | 15.3       | <b>30</b>       | 36.6       |
| General public                                 | <b>29</b>    | 32.6       | <b>21</b>               | 24.7       | <b>20</b>       | 24.4       |
| People with mental illness or who are suicidal | <b>21</b>    | 23.6       | <b>21</b>               | 24.7       | 12              | 14.6       |
| Kids, teens and young adults                   | 4            | 4.5        | 7                       | 8.2        | 5               | 6.1        |
| People who need help                           | 5            | 5.6        | 3                       | 3.5        | 2               | 2.4        |
| Someone who is worried about others            | 3            | 3.4        | 2                       | 2.4        | 3               | 3.7        |
| Men  | 2            | 2.2        | 1                       | 1.2        | 0               | 0.0        |
| No one that I know                             | 0            | 0.0        | 2                       | 2.4        | 1               | 1.2        |
| Women  | 0            | 0.0        | 0                       | 0.0        | 2               | 2.4        |
| Veterans                                       | 0            | 0.0        | 1                       | 1.2        | 0               | 0.0        |
| Teachers                                       | 0            | 0.0        | 1                       | 1.2        | 0               | 0.0        |
| Older adults                                   | 0            | 0.0        | 0                       | 0.0        | 1               | 1.2        |
| Other (educated, working class, me)            | 8            | 9.0        | 7                       | 8.2        | 5               | 6.1        |
| Non-response                                   | 1            | 1.1        | 6                       | 7.1        | 1               | 1.2        |
| <b>Total</b>                                   | <b>89</b>    | <b>100</b> | <b>85</b>               | <b>100</b> | <b>82</b>       | <b>100</b> |

\*Cells may not add up to exactly 100 percent due to rounding or missing data.

Responses with frequencies twenty and over are highlighted and a bold line delineates those that are 5 percent or higher.

- Again, respondents across all groups perceived that the concept was intended for the general public.
- The Hispanic group, however, frequently thought that the concept was intended for family and friends, whereas Whites and African Americans perceived more often that it was created for people with mental illness or who are considering suicide.

**Table 24:** Perceptions of Intended Audience for *See the Side I Hide*

Question 7: Who do you think this ad was created to reach? (open-ended)

| <b><i>See the Side I Hide</i></b>              | <b>White</b> |            | <b>African American</b> |            | <b>Hispanic</b> |            |
|--|--------------|------------|-------------------------|------------|-----------------|------------|
|  | n            | %*         | n                       | %*         | n               | %*         |
| General public                                 | <b>25</b>    | 30.9       | 19                      | 21.1       | <b>20</b>       | 26.0       |
| People with mental illness or who are suicidal | 14           | 17.3       | <b>25</b>               | 27.8       | 14              | 18.2       |
| Family and Friends                             | <b>21</b>    | 25.9       | 12                      | 13.3       | 18              | 23.4       |
| Kids, teens and young adults                   | 0            | 0.0        | 8                       | 8.9        | 9               | 11.7       |
| Someone who is worried about others            | 7            | 8.6        | 2                       | 2.2        | 2               | 2.6        |
| Men  | 4            | 4.9        | 5                       | 5.6        | 0               | 0.0        |
| People who need help                           | 4            | 4.9        | 0                       | 0.0        | 3               | 3.9        |
| Women  | 0            | 0.0        | 0                       | 0.0        | 3               | 3.9        |
| Older adults                                   | 0            | 0.0        | 0                       | 0.0        | 1               | 1.3        |
| Minorities                                     | 0            | 0.0        | 2                       | 2.2        | 0               | 0.0        |
| Other (Sports fans, uneducated, me etc.)       | 5            | 6.2        | 11                      | 12.2       | 7               | 9.1        |
| Non-response                                   | 1            | 1.2        | 6                       | 6.7        | 0               | 0.0        |
| <b>Total</b>                                   | <b>81</b>    | <b>100</b> | <b>90</b>               | <b>100</b> | <b>77</b>       | <b>100</b> |

\*Cells may not add up to exactly 100 percent due to rounding or missing data.

Responses with frequencies twenty and over are highlighted and a bold line delineates those that are 5 percent or higher.

- Respondents across all groups mainly perceived that the concept *See the Side I Hide* was designed for the general public.
- African Americans thought more frequently that the concept was intended for people with mental illness or who are considering suicide.
- White and Hispanic respondents perceived more often than African Americans that the concept was aimed at family and friends.

**Table 25:** Liked Elements for *Pain Isn't Always Obvious*

Question 8: What do you like about this ad? (open-ended)

| Likes: <i>Pain Isn't Always Obvious</i>           | White     |            | African American |            | Hispanic  |            |
|---|-----------|------------|------------------|------------|-----------|------------|
|   | n         | %*         | n                | %*         | n         | %*         |
| Strong/Important message                          | 19        | 23.5       | 19               | 21.1       | 8         | 10.4       |
| Nothing   | 15        | 18.5       | 7                | 7.8        | 2         | 2.6        |
| Everything about the ad overall                   | 4         | 4.9        | 6                | 6.7        | 15        | 19.5       |
| Information and purpose is clear                  | 14        | 17.3       | 11               | 12.2       | 7         | 9.1        |
| Picture or Image choice                           | 8         | 9.9        | 12               | 13.3       | 9         | 11.7       |
| Realistic   | 1         | 1.2        | 6                | 6.7        | 8         | 10.4       |
| Attention Grabbing - Overall                      | 2         | 2.5        | 6                | 6.7        | 1         | 1.3        |
| Offers resources – website, hotline etc.          | 5         | 6.2        | 4                | 4.4        | 6         | 7.8        |
| Color, design choice – format, layout etc.        | 3         | 3.7        | 5                | 5.6        | 5         | 6.5        |
| Appeals to personal life/can identify with the ad | 2         | 2.5        | 2                | 2.2        | 5         | 6.5        |
| Evokes an emotional reaction                      | 3         | 3.7        | 2                | 2.2        | 3         | 3.9        |
| Makes me want to learn more                       | 2         | 2.5        | 1                | 1.1        | 2         | 2.6        |
| Other (do something, optimistic)                  | 2         | 2.5        | 3                | 3.3        | 6         | 7.8        |
| Non-response                                      | 1         | 1.2        | 6                | 6.7        | 0         | 0          |
| <b>Total</b>                                      | <b>81</b> | <b>100</b> | <b>90</b>        | <b>100</b> | <b>77</b> | <b>100</b> |

\*Cells may not add up to exactly 100 percent due to rounding or missing data.

- The White and African American groups liked that the Pain Isn't Always Obvious concept presented a strong or important message. Many Hispanic respondents felt this way, too, but the most frequent comments among the Hispanic group were about liking the concept overall.
- White and African American respondents liked that the information and purpose of the message were clear.
- However, White respondents, more so than the other groups, reported that they liked nothing about the concept.
- A fair number of respondents from each group liked the choice of the image chosen.
- Some of the “other” responses were difficult to interpret; however, there were comments that seem to like how the concept communicates the importance of doing something about the issue. Others mentioned the optimism that something can be done, and one comment was about the ability to overcome. A white respondent mentioned that it’s good to have a different target audience than usual.

- Some of the specific comments provided about the liked elements included:
  - Love the fact that it alerts people to pay more attention
  - It's positive. I like the words "Trust your instincts" and the last 2 sentences of the paragraph
  - Gives a phone number
  - Very straightforward and easy to understand
  - The family or friends in the background, the title
  - The attempt to have people understand that it's not always what it appears.
  - It gives those of us a tool to use so we can hopefully make a difference to someone who may need help
  - I like that it does not show a typically depressed looking person
  - It's subtle
  - Great message with a stronger meaning
  - Highlights someone can look exceptionally happy and be struggling
  - Excellent we need to have an ad to show its ok to have these feelings and what you can do about it to getting help
  - That it at least brings up the reality that most people who suffer depression and suicidal thoughts don't wear their intentions on their sleeves or advertise their pain
  - It's realistic
  - The idea that suicide is preventable and that someone who appears outwardly happy may be unhappy inside
  - It relates mental health issues to an "everyday" person
  - That it shows someone that most of us would assume is happy
  - It is simple, straightforward, and provides direction
  - That because the expression and the message are polar opposites, it delivers a direct message
  - It might save a life
  - That it can somehow draw parents' attention to a very delicate and dangerous issue for their children
  - That it has information on where to go, call or find information
  - As we can see that sometimes our children may be happy for the upcoming change, but they may also be stressed or depressed
  - That you must be alert at all times.
  - To get to know more about our loved ones and to get to know their emotional states
  - That to smile is not always to be happy
  - I like that it shows you a reality that you live a lot- I'm happy but inside I suffer
  - The invitation to visit the help page

**Table 26:** Liked Elements for *See Inside, Know the Signs*

Question 8: What do you like about this ad? (open-ended)

| Likes: <i>See Inside, Know the Signs</i>             | White     |            | African American |            | Hispanic  |            |
|--|-----------|------------|------------------|------------|-----------|------------|
|  | n         | %*         | n                | %*         | n         | %*         |
| Strong/Important message                             | 12        | 13.8       | 14               | 15.7       | 16        | 21.9       |
| Information and purpose is clear                     | 14        | 16.1       | 15               | 16.9       | 10        | 13.7       |
| Color, design choice – format, layout etc.           | 14        | 16.1       | 8                | 9.0        | 9         | 12.3       |
| Nothing  | 12        | 13.8       | 11               | 12.4       | 7         | 9.6        |
| Attention Grabbing - Overall                         | 6         | 6.9        | 4                | 4.5        | 2         | 2.7        |
| Offers resources – website, hotline etc.             | 9         | 10.3       | 5                | 5.6        | 11        | 15.1       |
| Picture or Image choice                              | 3         | 3.4        | 8                | 9.0        | 5         | 6.8        |
| Everything about the ad overall                      | 4         | 4.6        | 4                | 4.5        | 7         | 9.6        |
| Appeals to personal life/can identify with the ad    | 1         | 1.1        | 0                | 0          | 2         | 2.7        |
| Makes me want to learn more                          | 2         | 2.3        | 3                | 3.4        | 1         | 1.4        |
| Evokes an emotional reaction                         | 2         | 2.3        | 3                | 3.4        | 1         | 1.4        |
| Realistic  | 3         | 3.4        | 1                | 1.1        | 0         | 0          |
| Other (vague, traditional, different, specific etc.) | 4         | 4.6        | 7                | 7.9        | 2         | 2.7        |
| Non-response   | 1         | 1.1        | 6                | 6.7        | 0         | 0          |
| <b>Total</b>   | <b>87</b> | <b>100</b> | <b>89</b>        | <b>100</b> | <b>73</b> | <b>100</b> |

\*Cells may not add up to exactly 100 percent due to rounding or missing data.

- Many respondents across all the groups liked that there was a strong or important message in *See Inside, Know the Signs*, particularly the Hispanic respondents.
- A decent proportion of each of the groups liked that the information and purpose were clear.
- A good number of respondents across all the groups also liked the execution of the concept.
- However, a fair proportion of respondents also mentioned there was nothing about the concept they liked.
- Some respondents reported they liked that the concept offered resources for help seekers.
- Again, there were “other” responses that were difficult to interpret, but one included a comment stating they liked that it was hard hitting (“doesn’t pull any punches”). Other respondents mentioned it was unique and open to interpretation. One respondent liked that it was vague and another liked that it was specific.

- Some of the specific comments provided about the liked elements included:
  - Making me want to get more information about this subject
  - Catches my attention and contains a great message
  - It indicates many alerts of suicidal tendencies. The "copy" (though small) is hopeful/helpful and informative. Direction is simply stated in the last 2 lines of copy
  - The line that shows the hotline for help
  - It offers help to those that may be unaware of depression signs
  - Making people aware, like it says you may know that someone is having a hard time but you may not know the seriousness of it
  - Makes me feel like I have the ability to find out how I could help someone instead of making a possible situation worse
  - I think it is very much to the point. It gives so many symptoms to be on the lookout for
  - It's very easy to understand the intended message
  - Powerful, stark message and graphics
  - The minimal use of imagery and the way it conjures forth mental images through words alone
  - It hits home hard , no mistake about this ad
  - The message and the information is the drawing
  - Coherent imagery and message. Actual information!
  - It doesn't choose a specific person as the image of emotional pain and suicidal thoughts, and it provides specific examples of behaviors that can be clues to emotional pain and suicidal thoughts
  - I like that it is empowering people to act for those who can or will not act for themselves.
  - That it shows other people in the same space who appear to be jovial and nobody notices the person who is drifting into a darkness and cannot see the light to guide them out of the dark
  - If gives clear signs and symptoms and where to get help
  - It is simple, straightforward, and a call for action
  - The drawing of the person with all the feelings in it
  - I like that they are trying to bring awareness and that they are teaching the family and friends how to spot the warning signs and what to do
  - That it provides you with some information in terms of things that may be a sign for you to pay attention to if you feel someone may be struggling with personal issues that are causing them severe mental stress
  - That it is very explicit
  - It warns us of things we should know about
  - I like everything, the format, color and dialogue
  - That it makes me aware of the subject of suicide
  - It gives information on how to know what were the signs
  - It is clear and it gives me important information
  - Everything

**Table 27:** Liked Elements for *See the Side I Hide*

Question 8. What do you like about this ad? (open-ended)

| Likes: <i>See the Side I Hide</i>                 | White     |            | African American |            | Hispanic  |            |
|---|-----------|------------|------------------|------------|-----------|------------|
|   | n         | %*         | n                | %*         | n         | %*         |
| Nothing   | 22        | 27.8       | 13               | 15.1       | 9         | 11.8       |
| Strong/Important message                          | 18        | 22.8       | 13               | 15.1       | 5         | 6.6        |
| Picture or Image choice                           | 4         | 5.1        | 14               | 16.3       | 12        | 15.8       |
| Attention Grabbing - Overall                      | 12        | 15.2       | 5                | 5.8        | 3         | 3.9        |
| Information and purpose is clear                  | 5         | 6.3        | 10               | 11.6       | 9         | 11.8       |
| Offers resources – website, hotline etc.          | 4         | 5.1        | 5                | 5.8        | 8         | 10.5       |
| Everything about the ad overall                   | 3         | 3.8        | 5                | 5.8        | 8         | 10.5       |
| Color, design choice – format, layout etc.        | 0         | 0          | 4                | 4.7        | 5         | 6.6        |
| Realistic   | 1         | 1.3        | 5                | 5.8        | 4         | 5.3        |
| Appeals to personal life/can identify with the ad | 2         | 2.5        | 1                | 1.2        | 4         | 5.3        |
| Makes me want to learn more                       | 2         | 2.5        | 1                | 1.2        | 3         | 3.9        |
| Evokes an emotional reaction                      | 1         | 1.3        | 0                | 0          | 2         | 2.6        |
| Other (positive, vague, not bad, harsh etc.)      | 4         | 5.1        | 4                | 4.7        | 4         | 5.3        |
| Non-response                                      | 1         | 1.3        | 6                | 7.0        | 0         | 0          |
| <b>Total</b>                                      | <b>79</b> | <b>100</b> | <b>86</b>        | <b>100</b> | <b>76</b> | <b>100</b> |

\*Cells may not add up to exactly 100 percent due to rounding or missing data. Responses with proportions of 25 percent and higher are highlighted.

- Respondents in the White group most frequently reported that they liked nothing about the *See the Side I Hide* concept. A good proportion of African Americans and Hispanics responded this way as well.
- The White and African American respondents however, liked that it was a strong or important message.
- African Americans reported that they liked the image choice.
- A decent proportion of White respondents also liked that it was able to grab their attention.
- Some of the respondents in the African American group liked that the information and purpose was clearly relayed.
- A fair number of Hispanics also commented they liked that resources for help were offered and liked the concept overall.
- Some of the “other” responses were interpreted to be comments about liking the harshness of the concept, becoming aware of the issue, the positivity, and the strength in the portrayal of the individuals “showing themselves.” One respondent reported how they liked the “drama” of the concept.

- Some of the specific comments provided about the liked elements included:
  - Presents a powerful message. My former business associate committed suicide in one of my offices, and we had no inkling that he was in trouble. This message strikes home with me.
  - It is an awareness campaign for a serious problem that needs to be addressed
  - the idea that people don't always talk about mental illness
  - The slogan, See the Side I Hide
  - The imagery is great and the message is true. A lot of hidden meaning
  - I am immediately drawn to it -- it is intriguing and, when I read the message, it's powerful.
  - That there are places out there to help
  - It's realistic. the person resembles someone that could be my neighbor
  - Wow it is very creative and visual, everyone would look at it
  - Makes people think about not just looking at the surface of a person but to ask how they are
  - How informative it is, makes me think about someone who might be hiding their truth within
  - It really makes you stop and think. We are all so busy that we really don't take the time to see the whole person.
  - It is different and stands out
  - The picture really grabs you and makes you think there are different ways to perceive a person
    - The face can be seen from a side view and front view
    - I like that it features a powerful message and a person of color
    - The face can be looking at you or it can be a side view into his life
    - The way it is not a full picture of a man...makes a person want to read on to find the meaning of the picture
    - Lets you know people keep things inside
    - It depicts that there might be a troubled person
    - That it points out that most people hide their inner pain from others AND it forces us to face the reality of depression
    - The imagery is very deep
    - Maybe the harshness
    - The figure of the woman's face and the colors used
    - That it is sending you the message of prevention
    - Its simplicity
    - They invite one to look for support
    - It's great, direct and sincere
    - I like the image of the ad, it is striking because it creates curiosity and the desire to know what the message of the advertisement is
    - The image is shocking

**Table 28:** Reported Dislikes for Know the Signs Concepts

Part one, Question 9: Is there anything you don't like about this ad?

|  | White |      | African American |      | Hispanic |      |
|--|-------|------|------------------|------|----------|------|
|  | n     | %    | n                | %    | n        | %    |
| <b><i>Pain Isn't Always Obvious</i></b>  |       |      |                  |      |          |      |
| Yes                                      | 31    | 27.2 | 13               | 11.9 | 10       | 10.5 |
| No                                       | 65    | 57.0 | 84               | 77.1 | 80       | 84.2 |
| Don't Know                               | 11    | 9.7  | 9                | 8.3  | 2        | 2.1  |
| Prefer not to answer                     | 7     | 6.1  | 3                | 2.8  | 3        | 3.2  |
| <b><i>See Inside, Know the Signs</i></b> | n     | %    | n                | %    | n        | %    |
| Yes                                      | 25    | 21.9 | 18               | 16.5 | 14       | 14.7 |
| No                                       | 73    | 64.0 | 81               | 74.3 | 76       | 80.0 |
| Don't Know                               | 8     | 7.0  | 7                | 6.4  | 0        | 0.0  |
| Prefer not to answer                     | 8     | 7.0  | 3                | 2.8  | 5        | 5.3  |
| <b><i>See the Side I Hide</i></b>        | n     | %    | n                | %    | n        | %    |
| Yes                                      | 45    | 39.5 | 21               | 19.3 | 14       | 14.7 |
| No                                       | 49    | 43.0 | 74               | 67.9 | 69       | 72.6 |
| Don't Know                               | 14    | 12.3 | 9                | 8.3  | 10       | 10.5 |
| Prefer not to answer                     | 6     | 5.3  | 5                | 4.6  | 2        | 2.1  |

Responses with proportions of 25 percent and higher are highlighted.

- Respondents across all groups reported that there were elements that they disliked for all concepts; however, the Whites most frequently reported that there was something they disliked about the concepts, particularly for *See the Side I Hide* and *Pain Isn't Always Obvious*.

**Table 29:** Disliked Elements for Know the Signs Concepts

If participant answered “Yes” to Question 9: Is there anything you don’t like about the ad?  
 Question 9A: If yes, specify what you didn’t like: \_\_\_\_\_

|  | White |      | African American |      | Hispanic |      |
|--|-------|------|------------------|------|----------|------|
|  | n     | %    | n                | %    | n        | %    |
| <b>Dislikes: Pain Isn’t Always Obvious</b>                                   |       |      |                  |      |          |      |
| Dislike the image (general)  | 12    | 40.0 | 4                | 30.8 | 6        | 60.0 |
| Formatting of image/text   | 9     | 30.0 | 3                | 23.1 | 0        | 0.0  |
| Person in ad does not reflect target audience (age, gender etc.)             | 6     | 20.0 | 1                | 7.7  | 0        | 0.0  |
| Unsure of action or message that ad is promoting                             | 2     | 6.7  | 3                | 23.1 | 2        | 20.0 |
| Other (nonprofessional diagnosis, suspicious of everyone, not about suicide) | 1     | 3.3  | 1                | 7.7  | 2        | 20.0 |
| Non-response   | 0     | 0.0  | 1                | 7.7  | 0        | 0.0  |
| <i>Total</i>   | 30    | 100  | 13               | 100  | 10       | 100  |
| <b>Dislikes: See Inside, Know the Signs</b>                                  |       |      |                  |      |          |      |
| Formatting of image/text   | 11    | 44.0 | 4                | 23.5 | 5        | 35.7 |
| Dislike the image (general)  | 4     | 16.0 | 6                | 35.3 | 4        | 28.6 |
| Minimizes mental health  | 2     | 8.0  | 0                | 0.0  | 0        | 0.0  |
| Person in ad does not reflect target audience (age, gender etc.)             | 3     | 12.0 | 2                | 11.8 | 0        | 0.0  |
| Unsure of action or message that ad is promoting                             | 0     | 0.0  | 1                | 5.9  | 1        | 7.1  |
| Other (personal trigger, isolation, strange, seems drug related etc.)        | 4     | 16.0 | 2                | 11.8 | 4        | 28.6 |
| Non-response   | 1     | 4.0  | 2                | 11.8 | 0        | 0.0  |
| <i>Total</i>   | 25    | 100  | 17               | 100  | 14       | 100  |
| <b>Dislikes: See the Side I Hide</b>   |       |      |                  |      |          |      |
| Dislike the image (general)  | 33    | 73.3 | 11               | 52.4 | 9        | 75.0 |
| Person in ad does not reflect target audience (age, gender etc.)             | 4     | 8.9  | 4                | 19.0 | 0        | 0.0  |
| Formatting of image/text   | 4     | 8.9  | 2                | 9.5  | 2        | 16.7 |
| Unsure of action or message that ad is promoting                             | 3     | 6.7  | 1                | 4.8  | 1        | 8.3  |
| Other (unhelpful, promotes drugs)  | 1     | 2.2  | 2                | 9.5  | 0        | 0.0  |
| Non-response   | 0     | 0.0  | 1                | 4.8  | 0        | 0.0  |
| <i>Total</i>   | 45    | 100  | 21               | 100  | 12       | 100  |

\*Cells may not add up to exactly 100 percent due to rounding or missing data.  
 Most frequent proportions of responses are highlighted.

- Respondents reported their specific dislikes mainly regarding the formatting or the image. The most frequently reported dislike among all groups and concepts was among the Whites and was related to the image in *See the Side I Hide*.

- Some of the specific comments provided about the disliked elements for *Pain Isn't Always Obvious* included:
  - At first glance this does not look like anything that would relate to mental health
  - The man smiling should be different with a more concerned look about him
  - The size of the text of the message
  - The font in the bottom left text box should be larger if you expect people to read it
  - Smile should be a little less obvious in my opinion
  - The picture is super cheesy
  - Imagery is bad and the message is profoundly confusing
  - It kind of grabs you with the sign at the top, but there are too many words at the bottom; if I were to see the ad, I wouldn't read the message because I wouldn't be interested enough to plow through it
  - I find the image irksome and unrealistic in this context
  - Another ad focused on white guys
  - It's unclear
  - It doesn't show the whole meaning of the ad
  - It's not engaging
  - The written information is relatively small compared to the entire ad
  
- Some of the specific comments provided about the disliked elements for *See Inside, Know the Signs* included:
  - Too much stuff in the ad ....hard to figure it out
  - Confusing imagery and overwrought/incomplete
  - The figure seems to minimize the person with signs of depression, and those suffering usually have a poor self-image. So, to me, the major part of this ad is wrong
  - Image is chaotic and somewhat disturbing
  - I don't like that it portrays a businessman, as that seems to narrow down the focus of who it's targeting. I find the image disturbing and disorienting
  - The basketball playing seems forced. I would look for something more intimate; maybe people chatting in a café?
  - The font size at the bottom is so small I almost did not read it because I did not know it was part of the ad. This is the part with all the vital information it should not be overlooked
  - Targets affluent males, a small percentage of people who consider suicide
  - Too hard to read the symptoms
  - Jumbled look, outline of sad person
  - The human outline was a little creepy at first and took you back
  - the phone # is too small
  - It is too confusing to try to read it

- Some of the specific comments provided about the disliked elements for *See the Side I Hide* included:
  - The whole thing. Picture is weird, text makes no sense in terms of actually taking action
  - Confusing imagery and overwrought/incomplete
  - The picture of the man. A picture of a young woman would have more impact
  - The nose is pictured in the wrong direction. Also, the ad states to know the signs, but does not state what those signs may be
  - The picture is weird
  - I find the image disturbing and disorienting
  - The picture, maybe use a younger person since we hear about so many teens are committing suicide
  - The double face is uncomfortable to look at
  - The picture is creepy, I don't like it at all. Makes me uncomfortable. I don't think I'd read the poster/message if I saw the picture up on a wall. I'd go to the website and I Read it because this is a survey... but if it wasn't, I'd pass on reading it
  - How do you see the hidden side?
  - The guys nose is scary looking
  - Targeting minorities

## Likelihood to Act on Call for Action in Know the Signs Concepts

Respondents were also asked about their likelihood to act upon the messages in the concepts. They were first asked directly how likely they would be to visit the website. Next, they were presented a series of statements where they were asked to respond to the ability of the concept to influence them to perform a certain call to action communicated in the concept. The tables below provide the frequencies and proportions for the given categories of responses based on these inquiries.

**Table 30:** Likelihood to Visit Suicideispreventable.org

*Part Two, Question 10: After seeing this ad, how likely are you to visit the suicideispreventable.org website?*

|  | White |      | African American |      | Hispanic |      |
|--|-------|------|------------------|------|----------|------|
|  | n     | %    | n                | %    | n        | %    |
| <b><i>Pain Isn't Always Obvious</i></b>  |       |      |                  |      |          |      |
| Very Likely                              | 12    | 10.5 | 30               | 27.5 | 55       | 57.9 |
| Somewhat Likely                          | 36    | 31.6 | 32               | 29.4 | 31       | 32.6 |
| Not Likely                               | 34    | 29.8 | 24               | 22.0 | 5        | 5.3  |
| Not at All Likely                        | 24    | 21.1 | 18               | 16.5 | 1        | 1.1  |
| Prefer not to answer                     | 8     | 7.0  | 5                | 4.6  | 3        | 3.2  |
| <b><i>See Inside, Know the Signs</i></b> |       |      |                  |      |          |      |
| Very Likely                              | 15    | 13.2 | 29               | 26.6 | 58       | 61.1 |
| Somewhat Likely                          | 30    | 26.3 | 29               | 26.6 | 30       | 31.6 |
| Not Likely                               | 38    | 33.3 | 29               | 26.6 | 5        | 5.3  |
| Not at All Likely                        | 22    | 19.3 | 18               | 16.5 | 1        | 1.1  |
| Prefer not to answer                     | 9     | 7.9  | 4                | 3.7  | 1        | 1.1  |
| <b><i>See the Side I Hide</i></b>        |       |      |                  |      |          |      |
| Very Likely                              | 12    | 10.5 | 31               | 28.4 | 53       | 55.8 |
| Somewhat Likely                          | 28    | 24.6 | 27               | 24.8 | 32       | 33.7 |
| Not Likely                               | 39    | 34.2 | 28               | 25.7 | 5        | 5.3  |
| Not at All Likely                        | 28    | 24.6 | 19               | 17.4 | 3        | 3.2  |
| Prefer not to answer                     | 7     | 6.1  | 4                | 3.7  | 2        | 2.1  |

*Responses with proportions of very likely as 25 percent and higher are highlighted.*

- Higher proportions of African Americans and Hispanics compared to Whites report being very likely to visit the website after exposure to all the concepts.
- More than half of the Hispanic group report being very likely to visit the website.

**Table 31:** Effectiveness of Concept: Thoughts of Others Considering Suicide

Part Two, Question 11: Here are some different types of responses you might have after seeing this ad. For each, please mark how true the statement is for you with 1 being not at all true for you and 5 being very true for you: **The ad makes me think about someone who might be considering suicide.**

|                                   | White |      | African American |      | Hispanic |      |
|-----------------------------------|-------|------|------------------|------|----------|------|
|                                   | n     | %    | n                | %    | n        | %    |
| <b>Pain Isn't Always Obvious</b>  |       |      |                  |      |          |      |
| 1 Not at All True                 | 41    | 36.0 | 31               | 28.4 | 25       | 26.3 |
| 2                                 | 18    | 15.8 | 11               | 10.1 | 16       | 16.8 |
| 3                                 | 19    | 16.7 | 20               | 18.4 | 15       | 15.8 |
| 4                                 | 14    | 12.3 | 16               | 14.7 | 12       | 12.6 |
| 5 Very True                       | 17    | 14.9 | 28               | 25.7 | 26       | 27.4 |
| Prefer not to answer              | 5     | 4.4  | 3                | 2.8  | 1        | 1.1  |
| <b>See Inside, Know the Signs</b> | n     | %    | n                | %    | n        | %    |
| 1 Not at All True                 | 32    | 28.1 | 26               | 23.9 | 23       | 24.2 |
| 2                                 | 13    | 11.4 | 14               | 12.8 | 10       | 10.5 |
| 3                                 | 24    | 21.1 | 24               | 22.0 | 15       | 15.8 |
| 4                                 | 16    | 14.0 | 15               | 13.8 | 16       | 16.8 |
| 5 Very True                       | 23    | 20.2 | 27               | 24.8 | 27       | 28.4 |
| Prefer not to answer              | 6     | 5.3  | 3                | 2.8  | 4        | 4.2  |
| <b>See the Side I Hide</b>        | n     | %    | n                | %    | n        | %    |
| 1 Not at All True                 | 42    | 36.8 | 27               | 24.8 | 18       | 19.0 |
| 2                                 | 13    | 11.4 | 7                | 6.4  | 12       | 12.6 |
| 3                                 | 23    | 20.2 | 19               | 17.4 | 17       | 17.9 |
| 4                                 | 15    | 13.2 | 18               | 16.5 | 16       | 16.8 |
| 5 Very True                       | 16    | 14.0 | 34               | 31.2 | 26       | 27.4 |
| Prefer not to answer              | 5     | 4.4  | 4                | 3.7  | 6        | 6.3  |

Noticeably different frequencies and proportions within each group are highlighted

- Whites reported more frequently it being very true that *See Inside, Know the Signs* made them think about someone who might be considering suicide, whereas African Americans reported this being very true for *See the Side I Hide*.
- Hispanics did not respond that any of the concepts over another were able to make them think about someone who might be considering suicide.

**Table 32:** Effectiveness of Concept: Desire to Learn about the Warning Signs for Suicide

Part Two, Question 11: Here are some different types of responses you might have after seeing this ad. For each, please mark how true the statement is for you with 1 being not at all true for you and 5 being very true for you: **The ad makes me want to learn about the warning signs for suicide.**

|                                   | White |      | African American |      | Hispanic |      |
|-----------------------------------|-------|------|------------------|------|----------|------|
|                                   | n     | %    | n                | %    | n        | %    |
| <b>Pain Isn't Always Obvious</b>  |       |      |                  |      |          |      |
| 1 Not at All True                 | 22    | 19.3 | 20               | 18.4 | 21       | 22.1 |
| 2                                 | 15    | 13.2 | 11               | 10.1 | 13       | 13.7 |
| 3                                 | 21    | 18.4 | 15               | 13.8 | 14       | 14.7 |
| 4                                 | 19    | 16.7 | 24               | 22.0 | 11       | 11.6 |
| 5 Very True                       | 33    | 29.0 | 36               | 33.0 | 36       | 37.9 |
| Prefer not to answer              | 4     | 3.5  | 3                | 2.8  | 0        | 0.0  |
| <b>See Inside, Know the Signs</b> | n     | %    | n                | %    | n        | %    |
| 1 Not at All True                 | 16    | 14.0 | 16               | 14.7 | 19       | 20.0 |
| 2                                 | 13    | 11.4 | 15               | 13.8 | 9        | 9.5  |
| 3                                 | 27    | 23.7 | 23               | 21.1 | 9        | 9.5  |
| 4                                 | 20    | 17.5 | 18               | 16.5 | 14       | 14.7 |
| 5 Very True                       | 33    | 29.0 | 34               | 31.2 | 42       | 44.2 |
| Prefer not to answer              | 5     | 4.4  | 3                | 2.8  | 2        | 2.1  |
| <b>See the Side I Hide</b>        | n     | %    | n                | %    | n        | %    |
| 1 Not at All True                 | 26    | 22.8 | 19               | 17.4 | 13       | 13.7 |
| 2                                 | 12    | 10.5 | 10               | 9.2  | 16       | 16.8 |
| 3                                 | 23    | 20.2 | 19               | 17.4 | 14       | 14.7 |
| 4                                 | 23    | 20.2 | 17               | 15.6 | 15       | 15.8 |
| 5 Very True                       | 26    | 22.8 | 40               | 36.7 | 32       | 33.7 |
| Prefer not to answer              | 4     | 3.5  | 4                | 3.7  | 5        | 5.3  |

Noticeably different frequencies and proportions within each group are highlighted

- Both concepts of *Pain Isn't Always Obvious* and *See Inside, Know the Signs* were more effective at making the White respondents want to learn about the warning signs for suicide compared to *See the Side I Hide*.
- African American respondents more frequently reported that the *See the Side I Hide* made them want to learn about the warning signs for suicide compared to the other concepts.
- The Hispanic respondents reported more often that *See Inside, Know the Signs* was able to make them want to learn about the warning signs for suicide.

**Table 33:** Effectiveness of Concept: Desire to Talk with Someone Concerned About

Part Two, Question 11: Here are some different types of responses you might have after seeing this ad. For each, please mark how true the statement is for you with 1 being not at all true for you and 5 being very true for you: **The ad makes me want to talk with someone I have been concerned about to discuss the warning signs of suicide.**

|                                   | White |      | African American |      | Hispanic |      |
|-----------------------------------|-------|------|------------------|------|----------|------|
|                                   | n     | %    | n                | %    | n        | %    |
| <b>Pain Isn't Always Obvious</b>  |       |      |                  |      |          |      |
| 1 Not at All True                 | 44    | 38.6 | 33               | 30.3 | 18       | 19.0 |
| 2                                 | 11    | 9.7  | 10               | 9.2  | 16       | 16.8 |
| 3                                 | 18    | 15.8 | 19               | 17.4 | 15       | 15.8 |
| 4                                 | 17    | 14.9 | 18               | 16.5 | 14       | 14.7 |
| 5 Very True                       | 19    | 16.7 | 26               | 23.9 | 30       | 31.6 |
| Prefer not to answer              | 5     | 4.4  | 3                | 2.8  | 2        | 2.1  |
| <b>See Inside, Know the Signs</b> | n     | %    | n                | %    | n        | %    |
| 1 Not at All True                 | 41    | 36.0 | 29               | 26.6 | 17       | 17.9 |
| 2                                 | 14    | 12.3 | 14               | 12.8 | 12       | 12.6 |
| 3                                 | 19    | 16.7 | 21               | 19.3 | 11       | 11.6 |
| 4                                 | 16    | 14.0 | 15               | 13.8 | 22       | 23.2 |
| 5 Very True                       | 17    | 14.9 | 26               | 23.9 | 30       | 31.6 |
| Prefer not to answer              | 7     | 6.1  | 4                | 3.7  | 3        | 3.2  |
| <b>See the Side I Hide</b>        | n     | %    | n                | %    | n        | %    |
| 1 Not at All True                 | 42    | 36.8 | 28               | 25.7 | 17       | 17.9 |
| 2                                 | 14    | 12.3 | 10               | 9.12 | 12       | 12.6 |
| 3                                 | 20    | 17.5 | 25               | 22.9 | 16       | 16.8 |
| 4                                 | 17    | 14.9 | 14               | 12.8 | 16       | 16.8 |
| 5 Very True                       | 15    | 13.2 | 28               | 25.7 | 29       | 30.5 |
| Prefer not to answer              | 6     | 5.3  | 4                | 3.7  | 5        | 5.3  |

- None of the concepts stood out as more effective at making respondents want to talk with someone they may be concerned about to discuss the warning signs of suicide.
- Hispanic and African American respondents more frequently responded that any one of the ads made them want to talk with someone they are concerned about.

**Table 34:** Effectiveness of Concept: Desire to Watch for Others Around Who Might Consider Ending their Life by Suicide

Part Two, Question 11: Here are some different types of responses you might have after seeing this ad. For each, please mark how true the statement is for you with 1 being not at all true for you and 5 being very true for you: **The ad makes me aware to watch for others around me who might consider ending their life by suicide.**

|  | White |      | African American |      | Hispanic |      |
|--|-------|------|------------------|------|----------|------|
|  | n     | %    | n                | %    | n        | %    |
| <b><i>Pain Isn't Always Obvious</i></b>  |       |      |                  |      |          |      |
| 1 Not at All True                        | 21    | 18.4 | 15               | 13.8 | 24       | 25.3 |
| 2  | 9     | 7.9  | 5                | 4.6  | 10       | 10.5 |
| 3  | 27    | 23.7 | 18               | 16.5 | 7        | 7.4  |
| 4  | 16    | 14.0 | 21               | 19.3 | 15       | 15.8 |
| 5 Very True                              | 36    | 31.6 | 47               | 43.1 | 37       | 39.0 |
| Prefer not to answer                     | 5     | 4.4  | 3                | 2.8  | 2        | 2.1  |
| <b><i>See Inside, Know the Signs</i></b> |       |      |                  |      |          |      |
| 1 Not at All True                        | 12    | 10.5 | 15               | 13.8 | 17       | 17.9 |
| 2  | 10    | 8.8  | 7                | 6.4  | 9        | 9.5  |
| 3  | 20    | 17.5 | 20               | 18.4 | 12       | 12.6 |
| 4  | 27    | 23.7 | 21               | 19.7 | 16       | 16.8 |
| 5 Very True                              | 39    | 34.2 | 43               | 39.5 | 38       | 40.0 |
| Prefer not to answer                     | 6     | 5.3  | 3                | 2.8  | 3        | 3.2  |
| <b><i>See the Side I Hide</i></b>        |       |      |                  |      |          |      |
| 1 Not at All True                        | 24    | 21.1 | 13               | 11.9 | 19       | 20.0 |
| 2  | 13    | 11.4 | 6                | 5.5  | 5        | 5.3  |
| 3  | 24    | 21.1 | 18               | 16.5 | 16       | 16.8 |
| 4  | 23    | 20.2 | 19               | 17.4 | 13       | 13.7 |
| 5 Very True                              | 26    | 22.8 | 49               | 45.0 | 37       | 39.0 |
| Prefer not to answer                     | 4     | 3.5  | 4                | 3.7  | 5        | 5.3  |

Noticeably different frequencies and proportions within each group are highlighted

- White respondents reported more frequently that the *Pain Isn't Always Obvious* or the *See Inside, Know the Signs* concepts made them more aware to watch for others around them that may end their life by suicide. The act of being more aware to watch for others considering suicide was the action most frequently reported by Whites as something that the concepts could compel them to do.
- The *Pain Isn't Always Obvious* and *See the Side I Hide* concepts received more frequent responses from African Americans as concepts that made them more aware.
- None of the concepts received a greater proportion of respondents among Hispanics reporting that it made them more aware.

### Paired Comparisons

Random pairings of the unique concepts were presented to participants on the screen. With each pairing, a series of four questions was administered. The pairings were designed to create the opportunity to identify a preferred concept by having the respondents rate concepts, one over another. The findings for the individual pairings and for a combined analysis of the pairings are presented below.

**Table 35:** Paired Comparisons: Most Attention Grabbing Concepts

Question 12: Which of these ads would grab your attention the most?

|  | White |      | African American |      | Hispanic |      |
|--|-------|------|------------------|------|----------|------|
|  | n     | %    | n                | %    | n        | %    |
| <b>Total<sup>1</sup> (Aggregate)</b>                                   |       |      |                  |      |          |      |
| <i>Pain Isn't Always Obvious</i>                                       | 84    | 36.8 | 89               | 40.8 | 93       | 49.0 |
| <i>See Inside, Know the Signs</i>                                      | 144   | 63.2 | 98               | 45.0 | 97       | 51.1 |
| <i>See the Side I Hide</i>   | 114   | 50.0 | 140              | 64.2 | 95       | 50.0 |
| <b><i>Pain Isn't Always Obvious vs. See Inside, Know the Signs</i></b> |       |      |                  |      |          |      |
| <i>Pain Isn't Always Obvious</i>                                       | 39    | 34.2 | 52               | 47.7 | 46       | 48.4 |
| <i>See Inside, Know the Signs</i>                                      | 75    | 65.8 | 57               | 52.3 | 49       | 51.6 |
| <b><i>Pain Isn't Always Obvious vs. See the Side I Hide</i></b>        |       |      |                  |      |          |      |
| <i>Pain Isn't Always Obvious</i>                                       | 45    | 39.5 | 37               | 33.9 | 47       | 49.5 |
| <i>See the Side I Hide</i>   | 69    | 60.5 | 72               | 66.1 | 48       | 50.5 |
| <b><i>See Inside, Know the Signs vs. See the Side I Hide</i></b>       |       |      |                  |      |          |      |
| <i>See Inside, Know the Signs</i>                                      | 69    | 60.5 | 41               | 37.6 | 48       | 50.5 |
| <i>See the Side I Hide</i>   | 45    | 39.5 | 68               | 62.4 | 47       | 49.5 |

Noticeably different frequencies and proportions within each group are highlighted

<sup>1</sup> Total indicates the total number of times each concept was chosen in all comparisons. Percentages are based on total possible responses for each stratum. (e.g. 114 White respondents saw each concept two times, so each concept could be chosen up to 228 times.)

- White respondents more frequently chose *See Inside, Know the Signs* as the preferred concept in its ability to grab their attention.
- African American respondents more frequently chose *See the Side I Hide* as the preferred attention-grabbing concept.
- None of the concepts was particularly preferred by the Hispanic group for its attention grabbing ability.

**Table 36:** Paired Comparisons: Concepts That Raise Concern for Someone Who Might Be Considering Suicide

Question 13: Which of these ads would be more effective in making you think that someone you are concerned about might be thinking about suicide?

|  | White |      | African American |      | Hispanic |      |
|--|-------|------|------------------|------|----------|------|
|  | n     | %    | n                | %    | n        | %    |
| <b>Total<sup>1</sup> (Aggregate)</b>                                   |       |      |                  |      |          |      |
| <i>Pain Isn't Always Obvious</i>                                       | 88    | 38.6 | 92               | 42.2 | 73       | 38.4 |
| <i>See Inside, Know the Signs</i>                                      | 155   | 68.0 | 105              | 48.2 | 111      | 58.4 |
| <i>See the Side I Hide</i>   | 99    | 43.4 | 130              | 59.6 | 101      | 53.2 |
| <b><i>Pain Isn't Always Obvious vs. See Inside, Know the Signs</i></b> |       |      |                  |      |          |      |
| <i>Pain Isn't Always Obvious</i>                                       | 39    | 34.2 | 48               | 44.0 | 37       | 39.0 |
| <i>See Inside, Know the Signs</i>                                      | 75    | 65.8 | 61               | 56.0 | 58       | 61.1 |
| <b><i>Pain Isn't Always Obvious vs. See the Side I Hide</i></b>        |       |      |                  |      |          |      |
| <i>Pain Isn't Always Obvious</i>                                       | 49    | 43.0 | 44               | 40.4 | 36       | 37.9 |
| <i>See the Side I Hide</i>   | 65    | 57.0 | 65               | 59.6 | 59       | 62.1 |
| <b><i>See Inside, Know the Signs vs. See the Side I Hide</i></b>       |       |      |                  |      |          |      |
| <i>See Inside, Know the Signs</i>                                      | 80    | 70.2 | 44               | 40.4 | 53       | 55.8 |
| <i>See the Side I Hide</i>   | 34    | 29.8 | 65               | 59.6 | 42       | 44.2 |

Noticeably different frequencies and proportions within each group are highlighted

<sup>1</sup> Total indicates the total number of times each concept was chosen in all comparisons. Percentages are based on total possible responses for each stratum. (e.g. 114 White respondents saw each concept two times, so each concept could be chosen up to 228 times.)

- The White and Hispanic respondents again preferred *See Inside, Know the Signs* as the preferred concept in making them think about someone they may be concerned about may be considering suicide. The White respondents strongly preferred this concept over the others whereas it was not quite as strong for the Hispanic group.
- The African American respondents preferred the *See the Side I Hide* in making them think that someone they are concerned about could consider suicide.

**Table 37: Paired Comparisons: Concepts More Likely to Motivate Visit to Website**

*Question 14: Which of these ads would be more likely to motivate you to visit the website and learn about the warning signs of suicide?*

|  | White |      | African American |      | Hispanic |      |
|--|-------|------|------------------|------|----------|------|
|  | n     | %    | n                | %    | n        | %    |
| <b>Total<sup>1</sup> (Aggregate)</b>                                   |       |      |                  |      |          |      |
| <i>Pain Isn't Always Obvious</i>                                       | 91    | 39.9 | 81               | 37.2 | 81       | 42.6 |
| <i>See Inside, Know the Signs</i>                                      | 153   | 67.1 | 108              | 49.5 | 114      | 60.0 |
| <i>See the Side I Hide</i>   | 98    | 43.0 | 138              | 63.3 | 90       | 47.4 |
| <b><i>Pain Isn't Always Obvious vs. See Inside, Know the Signs</i></b> |       |      |                  |      |          |      |
| <i>Pain Isn't Always Obvious</i>                                       | 36    | 31.6 | 47               | 43.1 | 36       | 37.9 |
| <i>See Inside, Know the Signs</i>                                      | 78    | 68.4 | 62               | 56.9 | 59       | 62.1 |
| <b><i>Pain Isn't Always Obvious vs. See the Side I Hide</i></b>        |       |      |                  |      |          |      |
| <i>Pain Isn't Always Obvious</i>                                       | 55    | 48.3 | 34               | 31.2 | 45       | 47.4 |
| <i>See the Side I Hide</i>   | 59    | 51.8 | 75               | 68.8 | 50       | 52.6 |
| <b><i>See Inside, Know the Signs vs. See the Side I Hide</i></b>       |       |      |                  |      |          |      |
| <i>See Inside, Know the Signs</i>                                      | 75    | 65.8 | 46               | 42.2 | 55       | 57.9 |
| <i>See the Side I Hide</i>   | 39    | 34.2 | 63               | 57.8 | 40       | 42.1 |

*Noticeably different frequencies and proportions within each group are highlighted*

<sup>1</sup> Total indicates the total number of times each concept was chosen in all comparisons. Percentages are based on total possible responses for each stratum. (e.g. 114 White respondents saw each concept two times, so each concept could be chosen up to 228 times.)

- Again, the White and Hispanic respondents preferred *See Inside, Know the Signs* as the preferred concept in motivating them to go to the website to learn about the signs of suicide. The Whites once again strongly preferred this concept over the others whereas it was not quite as strong for the Hispanic group.
- The African American respondents also again preferred the *See the Side I Hide* as the preferred concept to motivate them to visit the website and learn about the signs of suicide.

**Table 38:** Paired Comparisons: Concepts More Likely to Motivate Talking to Someone Considering Suicide

Question 15: Which of these ads would be more likely to move you to talk to someone who might be thinking about suicide?

|  | White |      | African American |      | Hispanic |      |
|--|-------|------|------------------|------|----------|------|
|  | n     | %    | n                | %    | n        | %    |
| <b>Total<sup>1</sup> (Aggregate)</b>                                   |       |      |                  |      |          |      |
| <i>Pain Isn't Always Obvious</i>                                       | 92    | 40.4 | 78               | 35.8 | 84       | 44.2 |
| <i>See Inside, Know the Signs</i>                                      | 158   | 69.3 | 116              | 53.2 | 113      | 59.5 |
| <i>See the Side I Hide</i>   | 92    | 40.4 | 133              | 61.0 | 88       | 46.3 |
| <b><i>Pain Isn't Always Obvious vs. See Inside, Know the Signs</i></b> |       |      |                  |      |          |      |
| <i>Pain Isn't Always Obvious</i>                                       | 37    | 32.5 | 42               | 38.5 | 40       | 42.1 |
| <i>See Inside, Know the Signs</i>                                      | 77    | 67.5 | 67               | 61.5 | 55       | 57.9 |
| <b><i>Pain Isn't Always Obvious vs. See the Side I Hide</i></b>        |       |      |                  |      |          |      |
| <i>Pain Isn't Always Obvious</i>                                       | 55    | 48.3 | 36               | 33.0 | 44       | 46.3 |
| <i>See the Side I Hide</i>   | 59    | 51.8 | 73               | 67.0 | 51       | 53.7 |
| <b><i>See Inside, Know the Signs vs. See the Side I Hide</i></b>       |       |      |                  |      |          |      |
| <i>See Inside, Know the Signs</i>                                      | 81    | 71.1 | 49               | 45.0 | 58       | 61.1 |
| <i>See the Side I Hide</i>   | 33    | 29.0 | 60               | 55.1 | 37       | 39.0 |

Noticeably different frequencies and proportions within each group are highlighted

<sup>1</sup> Total indicates the total number of times each concept was chosen in all comparisons. Percentages are based on total possible responses for each stratum. (e.g. 114 White respondents saw each concept two times, so each concept could be chosen up to 228 times.)

- The White and Hispanic respondents also preferred the *See Inside, Know the Signs* concept for its ability to move them to talk with someone who might be thinking about suicide. This preference was again more frequent for the White respondents compared to the Hispanic respondents.
- African Americans preferred the *See the Side I Hide* concept as the one that would move them to talk with someone who may be considering suicide.

## Discussion and Recommendations

### Discussion

All of the *Know the Signs* concepts tested were clear and persuasive. Respondents reported that they are believable and provided very few comments regarding anything that was difficult to understand. The vast majority of respondents provided statements of the main message and call to action that indicated they received the intended messages. Both the *Pain Isn't Always Obvious* and *See the Side I Hide* concepts relayed the message that people can be suffering without it being obvious and sent a call to action for those exposed to the concept to pay attention to others and look for signs of depression and suicide. The *See Inside, Know the Signs* concept was unique in that respondents took away that they should *learn* the signs, not just look for them.

Many respondents liked that the concepts communicated a strong, positive message. However, there were some uncomfortable reactions, particularly for the *See the Side I Hide* concept. A summary of the emotional reactions shared by respondents is below:

- There were mixed emotions among respondents for *Pain Isn't Always Obvious*.
- Emotions for *See Inside, Know the Signs* were very consistent, with the main ones perceived being concern, sadness, and feeling informed.
- There were somewhat consistent emotions for *See the Side I Hide*, which mainly were concern and sadness, but there were some emotions expressed that were unique to a specific race-ethnicity including:
  - ▶ Discomfort among Whites
  - ▶ Confusion and curiosity among African Americans
  - ▶ Frustration among Hispanics

When respondents were asked a series of questions about their likelihood to perform various behaviors that are goals of the campaign, higher proportions of White and Hispanic respondents selected *See Inside, Know the Signs* as the concept that was more likely to move them to action. Hispanics in general were more likely to report likelihood to act compared to the other two groups. African Americans chose *See the Side I Hide* as the concept more likely to encourage the specified behaviors.

Paired comparisons of the concepts to determine a preferred concept showed similar results. When responses were aggregated to indicate which concept was selected over the other two, both the White and Hispanic group thought that *See Inside, Know the Signs* was a stronger concept at getting their attention, making them think that someone they are concerned about in terms of their mental health could be considering suicide, motivating them to visit the website and learn the signs of suicide, and moving them to talk to someone who might be thinking about ending their life by suicide. The act of being more aware to watch for others considering suicide was the action most frequently reported by Whites as something that the concepts could compel them to do.

One limitation of the study is that some of the findings may be due to the differences in the execution of the concept. With each target group exposed to a unique execution of each concept, some of the executional differences may have created other factors that influenced reactions of the respondents. For example, there are different settings for the “helpers” in the executions for the *See Inside, Know the Signs* concept. The Hispanic version created the perception that the message was intended for family and friends. The family members at the table relayed that these kinds of helpers have an important responsibility to receive the message and carry out the call to action. The other executions developed for Whites and for African Americans in this concept may not have provided as clear of a message regarding who is the intended audience (for Whites the helpers appeared in a background office setting and for African Americans, an informal one-on-one basketball game). There were some misperceptions among respondents that the concept was intended *for* those with mental illness or who are considering suicide.

## Recommendations

---

The concept of *See Inside, Know the Signs* appears to be most compelling and likely to move more receivers of the marketing concept to take action for suicide prevention. The message of *Know the Signs* provides a clear call to action, and the sketch outline seems to provide the opportunity for interpretation of who the individual suffering could be. The concept appears to create an emotional appeal that is closest to the intention of the campaign, specifically to be concerned and informed.

Because of the strength of the *See Inside, Know the Signs* concept and due to some confusion for those exposed to the *Pain Isn't Always Obvious* concept and discomfort felt among certain audiences from the *See the Side I Hide* concept, we recommend selecting the *See Inside, Know the Signs* concept for production. The setting for the helpers in the background appears to be important to communicate who is the intended audience for a more effective concept execution. Additionally, with some respondent comments related to the disorder and chaos of the words and lettering inside the outline, some reduction of the number and orientation of the text may improve the execution.

## Appendices

### Appendix A: Know the Signs Advertising Executions Tested

#### Concept A: Pain Isn't Always Obvious



**PAIN ISN'T ALWAYS OBVIOUS**

Even with friends and family around, someone experiencing emotional pain or suicidal thoughts can feel isolated. You may sense something is wrong, but not realize how serious it is. Trust your instincts. The warning signs—like withdrawal, depression, or hopelessness—are there, but not always obvious. Visit [suicideispreventable.org](http://suicideispreventable.org) to learn the signs, find the words and reach out. You have the power to make a difference. The power to save a life.

Learn the signs at [suicideispreventable.org](http://suicideispreventable.org)

Pain Isn't Always Obvious  
**KNOW THE SIGNS**  
Suicide Is Preventable

In crisis? Call the National Suicide Prevention Lifeline  
1.800.273.8255



Even with friends and family around, someone experiencing emotional pain or suicidal thoughts can feel isolated. You may sense something is wrong, but not realize how serious it is. Trust your instincts. The warning signs—like withdrawal, depression, or hopelessness—are there, but not always obvious. Visit [suicideispreventable.org](http://suicideispreventable.org) to learn the signs, find the words and reach out. You have the power to make a difference. The power to save a life.

Learn the signs at [suicideispreventable.org](http://suicideispreventable.org)

Pain Isn't Always Obvious  
**KNOW THE SIGNS**  
Suicide Is Preventable



In crisis? Call the National Suicide Prevention Lifeline  
1.800.273.8255



**El sufrimiento**  
no siempre se nota

**A menudo es difícil saber lo que sienten nuestros hijos.** Y es más difícil aún hablarles sobre un tema tan duro como el suicidio. Pero el saber reconocer las señales de advertencia y qué hacer cuando un ser querido está en riesgo podrían hacer la diferencia entre un final feliz y una vida entera de arrepentimiento. No espere a que sea demasiado tarde. Para mayor información visite [www.elsuicidioseprevenible.org](http://www.elsuicidioseprevenible.org).

Aprenda a reconocer las señales.  
Visite [www.elsuicidioseprevenible.org](http://www.elsuicidioseprevenible.org)

El Sufrimiento No Siempre Se Nota  
**RECONOZCA LAS SEÑALES**  
El Suicidio Es Prevenible

¿Está pasando por una crisis?  
Llame a la Red Nacional de  
Prevención del Suicidio  
1.888.628.9454

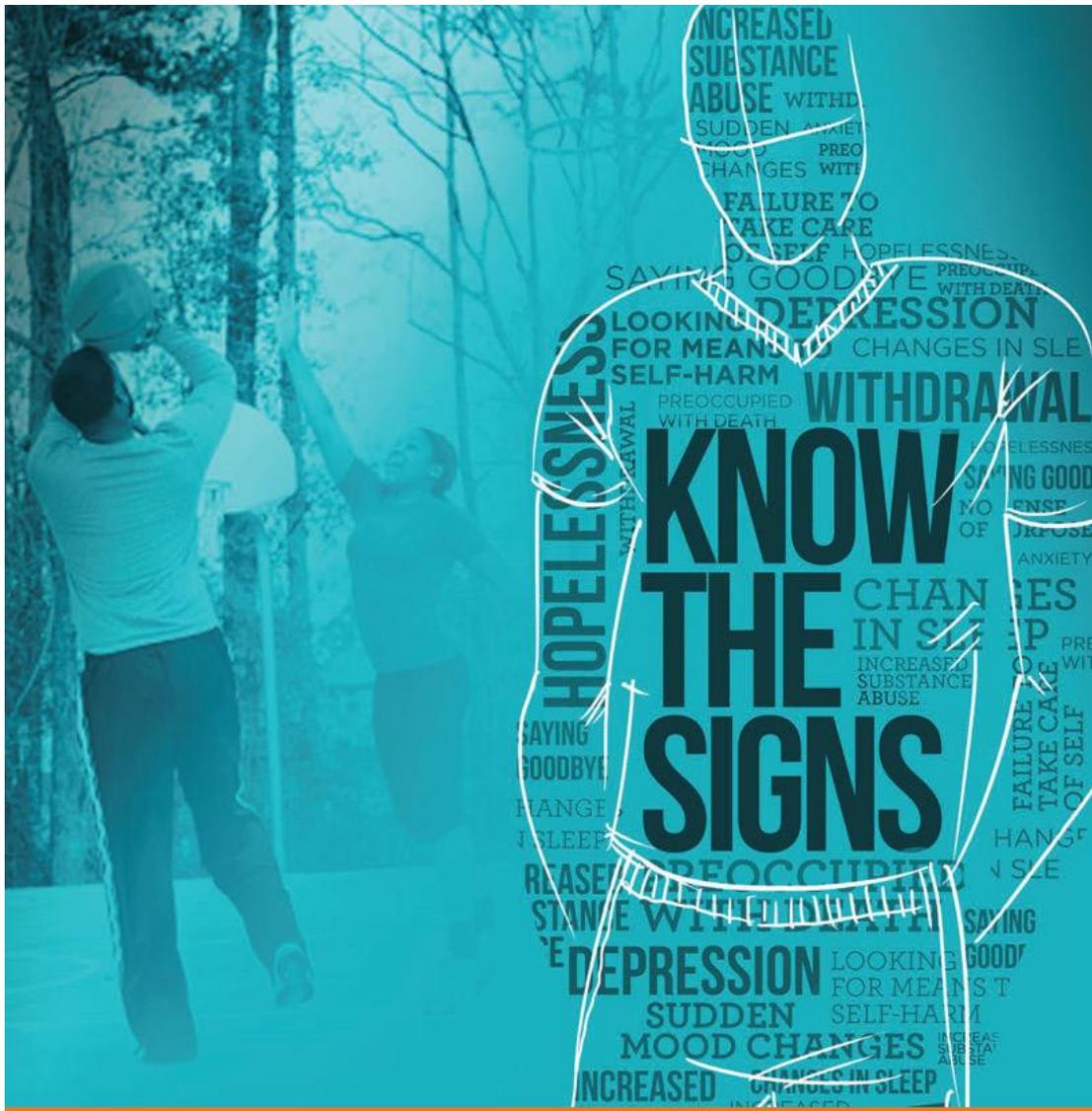
Concept B: See Inside, Know the Signs

**KNOW THE SIGNS**

Even with friends and family around, someone experiencing emotional pain or suicidal thoughts can feel isolated. You may sense something is wrong, but not realize how serious it is. Trust your instincts. The warning signs—like withdrawal, depression, or hopelessness—are there, but not always obvious. Visit [suicideispreventable.org](http://suicideispreventable.org) to learn the signs, find the words and reach out. You have the power to make a difference. The power to save a life.

Learn the signs at [suicideispreventable.org](http://suicideispreventable.org)  
In crisis? Call the National Suicide Prevention Lifeline: 1.800.273.8255

Pain Isn't Always Obvious  
**KNOW THE SIGNS**  
Suicide Is Preventable



Even with friends and family around, someone experiencing emotional pain or suicidal thoughts can feel isolated. You may sense something is wrong, but not realize how serious it is. Trust your instincts. The warning signs—like withdrawal, depression, or hopelessness—are there, but not always obvious. Visit [suicideispreventable.org](http://suicideispreventable.org) to learn the signs, find the words and reach out. You have the power to make a difference. The power to save a life.

Learn the signs at [suicideispreventable.org](http://suicideispreventable.org)

In crisis? Call the National Suicide Prevention Lifeline: 1.800.273.8255

Pain Isn't Always Obvious

**KNOW  
THE SIGNS**

Suicide Is Preventable





# RECONOZCA LAS SEÑALES

**A menudo es difícil saber lo que sienten nuestros hijos.** Y es más difícil aún hablarles sobre un tema tan duro como el suicidio. Pero el saber reconocer las señales de advertencia y qué hacer cuando un ser querido está en riesgo podrían hacer la diferencia entre un final feliz y una vida entera de arrepentimiento. No espere a que sea demasiado tarde. Para mayor información visite [www.elsuicidioesprevenible.org](http://www.elsuicidioesprevenible.org).

**Aprenda más en [elsuicidioesprevenible.org](http://elsuicidioesprevenible.org)**

¿Está pasando por una crisis? Llame a la Red Nacional de Prevención del Suicidio: **1.888.628.9454**

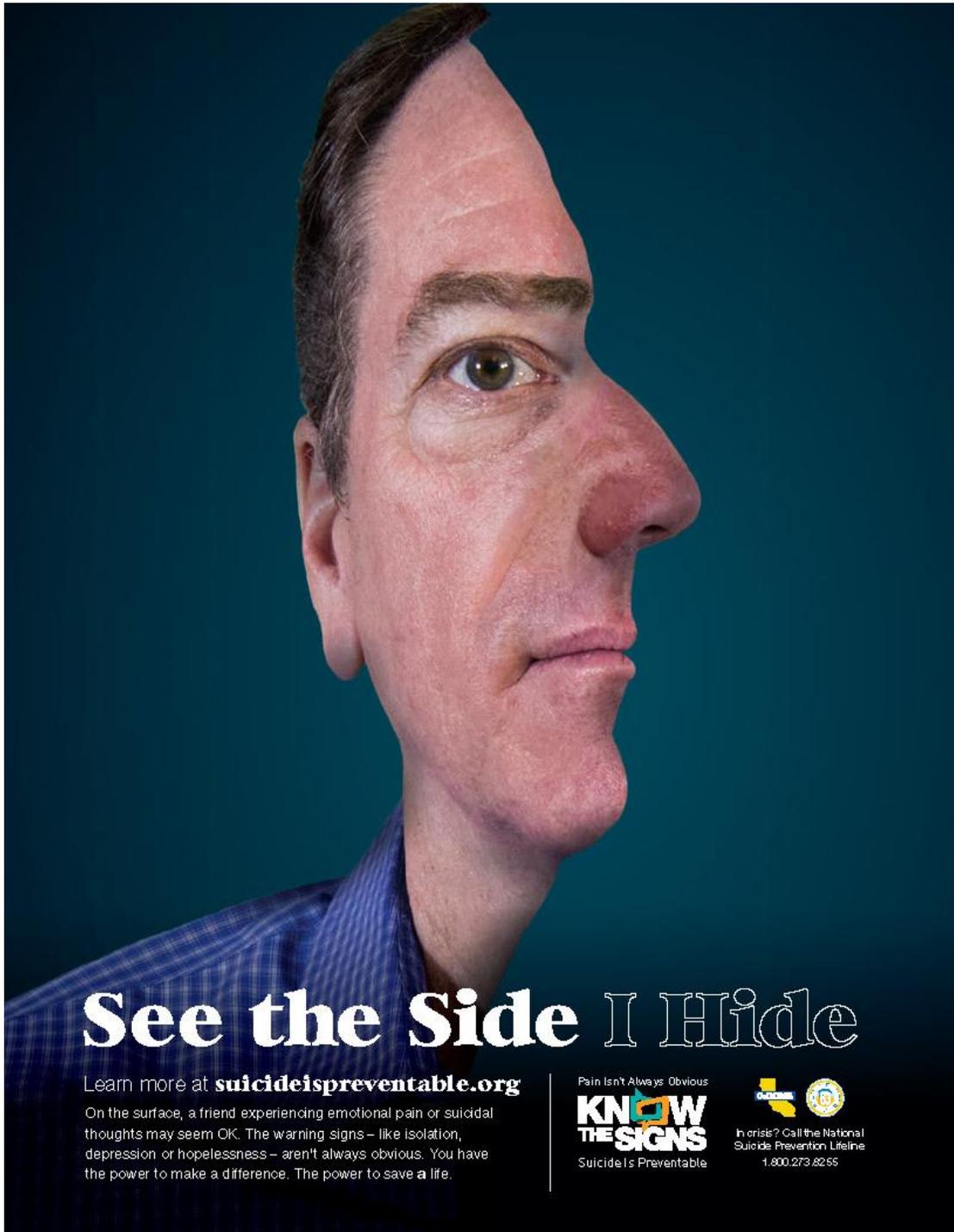
El Sufrimiento No Siempre Se Nota

**RECONOZCA LAS SEÑALES**

El Suicidio Es Prevenible



Concept C: *See the Side I Hide*



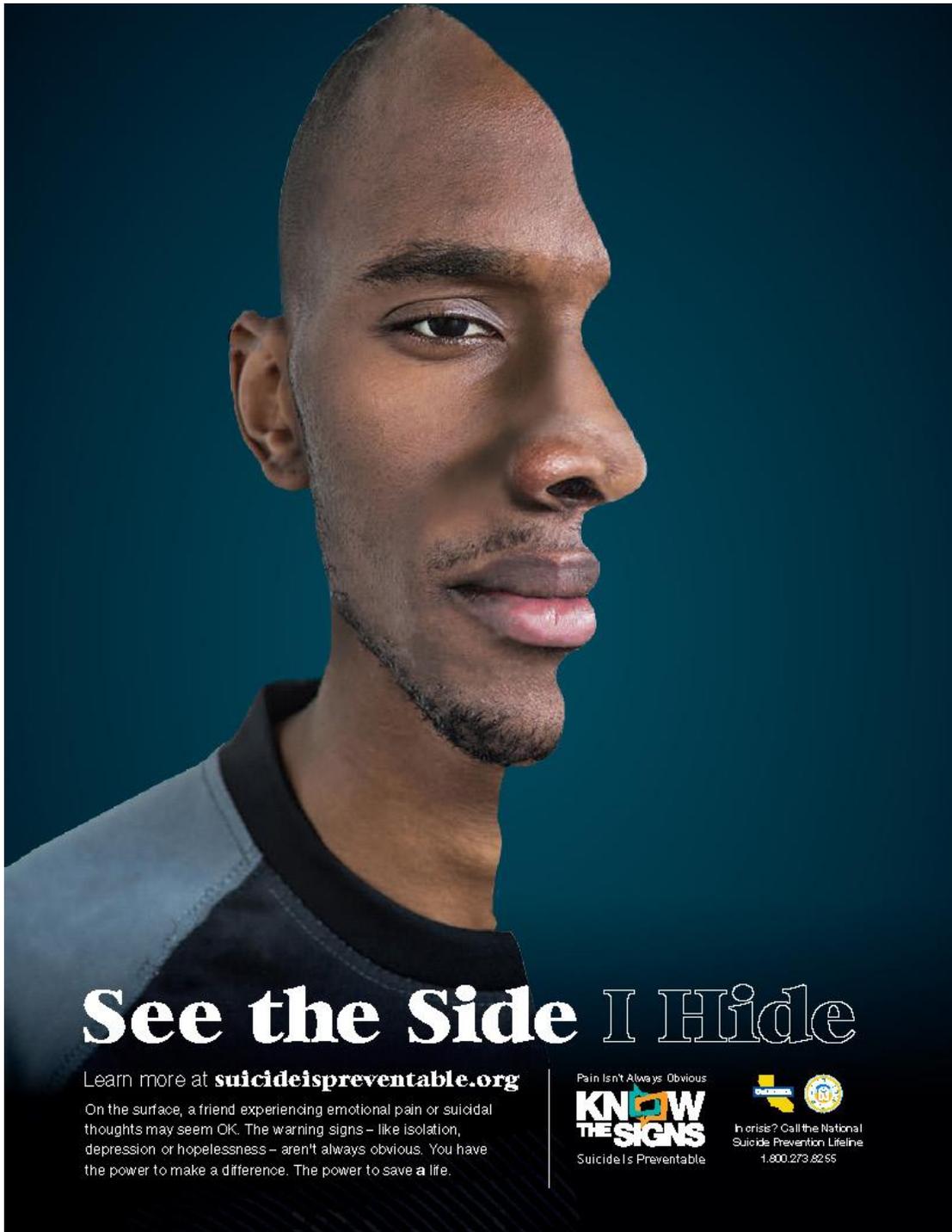
**See the Side I Hide**

Learn more at [suicideispreventable.org](http://suicideispreventable.org)

On the surface, a friend experiencing emotional pain or suicidal thoughts may seem OK. The warning signs – like isolation, depression or hopelessness – aren't always obvious. You have the power to make a difference. The power to save a life.

Pain Isn't Always Obvious  
**KNOW THE SIGNS**  
Suicide Is Preventable

   
In crisis? Call the National  
Suicide Prevention Lifeline  
1.800.273.8255



# See the Side I Hide

Learn more at [suicideispreventable.org](http://suicideispreventable.org)

On the surface, a friend experiencing emotional pain or suicidal thoughts may seem OK. The warning signs – like isolation, depression or hopelessness – aren't always obvious. You have the power to make a difference. The power to save a life.

Pain Isn't Always Obvious  
**KNOW THE SIGNS**  
Suicide Is Preventable



In crisis? Call the National Suicide Prevention Lifeline  
1.800.273.8255



**Ve mi lado** *oculto*

Aprenda más en [elsuicidio.esprevenible.org](http://elsuicidio.esprevenible.org)

A menudo es difícil saber lo que sienten nuestros hijos. Y es más difícil aún hablarles sobre un tema tan duro como el suicidio. Pero el saber reconocer las señales de advertencia y qué hacer cuando un ser querido está en riesgo podrían hacer la diferencia entre un final feliz y una vida entera de arrepentimiento. No espere a que sea demasiado tarde.

El Sufrimiento No Siempre Se Nata  
**RECONOZCA LAS SEÑALES**  
El Suicidio Es Prevenible

   
¿Está pasando por una crisis?  
Llame a la Red Nacional de  
Prevención del Suicidio  
1.888.628.9454

## Appendix B: KTS Survey 2017 Online Concept Testing Instrument

---

### **Intro:**

Welcome and thanks for agreeing to participate in the *KTS Survey*. NORC is conducting the survey on behalf of the California Mental Health Services Authority (CalMHSA), the sponsor of the study.

The purpose of the survey is to help learn about your thoughts on some possible health promotion materials. Your responses will help select the best materials for a new health campaign. The survey will ask you some questions about what you think of the materials, but it will also ask you about people struggling with mental health challenges, mental illness such as depression, anxiety, or bi-polar condition, or people possibly considering suicide. Participation does not involve any risks other than what could come up in conversation in your daily life.

The questions will take about 15 minutes, depending on your answers. You can take a break any time if you want to. You don't have to answer any question that you don't want to. You can skip any question at any time. Also you can quit the survey at any time.

If you have any questions about the survey, please contact Danielle Noriega at 1-888-xxx-xxxx or email [ktssurvey@norc.org](mailto:ktssurvey@norc.org). If you have questions about your rights as a study participant, you may call the NORC IRB Administrator, toll-free, at 1-866-309-0542. If you would like to learn more about mental health, go to [EachMindMatters.org](http://EachMindMatters.org).

### **Background**

#### **Q1.**

Have you ever talked with anyone to help you get through a tough time with mental health challenges?

- 1 Yes [GO TO Q1a]
- 2 No [GO TO Q2]
- 99 Prefer not to answer

[IF SELECTED 'YES' Q1. ASK BELOW]

**Q1a.** Please mark any of the following that you talked with to help you get through a tough time with mental health challenges (check all that apply):

- a) A family member
- b) A friend
- c) A medical doctor or therapist
- d) A school counselor
- e) A phone hotline
- f) An online discussion forum
- g) Someone else Please specify: \_\_\_\_\_  
[OPEN-ENDED]
- h) Prefer not to answer

**Q2.**

Have you ever talked with any of the following to help them get through a tough time with mental health challenges?

a) A family member

- 1 Yes
- 2 No but planning to
- 3 No/not planning to
- 4 Prefer not to answer

b) A friend

- 1 Yes
- 2 No but planning to
- 3 No/not planning to
- 4 Prefer not to answer

c) Someone else (Please specify) \_\_\_\_\_

- 1 Yes
- 2 No but planning to
- 3 No/not planning to
- 4 Prefer not to answer

**Q3.**

Is there someone in your life currently who is struggling with mental health challenges and you are concerned about their mental health?

- 1 Yes [GO TO Q3a]
- 2 No [GO TO Q5]
- 99 Prefer not to answer

**Q3a.**

[IF YES] Who are you currently concerned about?:

- a) A family member
- b) A friend
- c) A co-worker
- d) A schoolmate
- e) A neighbor
- f) Someone else Please specify: \_\_\_\_\_  
[OPEN-ENDED]

**Q4.**

Have you taken any steps (like providing resources) to help them get through a tough time?

- 1 Yes [GO TO Q4a]
- 2 No [GO TO Q5]
- 99 Prefer not to answer

**ScreenQ4a.**

[IF YES] How did you help? \_\_\_\_\_  
[OPEN-ENDED]

**Q5.**

Do you know someone who has attempted or died by suicide?

- 1 Yes [CONTINUE]
- 2 No [GO TO Q6]
- 99 Prefer not to answer

[IF YES] This survey will present some health promotion materials that are aimed at suicide prevention. If this type of information brings up any uncomfortable feelings, you can end the survey at any time. If at any time, you or someone you know experiences an emotional crisis let someone know immediately or call the National Suicide Prevention Lifeline: 1-800-273-TALK (8255). This is a free 24-hour hotline.

**Q6.**

How would you best characterize the place where you live?

- 1 Rural
- 2 Suburban
- 3 Urban
- 77 Don't know
- 99 Prefer not to answer

**Q7.**

What best describes your gender identity?

- 1 Male
- 2 Female
- 3 Another gender identity, please specify \_\_\_\_\_ [OPEN-ENDED]
- 4 Prefer not to answer

**Q8.**

Are you a veteran, reservist, or currently in the military?

- 1 Veteran
- 2 Reservist
- 3 Currently enrolled in the military
- 4 None of these
- 77 Don't know
- 99 Prefer not to answer

## **Concept Testing**

Next, we will be showing you some advertisements. We will be using the word “ad” for short. You will see three different ads. For each ad, you will be asked to provide your reaction and answer some follow-up questions.

What you will see are ideas for ads that might be created. They are part of a campaign developed for the California Mental Health Services Authority (CalMHSA). We want your opinion about how the draft ads make you feel, the main characters, and the ideas that you take away generally. The pictures in the draft are just to give you an idea and will not be the actual images picked for the final ads.

### **Part 1. Concept Reactions**

[RANDOM PRESENTATION OF EACH CONCEPT EXECUTION-3 CONCEPTS]

#### **Q1.**

In a few words, what is your initial reaction to this ad? \_\_\_\_\_  
[OPEN-ENDED]

#### **Q2.**

What feelings come up as you see this ad?

[OPEN-ENDED- UP TO THREE FIELD OPTIONS] \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Q2a.** Are there any words on the list below that describe feelings that come to mind when you see this ad? Please select up to three. [RESPONSE OPTIONS BELOW IN 2a]

- |                                     |                                       |   |  |
|-------------------------------------|---------------------------------------|---|--|
| <input type="checkbox"/> Joy        | <input type="checkbox"/> Sadness      | <input type="checkbox"/> Informed       | <input type="checkbox"/> Curious       |
| <input type="checkbox"/> Surprise   | <input type="checkbox"/> Shame        | <input type="checkbox"/> Appreciation   | <input type="checkbox"/> Vulnerability |
| <input type="checkbox"/> Anger      | <input type="checkbox"/> Guilt        | <input type="checkbox"/> Duty           | <input type="checkbox"/> Faith         |
| <input type="checkbox"/> Annoyance  | <input type="checkbox"/> Love         | <input type="checkbox"/> Frustration    | <input type="checkbox"/> Hope          |
| <input type="checkbox"/> Fear       | <input type="checkbox"/> Concern      | <input type="checkbox"/> Comfort        | <input type="checkbox"/> Discomfort    |
| <input type="checkbox"/> Confusion  | <input type="checkbox"/> Boredom      | <input type="checkbox"/> Skepticism     | <input type="checkbox"/> Pride         |
| <input type="checkbox"/> Confidence | <input type="checkbox"/> Helplessness | <input type="checkbox"/> Frustration    | <input type="checkbox"/> Empathy       |
| <input type="checkbox"/> Urgency    | <input type="checkbox"/> Hopelessness | <input type="checkbox"/> Something else | _____                                  |

#### **Q3.**

In a few words, what is the main message in this ad?

[OPEN-ENDED] \_\_\_\_\_

**Q4.**

What is the ad asking you to do?

[OPEN-ENDED] \_\_\_\_\_

**Q5.**

Is there anything difficult to understand or that doesn't make sense in the ad?

- 1 Yes [GO TO 5a]
- 2 No [GO TO 6]
- 77 Don't know [GO TO 6]
- 99 Prefer not to answer [GO TO 6]

**Q5A.**

[IF YES] Please describe what was difficult to understand: \_\_\_\_\_  
[OPEN-ENDED]

**Q6.**

How believable are the ideas presented in this ad?

- 1 Very Believable
- 2 Somewhat Believable
- 3 Not Very Believable
- 4 Not at All Believable

**Q7.**

Who do you think this ad was created to reach?

[OPEN-ENDED] \_\_\_\_\_  
77 Don't know  
99 Prefer not to answer

**Q8.** What do you like about this ad?

[OPEN-ENDED] \_\_\_\_\_  
77 Don't know  
99 Prefer not to answer

**Q9.**

Is there anything you don't like about the ad?

- 1 Yes [GO TO Q9a]
- 2 No [GO TO Q10]
- 77 Don't know
- 99 Prefer not to answer

**Q9a.**

If yes, specify what you didn't like: \_\_\_\_\_  
[OPEN-ENDED]

## **Part 2: Likelihood to Act**

[CONTINUATION WITH EACH CONCEPT IN RANDOMIZED ORDER FROM PART 1]

### **Q10.**

After seeing this ad, how likely are you to visit the [suicideispreventable.org](http://suicideispreventable.org) website?

- 1 Very Likely
- 2 Somewhat Likely
- 3 Not Likely
- 4 Not At All Likely

### **Q11.**

Here are some different types of responses you might have after seeing this ad. For each, please mark how true the statement is for you with 1 being not at all true for you and 5 being very true for you.

The ad...

- Makes me think about someone who might be considering suicide (1 not at all true, 2, 3, 4, 5 very true)
- Makes me want to learn about the warning signs for suicide (1 not at all true, 2, 3, 4, 5 very true)
- Makes me want to talk with someone I have been concerned about to discuss the warning signs of suicide (1 not at all true, 2, 3, 4, 5 very true)
- Makes me aware to watch for others around me who might consider ending their life by suicide (1 not at all true, 2, 3, 4, 5 very true)
- Prefer not to answer

## **Part 3. Paired Comparisons**

Now, we'd like to present the ads you've seen to compare them side by side. Please review each pair and respond to the questions.

[RANDOMIZE THE ORDER OF THE COMPARISONS PRESENTED AND THE ORDER WITHIN EACH COMPARISON OF THE ADS]

[PROGRAMMING NOTE. FOR Q12-16, RS WILL SEE **THREE COMPARISONS** (SETS). WITHIN EACH SET, THERE ARE TWO ORDER OPTIONS - 50% OF THE SAMPLE SHOULD SEE EACH ORDER OPTION (RANDOMLY). IN ADDITION, THE ORDER THE SETS ARE PRESENTED IN SHOULD BE RANDOMIZED]

Set 1 (AA): 1a vs. 2a, OR 2a vs. 1a

Set 2 (AA): 1a vs 3a, OR 3a vs. 1a

Set 3 (AA): 2a vs. 3a, OR 3a vs. 2a

Set 1 (Caucasian): 1b vs 2b, OR 2b vs 1b

Set 2 (Caucasian): 1b vs 3b, OR 3b vs 1b

Set 3 (Caucasian): 2b vs 3b, OR 3b vs 2b

Set 1 (Latino): 1c vs 2c, OR 2c vs 1c

Set 2 (Latino): 1c vs 3c, OR 3c vs 1c

Set 3 (Latino): 2c vs 3c, OR 3c vs 2c

**Q12.**

Which of these ads would grab your attention the most? (Click the button below the ad, then click "Next")

|                                       |                       |
|---------------------------------------|-----------------------|
| AD 1 [RANDOM ORDER OF EACH EXECUTION] | AD 2                  |
| <input type="radio"/>                 | <input type="radio"/> |

**Q13.**

Which of these ads would be more effective in making you think that someone you are concerned about might be thinking about suicide? (Click the button below the ad, then click "Next")

|                                       |                       |
|---------------------------------------|-----------------------|
| AD 1 [RANDOM ORDER OF EACH EXECUTION] | AD 2                  |
| <input type="radio"/>                 | <input type="radio"/> |

**Q14.**

Which of these ads would be more likely to motivate you to visit the website and learn about the warning signs of suicide? (Click the button below the ad, then click "Next")

|                                       |                       |
|---------------------------------------|-----------------------|
| AD 1 [RANDOM ORDER OF EACH EXECUTION] | AD 2                  |
| <input type="radio"/>                 | <input type="radio"/> |

**Q15.**

Which of these ads would be more likely to move you to talk to someone who might be thinking about suicide? (Click the button below the ad, then click "Next")

|                                       |                       |
|---------------------------------------|-----------------------|
| AD 1 [RANDOM ORDER OF EACH EXECUTION] | AD 2                  |
| <input type="radio"/>                 | <input type="radio"/> |

**Part 4. Closure**

Thank you for your time! If you would like to learn more about mental health, go to [EachMindMatters.org](http://EachMindMatters.org). If at any time, you or someone you know experiences an emotional crisis let someone know and call the National Suicide Prevention Lifeline: 1-800-273-TALK (8255). This is a free 24-hour hotline.