



# YOUTH SUICIDE PREVENTION CAMPAIGN

An outreach effort funded by SilverSummit Healthplan

Prepared by Estipona Group

# Executive Summary

## Tackle the epidemic of youth suicide in Nevada. In four months. **Go.**

That was the charge in the summer of 2022 — take the youth mental health platform developed by Hope Means Nevada (HMN), use funds provided by SilverSummit Healthplan (SSHP) and try to impact the youth suicide rate in Nevada.

This was the impact of that outreach effort:

During the campaign, more than 4,000 proactive mental health actions were taken and Nevada's National Alliance on Mental Illness (NAMI) phone support and text lines saw a **30% increase**.

Campaign Impressions

**207,462,077**

Website Users

**184,207**

Website Sessions

**436,809**

Pageviews

**681,719**

Actions taken from website

**4,057**



Male and female audiences were reached almost equally

## Comprehensive approach employed:



Social Media



Traditional advertising



Digital and streaming platforms



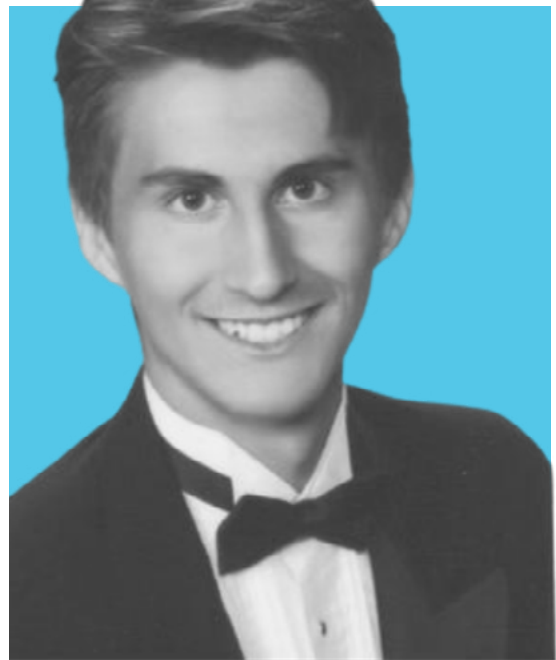
Innovative ad placements

## What we're trying to prevent



I lost my 18-year-old son Anthony Orr on August 8, 2020. He had just graduated high school, had his whole life ahead of him. There were no mental health issues we were aware of, nothing on our radar. But mental health just wasn't talked about as much back then. I wish there would have been something like this available for him then. Maybe he'd still be here.

—Marc Orr



## Section 2

# Background

## Nevada Youth Are in Crisis: Truth in Numbers

- In 2020, suicide was the 2nd leading cause of death among Nevadans 8–24.<sup>1</sup>
- In 2019, Nevada averaged 21 deaths due to intentional self-harm per 100,000 compared to 14.5 deaths nationally.<sup>2</sup>
- Nevada is worst in the nation for prevalence of mental illness and low access to care.<sup>3</sup>
- Youth at or below poverty line are twice as likely to experience depression.<sup>4</sup>

<sup>1</sup> Nevada Office of Suicide Prevention, AAS/CDC, USA Suicide: 2020 Official Final Data

<sup>2</sup> American Health Rankings, Teen Suicide in Nevada, 2021

<sup>3</sup> Mental Health America, Youth Ranking 2021

<sup>4</sup> JAMA, 2020, Association of Pediatric Suicide With County-Level Poverty in the U.S, 2007-2016

## A Cry For Help Answered: SilverSummit Healthplan

- In light of these statistics, SilverSummit Healthplan (SSHP) wanted to act.
- SSHP partnered with Hope Means Nevada, a non-profit offering support for Nevada teens struggling with suicidal ideation.
- Marketing communications firm Estipona Group was hired to develop a campaign.



# Preventing Suicide: An Achievable Goal

A research-informed messaging strategy was developed:

- Connect at-risk individuals with mental health resources, an approach identified as one the most effective ways to prevent suicide ([American Foundation for Suicide, Top 10 things we've learned from research](#)).
- Develop distinct message for youth and their parents/guardians.
- Keep messaging simple with a clear call to action: Free help is available 24/7.
- For all materials, drive users to an unambiguous url: MentalHealthResourcesNV.org
- Use both English and Spanish language messaging.

## Campaign Goal

Reduce youth suicide attempts by connecting low-income families in Clark and Washoe Counties with free and readily available mental health resources.

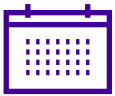
# Background (cont.)

## Campaign Parameters

### Time Frame

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July



August



September



October



Culminating with the end of 2022 Medicaid open enrollment

### Target

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Location



**Washoe  
& Clark  
Counties**

Household Income

**<\$50,000**

Primary Age



**13-24  
years old**

### Budget

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**\$1,300,000**

## Tactics: How We Reached Out



Social Media Advertising –  
Facebook, Instagram, TikTok, Twitter,  
Reddit, YouTube, Snapchat



Programmatic Digital Ads –  
Display, Native



Toolkit



Bus Shelters and Panels



Signage and Posters



Broadcast TV, Online Video  
and Connected TV



Website Landing Page –  
Part of the Hope Means Nevada website



7-Eleven Video Kiosks



Movie Theater Video Ads



Broadcast Radio and  
Streaming Audio



Billboards



Newsprint



Online Video Games



Collateral –  
Distributed at SSHP health fairs



## Section 3

# Results

## Website: MentalHealthResourcesNV.org

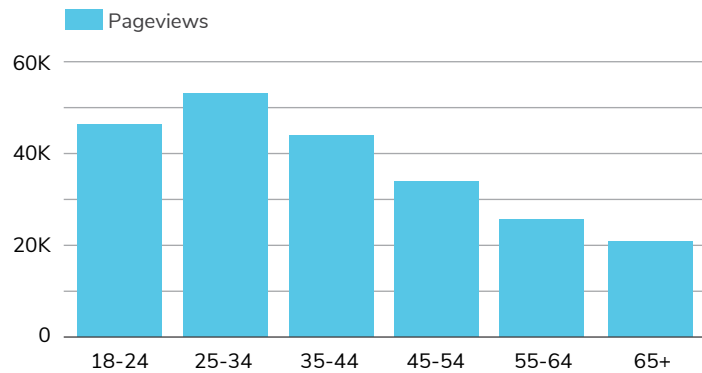
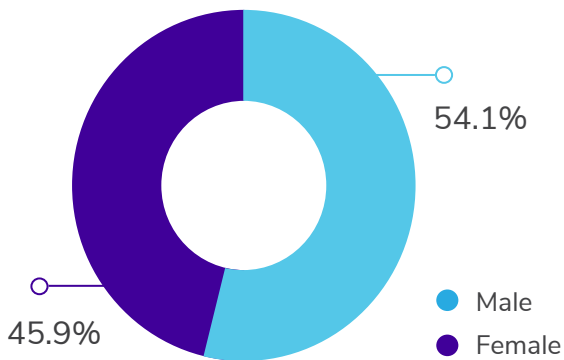
Every communication piece drove users to a landing page on the Hope Means Nevada website — [hopemeansnevada.org/mental-health-resources-nv/](https://hopemeansnevada.org/mental-health-resources-nv/) — with the vanity url MentalHealthResourcesNV.org. Each landing page user (as plotted by day in the graph below) can be interpreted as an individual starting the process of getting help.

### Daily Users



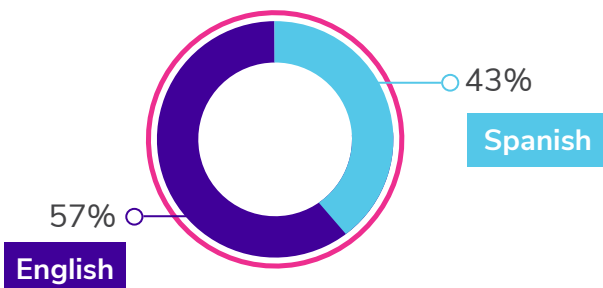


## User Breakdown

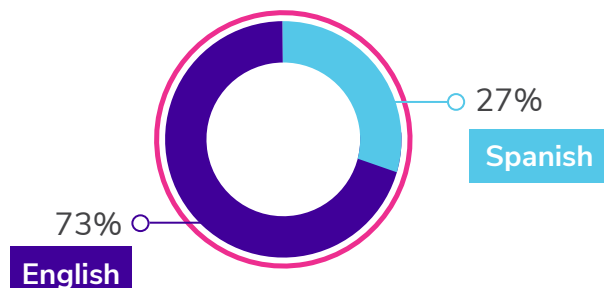


Hope Means Nevada shared that past communication efforts have struggled to connect with young men. To address this, we targeted channels dominated by male users, such as online video game advertising and broadcast television sports buys. As a result, we were able to target males and females almost equally and reach even more of the elusive young male target.

## Impressions by Language



## Clicks by Language



## Section 3

# Results: Measurable Impact

Channel	Total Impressions	Total Spend	CPM <sup>1</sup>	Actions on Website	CPA <sup>2</sup>
YouTube	1,486,462	\$16,743.97	\$11.26	1,502	\$11.15
Twitter	2,708,860	\$19,874.34	\$7.34	1,216	\$16.34
Facebook	3,824,323	\$20,555.24	\$5.37	131	\$156.91
TikTok	2,198,608	\$10,891.05	\$4.95	56	\$194.48
Programmatic Native	8,459,142	\$34,001.07	\$4.02	144	\$236.12
Snapchat	2,207,08	\$22,675.74	\$10.27	72	\$314.94
Programmatic Display	31,500,78	\$93,000.71	\$2.95	222	\$418.92
Cable	173,000	\$28,845.00	\$166.73	48	\$600.94
Streaming Audio	1,798,313	\$35,988.00	\$20.01	33	\$1,090.55
Reddit	909,884	\$5,654.09	\$6.21	4	\$1,413.52
Bus Shelters	65,775,273	\$22,500.00	\$0.34	15	\$1,500.00
Boulevard Mall	3,750,000	\$12,600.00	\$3.36	6	\$2,100.00
Programmatic Video	5,322,642	\$67,242.04	\$12.63	22	\$3,056.46
All Points Media (Posters placed in restaurants, stores, etc.)	4,443,000	\$34,500.00	\$7.77	9	\$3,833.33
UNLV	28,600	\$12,500.00	\$437.06	2	\$6,250.00
Programmatic Audio	544,411	\$8,005.90	\$14.71	N/A	
Streaming Audio (Pandora Only)	1,346,471	\$30,590.17	\$22.72	N/A	
Programmatic Online Video Game	1,916,261	\$26,734.01	\$13.95	N/A	

### <sup>1</sup>Cost per thousand impressions (CPM)

How many dollars in advertising were required to get 1,000 views of the ad.

### <sup>2</sup>Cost per acquisition (CPA)

How many dollars in advertising were required before the user took a specific action on the landing page.

Channel	Total Impressions	Total Spend	CPM <sup>1</sup>	Actions on Website	CPA <sup>2</sup>
Broadcast Radio	5,567,139	\$140,248.00	\$25.19	301	\$1,405.49
7-Eleven Kiosks	3,143,019	\$30,816.00	\$9.80		
Movie Theaters Video Ads	358,997	\$10,900.00	\$30.36		
Billboards	54,352,694	\$42,603.00	\$0.78		
Newsprint	1,103,673	\$11,000.00	\$9.97		
Bus Panels (RTC)	1,833,000	\$7,414.00	\$4.04		
Streaming TV	1,982,11	\$76,773.00	\$38.73		
Broadcast TV	757,000	\$103,297.00	\$136.46		

We grouped traditional media (except for Bus Shelters) together to provide an approximate measurement of user engagement and cost of acquisition for these tactics. Users were sent to a vanity URL — MentalHealthResourcesNV.org (which redirected to the Hope Means Nevada site) — so we can assess that anyone who typed in that url or used a provided QR code came to the site via one of these media sources.



**YouTube was the most cost-effective platform in this campaign for getting users to take action.** Every one of the 1,502 total campaign “actions” represents an individual connecting with a mental health resource. One way to interpret this data: It costs \$11.15 to offer support, provide a listening ear, and possibly thwart a suicide attempt.

## Section 3

# Results: Actions We Drove

Actions Driven by Website	Total Events
NAMI Warm Line Calls (non-crisis support)	664
NAMI Nevada Teen Peer Support Texts	623
Risk Assessment Downloads	452
Summit Behavioral Health (In-Person Support) Inquiries	398
Trevor Project LGBTQIA+ Calls	327
Suicide and Crisis Texts	272
Emergency Room Directions	254
Suicide and Crisis Calls	209
Suicide Safety Plan Downloads	172
Counseling Referrals	130
HMN Social - YouTube, Clicks	119
SilverSummit Website Visits	113
Trevor Project LGBTQIA+ Texts	106
SilverSummit Health Fair Info, Clicks	62
HMN Shop Page Clicks	37
HMN Walk And Talk Flyer Downloads	35
HMN Social - Facebook, Clicks	26
HMN Social - Instagram, Clicks	18
HMN Volunteer Form Downloads	15
HMN Social - Twitter, Clicks	15
NAMI Website Clicks	8
National Suicide Prevention Lifeline Website Clicks	2
<b>Grand Total</b>	<b>4,057</b>

The actions in the preceding chart paint a very specific picture of how the campaign impacted users. The 664 NAMI warm line calls and 623 peer support texts represent **1,287 individuals who got immediate support**, individuals who may not otherwise have known about or accessed this help.

The risk assessment downloads are another important metric. Whether these 452 downloads were individuals self-evaluating, parents downloading for a child, or friends inquiring for a peer they were concerned about, accessing this document represents vital acknowledgment of and engagement on mental health concerns.

## Are you in crisis?

Suicide Risk Screening		
1. Have you wished you were dead or that you could go to sleep and not wake up?	YES	NO
2. Have you had thoughts about killing yourself?	YES	NO
3. Have you thought about how you might kill yourself?	YES	NO
4. Have you had any intention of acting on your thoughts, as opposed to just thinking about it?	YES	NO (High Risk)
5. Have you started to work out details of how to kill yourself?	YES	NO (High Risk)
6. Have you done anything to end your life, or made any plans to end it? (Collected pills, gotten a gun, wrote a note, cut yourself, etc.)	YES	NO (High Risk)

If you answered "yes" to 1, 2 or 3, but "no" to the others, you should get mental health support. Use one of these free resources or visit the website.

If you answered "yes" to 4, 5 or 6, seek IMMEDIATE assistance using the resources below.

### FIND SUPPORT

CALL A PEER 775-241-4212  
TEXT A PEER 775-296-8336  
LGBTQIA+ CALL 1-866-488-7386 or  
TEXT "START" TO 678678

### GET HELP NOW

CALL 988  
TEXT "CARE" TO 839863  
Or visit an emergency room

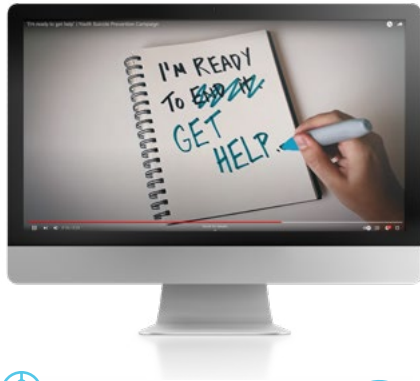
Learn more at  
[MentalHealthResourcesNV.org](https://MentalHealthResourcesNV.org)



Adapted from the Columbia-Suicide Severity Rating Scale

## Section 3

# Results: Most-effective Creative



Top-performing creative

**English Youth**

"I'm ready to get help" Video



Clicks

**140,669**



Impressions

**2,324,462**



Actions Driven

**452**



Top-performing creative

**English Parents**

"I'm Fine" Video



Clicks

**184,316**



Impressions

**1,100,589**



Actions Driven

**316**



Top-performing creative

Spanish Youth

“Estoy listo para obtener ayuda” Video



Clicks

**41,001**



Impressions

**1,703,202**



Actions Driven

**111**



Top-performing creative

Spanish Parents

“Estoy Bien” Video



Clicks

**79,147**



Impressions

**1,047,553**



Actions Driven

**504**

## Section 3

# Results: Most-seen Ads



Most-seen Ad

English

"Is your child at risk?"  
Banner Ad



Clicks

**31,739**



Impressions

**8,988,195**



Actions Driven

**102**



Most-seen Ad

Spanish

"¿Sus hijos están en riesgo?"  
Banner Ad



Clicks

**3,423**



Impressions

**1,672,049**



Actions Driven

**84**





"Help is free. Help is available. Help is life saving."  
Bus Shelter Ad



Total Bus Shelter Impressions

**65,775,273**

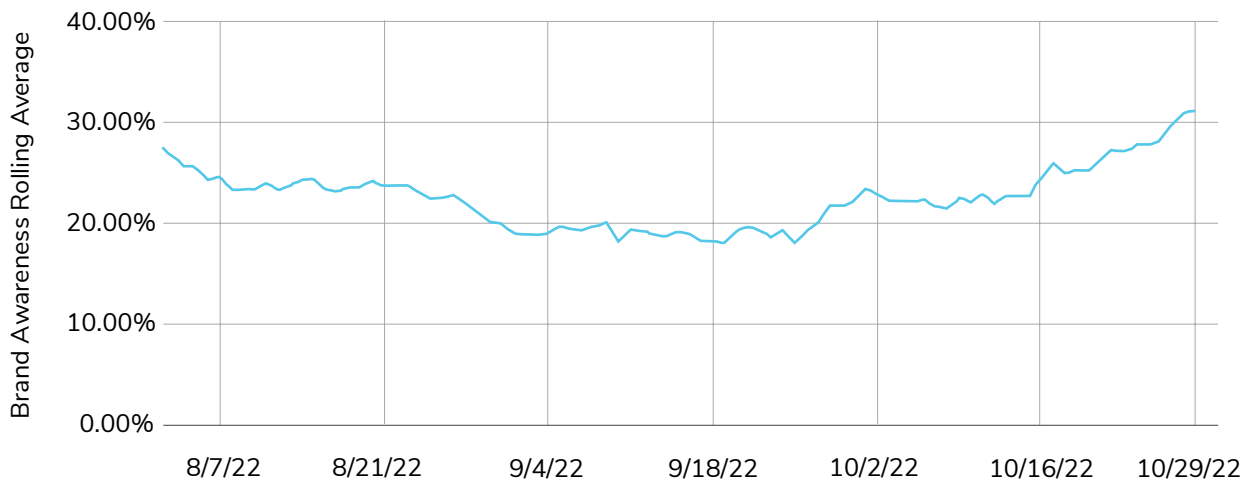
# Results: Brand Lift

## Question:

Do you recall seeing an ad for mental health resources in Nevada in the last 7 days?

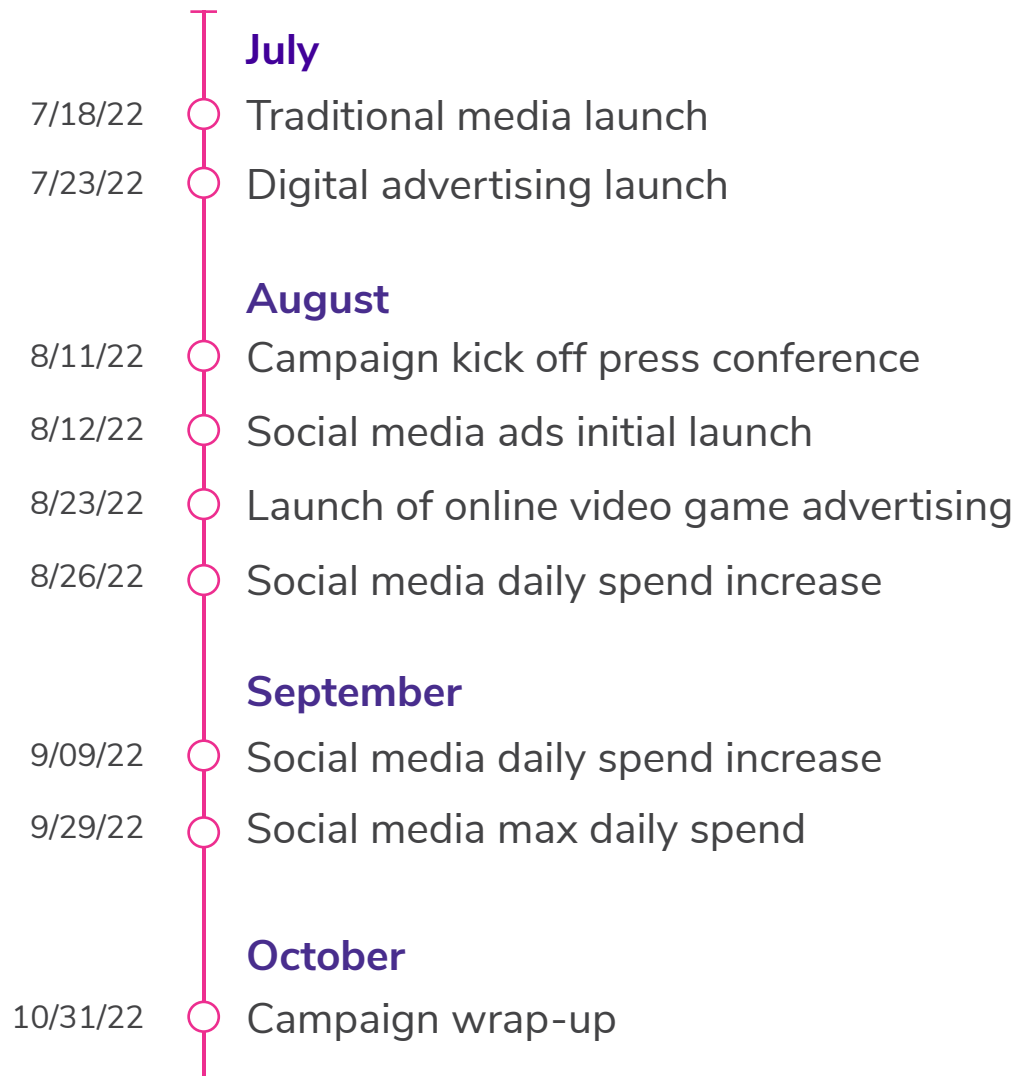
- At campaign kick off with focused media efforts, campaign awareness started at 28%.
- After this initial push, campaign recall dipped as the campaign began building momentum.
- As maximum daily ad spends were reached at the beginning of October, campaign recall increased, culminating in 31% of Nevadan's polled recalling seeing an ad for mental health in the last seven days.

## Brand Awareness Rolling Average



This campaign appears to have resonated the most with the 24–34-year-old age group with our brand lift study showing 24% lift among exposed users (those who had seen an ad) in that age group.

## Key Dates



## Section 3

# Results

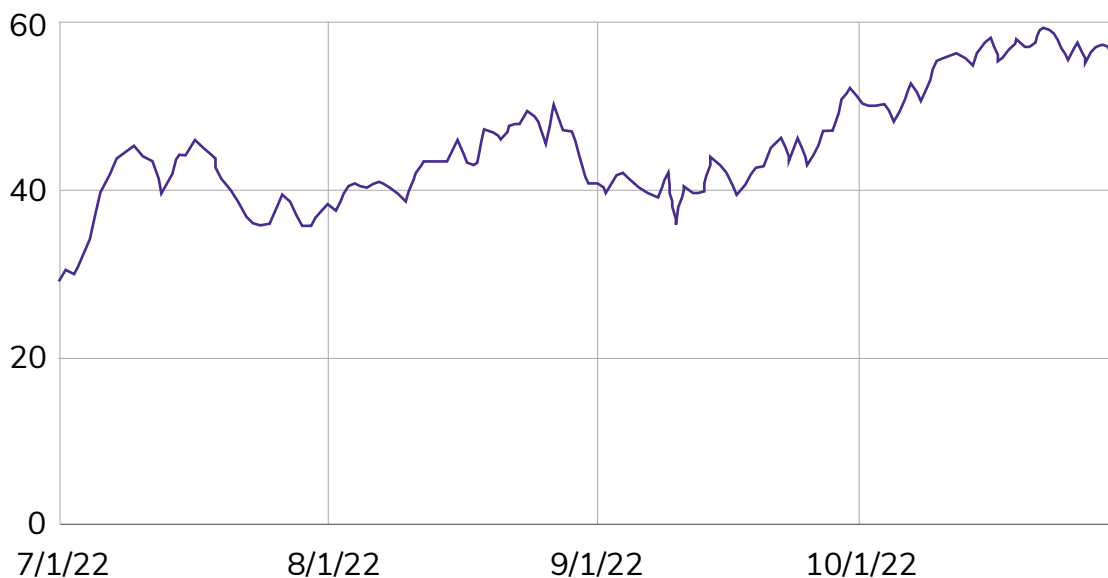
## Message Engagement

This trend line represents a tremendous campaign success: increasing numbers of people seeking mental health resources and information online. It's probable this campaign improved awareness of the availability and accessibility of mental health resources, made resources more top of mind, and helped normalize the conversation around mental health care.

**103% ▲**

Increase in prevalence of Google Searches for topics around “Mental Health” in Nevada

## Mental Health Services in Nevada (14-day rolling average)

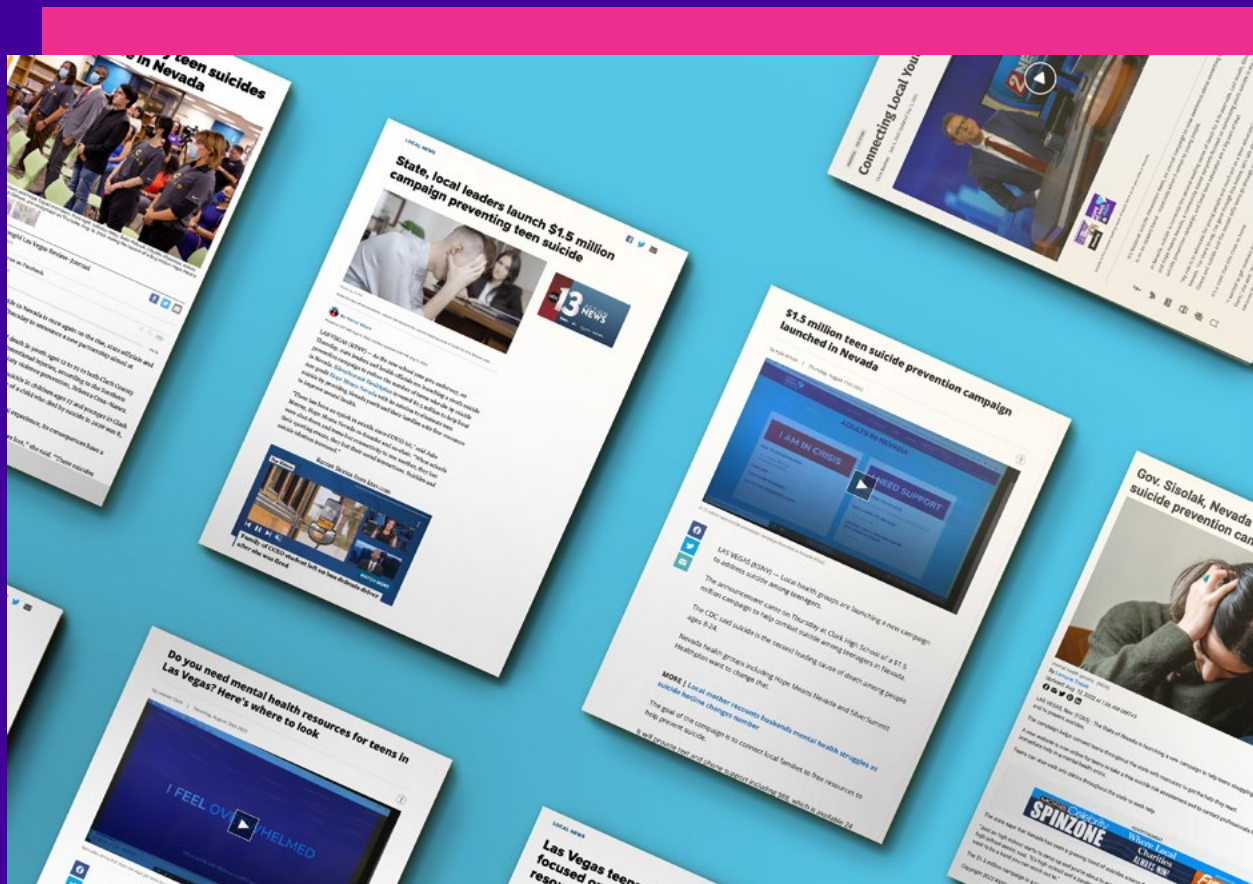


# Public Relations

**13**  
Stories

**363**  
Engagements

**89.2K**  
Estimated Views



## Coverage Samples



This report was prepared by Estipona Group, agency of record for SilverSummit Healthplan.

If you have questions about the content of this report, or the Youth Suicide Prevention Campaign, please contact Nicole Rose Dion, project lead and Estipona Group Account Director. [nicole@estiponagroup.com](mailto:nicole@estiponagroup.com)