

Individual Project Final Report

Please complete, print, sign, scan and upload this report into your project's Documents tab. In addition to this form, include all invoices (be sure they are marked "paid"), receipts, and/or copies of checks for the full amount of the project budget.

Rotary Club: Anchorage Rotary Club

Project Title: Suicide Prevention Campaign

Project Description

1. Describe the project. What was done, when, and where did project activities take place?

Implementation Methods:

- Rotarian Question. Persuade. Refer. (QPR) training was completed at every Rotary Club in District 5010 (33 clubs).
- High school students furthered the You Are Not Alone (YANA) peer engagement efforts through grants made available by Anchorage Rotary and donated air miles to reach rural schools.
- PSAs aired on broadcast TV throughout Southcentral Alaska and Fairbanks, statewide cable and public radio. Digital display banner ads, Facebook posts, YouTube preroll video ads and updates to stopsuicidealaska.org rounded out the project.

Materials used: A series of eight TV, web videos and radio spots, YouTube promoted video, digital banners and Facebook ads directed to StopSuicideAlaska.org, an existing website which Spawn updated for the campaign to include more resources for help with intervention and referrals to the State's Careline.

In Progress Adjustments: Our original plan included producing 3-4 spots focused on a few key demographics. We looked for people with a personal connection to suicide, whether through a loss or experience saving a life— and after hearing their stories we decided to show all of the faces suicide affects, and every person who auditioned was featured in a TV or web video, extending production to eight spots.

Communication techniques: The PSAs featured real Alaskans who may have saved a life by reaching out. They shared their stories and the notion that the only wrong thing you can say is nothing at all. The tagline, "you can save a life, no experience necessary" used throughout the campaign reinforced the idea that you don't have to be a professional to make a difference, just someone who cares.

Tools and Tactics: Along with paid media to run the PSA, PR tactics were employed and the campaign received earned media with articles in several media outlets and publications statewide.

Support Personnel: Suicide Prevention personnel from the Department of Health & Social Services and the Statewide Suicide Prevention Council were consulted to develop safe messaging and ensure the campaign's communication supported the Statewide Suicide Prevention Plan. A Rotary volunteer with PR expertise helped to engage media outlets for stories on the campaign's progress.

Employment of Resources: The Rotary Suicide Prevention team tapped local telecom, GCI, for cash support and Alaska Airlines miles. Extra funding came from Anchorage Rotary Club members in a cash call, special events, the Alaska Mental Health Trust and Alaska DHSS and others. A total of nearly \$325,000 was raised in cash and in-kind sponsorship.

Creativity and Originality: To catch attention, TV spots and web videos used striking graphics of the word "suicide" in the opening. Synchronized with the script "they feel alone, that if they did end their life no one would care. And that's where you come in", the two i's in suicide merge together while the rest of the letters fade, representing two people connecting and reinforcing the message from the person on screen—that you just need to reach out and be a caring connection. The casting of people with a personal connection to suicide also brought real emotion to the spots and made them relatable.

Budget allocation method: Beyond the funds provided by the Rotary grant and raised by the Anchorage Rotary Suicide Prevention committee, Anchorage Rotary secured bonus media weight from Denali Media, Coastal TV, and radio stations to extend the media reach. For the student peer-to-peer efforts, GCI donated air miles to facilitate training around the state.

2. How many people benefited from this project?

More than
400,000

3. Who were the beneficiaries, how were they impacted by this project, and what humanitarian need was met?
 More than 10,000 high school students participated in either suicide prevention awareness rallies, Question. Persuade. Refer. (QPR) training, or were trained as trainers.
 More than 1300 people took QPR training as part of their Rotary club or in community wide training.
 The media campaign reached 98% of its 18-54 year old audience 10 times (approx. 400,000 people)
 The humanitarian need met were basic education and literacy on a difficult subject and disease prevention and treatment.

4. How many Rotarians participated in the project? 1300

5. What did they do? Please give at least two examples, not including financial support provided to the project.
 Went to club meetings or community wide trainings to receive QPR training. Raised funds through events and sponsorships. Met with local media to secure bonus TV for our PSAs. Wrote press releases and secured earned media through media contacts. Supervised the student grants portion of the project and supported students involved in training, train-the-trainer events, awareness rallies, etc. Call each and every Rotary club in the district and successfully persuaded every one to include the QPR training as a club activity. Offered pro bono ad production and placement time and talent to produce and place the media. And more.

6. If a cooperating organization was involved, what was its role?

Helping to craft an appropriate and effective message: State of Alaska Dept. of Health and Social Services, Alaska Mental Health Board, State's suicide prevention coordinator, Anchorage Suicide Prevention Council. GCI: major cash and in-kind sponsorship. Denali Media: PSA bonus TV placement on KTVA and GCI Cable.

Financial Report (District must retain receipts of all expenditures for at least five years)

Currency Used: usd Exchange Rate: _____ = 1 USD

7. Income

Sources of Income	Currency	Amount
1. District Grant funds received from the District	usd	\$22,900
2. Rotary Club Contribution	usd	\$46,600
3. Other funding (specify): GCI sponsorship of \$35,000, special event: \$6,844, Native Corps: \$2,500	usd	\$44,344
Total Project Income	usd	\$113,844

8. Expenditures (please be specific and add lines as needed)

Budget Items	Name of Supplier	Currency	Amount
1. Media placement	Denali Media, Coastal TV and various radio stations	usd	\$89,168
2. Student grants	Anchorage Rotary Club	usd	\$10,000
3. Student wristbands		usd	\$4,676
4. Seed money for fall TV placement	Denali Media	usd	10,000
5.			
Total Project Expenditures			\$113,844

Certifying Signature

By signing this report, I confirm that to the best of my knowledge these District Grant funds were spent only for eligible items in accordance with Trustee-approved guidelines, and that all of the information contained herein is true and accurate. I also understand that all photographs submitted in connection with this report will become the property of RI and will not be returned. I warrant that I own all rights in the photographs, including copyright, and hereby grant RI and TRF a royalty free irrevocable license to use the photographs now or at any time in the future, throughout the world in any manner it so chooses and in any medium now known or later developed. This includes the right to modify the photograph(s) as necessary in RI's sole discretion. This also includes, without limitation, use on or in the web sites, magazines, brochures, pamphlets, exhibitions and any other promotional materials of RI and TRF.

Certifying Signature
 Print name, Rotary title, and club

Karen King Date: 5-25-15
Karen King, President, Anchorage Rotary Club