

Devoted To:

- Improving academics
- Deterring violence
- Fostering resiliency
- Enhancing coping skills
- Reducing risk
- Preventing suicide

Well Aware™

A Suicide Prevention Program for School Administrators

■ School Board Members ■ Superintendents ■ Principals ■ Student Services Directors ■ Central Office Administration ■ Deans of Students ■ Health Center Supervisors ■ Consultants ■ Education Policymakers

Visit us at www.wellaware.org
Talk to us at talkback@wellaware.org

RESOURCES: GENERATION WIRED: Social Networking and Engaging Youth in Suicide Prevention



■ NICHE SOCIAL NETWORKING SITES

An ever-growing list; also includes links to reviews of these sites to help determine where you want to build a profile and participate.
<http://socialmediaanswers.com/niche-social-networking-sites/>

■ eNONPROFITS BENCHMARK STUDY FOR 2011

From the Nonprofit Technology Network (NTEN), this study analyzes online messaging and advocacy data from 36 leading nonprofit orgs.
www.nten.org/events/webinar/2011/03/22/2011-enonprofit-benchmarks-study-release

■ PEW INTERNET & AMERICAN LIFE PROJECT

Investigating the social impact of the internet.
www.pewinternet.org/

■ ANNENBERG ADOLESCENT RISK COMMUNICATION INSTITUTE

Educating publics about latest advances in reducing risks.
<http://www.annenbergpublicpolicycenter.org/AreaDetails.aspx?myId=8>

■ SOCIAL MEDIA AT CDC

Current campaigns, media tools, widgets and more. Also check out the Health Communicator's Social Media Toolkit released in Aug. 2010.
<http://www.cdc.gov/socialmedia/>

■ NATIONAL HEALTH INFORMATION AND WEB HEALTH AWARDS

Honoring the best in traditional and digital health information.
<http://www.healthawards.com/> and <http://www.healthawards.com/wwwha>

Check out these resources ...

■ LIFELINE ONLINE POSTVENTION MANUAL

When someone dies by suicide, that person's online social media profile often becomes a hub for friends and family to talk about the suicide and memorialize the person who died. This vital manual highlights best practices for finding social media profiles, posting resources, recommended language for website comments, sample letter to parents from school districts and more.

<http://www.sprc.org/library/LifelineOnlinePostventionManual.pdf>

■ WEBSITE REVIEW TOOL

When reviewing external websites and their content for potential linking to or usage, it is important to consider safety and accuracy, credibility and currency. This checklist from the National Suicide Prevention Resource Center can help you review websites to determine whether or not to incorporate them into your program.

<http://www.sprc.org/grantees/statetribes/2009/PDF/7CWebsitechecklisthandout.pdf>

■ TAPPING INTO ONLINE COMMUNITIES

Using new and social media for suicide prevention, from the Suicide Prevention Resource Center.

<http://www.sprc.org/grantees/webinar/TappingIntoOnlineCommunities120909.pdf>

■ YPULSE

Your guide to youth via news, events, market research and strategy. Insights about teens, tweens, college-age and more. Founded by Anastasia Goodstein, MSJ, author of *Totally Wired: What Teen and Tweens are Really Doing Online* (2007, St. Martin's Press). Goodstein is now with ReachOut.com and its parent organization, Inspire USA Foundation.

<http://www.ypulse.com>

[take note]

WELL AWARE is a program of the:

PDV Foundation

514 North 6th Street
Sheboygan, Wisconsin 53081

ADVANCING COMMUNICATION IN
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