The Framework for Successful Messaging in Action

The Framework for Successful Messaging in Action includes a "strategy" component that refers to the upfront thinking and planning that helps messages succeed.

Start with strategy: It’s tempting to jump directly into writing messages or pushing delivery channels (e.g., posters, brochures). For better results, start by deciding:

- Why are you messaging?
- Who do you want to reach?
- What do you want the audience to do differently after hearing the message?
- What are the potential channels to reach that audience with your message?

Strategy is a way of thinking: It’s best that no message be disseminated to the public without deciding the "why," who, what, when, and how" of it. Some efforts such as campaigns are best developed using a more formal strategic planning process. Equally important is day-to-day strategic thinking about why you’re messaging to and how it fits in with your larger goals and organizational messages. Strategy can help improve the effectiveness of all types of messages, including campaigns, public speeches, social media posts, and promotional materials.

All messages should consider the 4 Framework elements:

1. **Core of Successful Messaging:**
   - Be Strategic!

   There is no single "best" suicide prevention message that will work for every audience, goal, situation, and context. Thinking strategically helps you to create messages that fit your situation and use limited resources wisely. The "strategy" component of the Framework refers to the upfront thinking and planning that helps messages succeed.

   **Messaging Tip:**
   - The public is supportive of suicide prevention in the district, but is less clear about how to take action.
   - Every single tweet doesn’t need to name an issue, but a high percentage of your messages should incorporate specific "calls to action" that are realistic for your audience and tied to your overall goals. Also include the information they need to act or a way to access that information.

   **Resources:**
   - Visit a resource that is specific to the "strategy" component of the Framework.

   **Spotlight On: Successful Messaging!**
   - Find an example that illustrates the Framework for Successful Messaging.

   If you or someone you know is in crisis, please call 1-800-273-TALK (8258).

   The National Action Alliance for Suicide Prevention

   The National Action Alliance for Suicide Prevention is the public-private partnership working to address the National Strategy for Suicide Prevention and make suicide prevention a national priority.

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