

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

FREQUENTLY ASKED QUESTIONS

1) What is Well Aware?

It's a social marketing initiative to help schools and other youth-serving organizations better understand the link between emotional wellbeing and success in academics and life. Focusing on youth suicide prevention, Well Aware informs audiences that suicide is a preventable public health threat, and youth suicide is often tied to emotional/mood disorders.

2) Is Well Aware a newsletter?

No. While a print bulletin is one component, the Well Aware program is comprehensive and multifaceted, and includes communications delivered via print, Internet, email, snail mail, and in-person outreach.

3) How can I subscribe to receive Well Aware?

The Well Aware program is typically delivered free of charge to people who interact with youths, particularly those at risk for suicide. Well Aware does not accept subscriptions.

4) How can I receive Well Aware?

Three ways. First, you can help bring Well Aware to your state. Second, you can check out print copies of Well Aware posted at this website. Third, you can bring Well Aware content to your organization's website, via our content licensing opportunities.

5) Is there a national version of Well Aware?

No. The Well Aware program is customized by state, because legislation, policies, suicide statistics and cultural norms all vary from state to state in our nation.

6) Who are the target audiences for Well Aware?

Primary audiences are school administrators, that is, superintendents, principals, school board members, curriculum committee members, central office administration, and state education policymakers. Secondary audiences are two-fold: first, other school staff such as guidance counselors, school psychologists and social workers, teachers, coaches, attendance personnel, bus drivers, cafeteria workers and janitorial staff;

second, community members who interact with at-risk youth, including police officers, social services personnel, juvenile justice staff, pediatricians, health care workers and family members.

7) Who started the Well Aware program?

Point de Vue Communications, Inc. and its not-for-profit arm, the PDV Foundation. Established in 2005, the PDV Foundation, Inc. is a 501(c)(3) tax-exempt organization whose mission is to advance communications in mental health and social services in America, with focus on prevention of suicide and contributing factors. The PDV Foundation is the publisher of *Advancing Suicide Prevention®*, the field's only independent and unencumbered health-policy trade publication. The Foundation works with state and federal partners, private and public, on social marketing initiatives to advance prevention of suicide in our nation, in a manner consistent with the 2001 National Strategy for Suicide Prevention.

8) When did the Well Aware program first begin?

In 2006.

9) Where is the Well Aware program headquartered?

At the administrative offices of the PDV Foundation, in northeast Wisconsin.

10) I'd like to reuse Well Aware content, either from your website or other materials, in my organization's own customized applications—print, online or broadcast. Is this okay?

It depends on your usage. Because Well Aware content is copyrighted, with all intellectual property owned by the PDV Foundation, its usage is restricted. We welcome you to download our Permission to Reprint or Photocopy form and submit it for approval. Our usage policies are generous for the most part, as we are committed to fully applying strategic communications to advance suicide prevention on our nation.