

STORYTELLING & THE ART OF CREATING SOCIAL IMPACT CAMPAIGNS

Living *Montana* *strong*



Stefania Kapronczay, Lucía Suárez & Maisie Palmer
November 2024

Since 2000, the US
suicide rate has
increased by 40%

In 2022, **Montana** was
ranked the state with the
highest suicide rate

Root causes

Leading causes of suicide nationwide:

- Loneliness
- Existing mental health issues (notably, depression and addiction)
- Grief
- **Loss of self sufficiency**
- Chronic illness and pain
- Financial worries

Root causes

What is happening in Montana?

- Population density is **7.7 people** per square mile, **94** is the US average
- Montana's climate leaves many people with a **Vitamin D deficiency** which is correlated with a risk of depression
- Montana contains many **high altitude areas** which can spark metabolic stress due to long-term oxygen deprivation.
 - The average suicide in Montana occurs above **3500 feet**.
- **Montana's cowboy mentality** increases mental health stigma.
 - **Veterans** are particularly susceptible.
- Older men face a suicide rate **7 times greater** than older women

Campaign goal

*Decrease suicide rates in
men over 65 who reside in
Montana*

Our unique contribution?

A campaign focused on **building personal resilience** by identifying health, social and financial challenges before they escalate to crisis point

Key audiences

RETIRING/ RETIRED MEN

- Around the age of 65
- Farmers, veterans
- Former active or labor-intensive lifestyle, now chronic pain, loneliness

FAMILY MEMBERS

- The “sandwich generation”
- They worry anyway!
- Provide them with a practical tool to assist their relative

Storytelling approaches

Key values

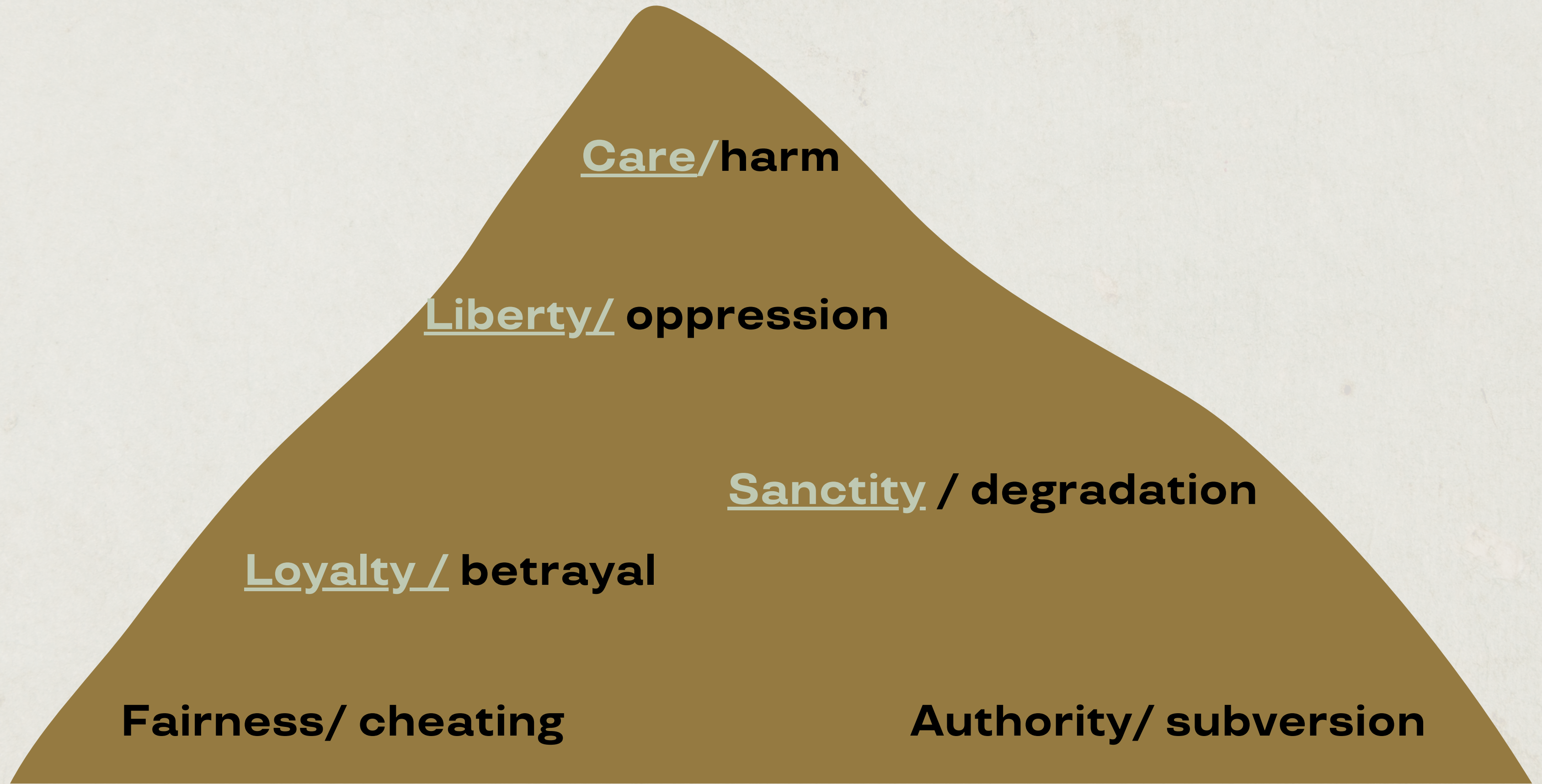
Rooted in **Montanan identity**
tough, rugged, hard-working

Strong emphasis on
independence, self-reliance,
and community

Deep connection to **nature** and
the **Montanan landscape**

Moral foundations theory

Jonathan Haidt (2012) *The Righteous Mind*



The Resilience Plan

THE RESILIENCE PLAN

INSTRUCTIONS:

For each question in Section 1, please select the answer that best describes your situation, using the following scale:

- **Never** – You never experience or do this.
- **Rarely** – You experience or do this occasionally.
- **Sometimes** – You experience or do this about half the time.
- **Often** – You experience or do this most of the time.
- **Always** – You experience or do this almost all the time.

For each question in **Section 2**, simply answer **yes** or **no**. **Section 3** has space for you to fill in the first steps to put in place a resilience plan based on your answers in Section 1 and 2. **Section 4** contains local resources for further support.

- Tips:
- Be honest: Your answers will help guide your resilience plan.
 - There are no wrong answers: This is about understanding your current situation.
 - If unsure, choose the option that best reflects your usual experience.

SECTION 1, QUESTIONS:	RATING SCALE:				
	Never	Rarely	Sometimes	Often	Always
How often do you seek medical advice from a doctor if you feel unwell?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How often do you experience consistent or chronic pain?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How consistently do you collect any medication or prescriptions that you have been advised to take?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How consistently do you look forward to your next meal?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How often do you experience low energy levels throughout the day?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How regularly do you take Vitamin D tablets or other supplements?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How often have you experienced a persistent low mood?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How well do you typically sleep (7+ hours per night)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How often do you feel on top of your household chores?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When you think about the future, how often do you feel optimistic?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If you were feeling lonely, how often would you reach out to a neighbour, friend or relative?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SECTION 2, QUESTIONS:	ANSWER	
	Yes	No
Have you taken a walk outside this week?	<input type="radio"/>	<input type="radio"/>
Do you exercise regularly (e.g 3-4 times a week, for around 1 hour)?	<input type="radio"/>	<input type="radio"/>
Do you regularly participate in activities such as gardening, fishing or hunting?	<input type="radio"/>	<input type="radio"/>
Do you have a regular hobby that you pursue outside of the house?	<input type="radio"/>	<input type="radio"/>
Do you have a budget in place to help manage your personal finance?	<input type="radio"/>	<input type="radio"/>
Do you have health insurance?	<input type="radio"/>	<input type="radio"/>
Have you set up a retirement plan?	<input type="radio"/>	<input type="radio"/>
Have you written a will?	<input type="radio"/>	<input type="radio"/>

SECTION 3A – THINGS I CAN PUT INTO PLACE INDEPENDENTLY

-
-
-

SECTION 3B – A PERSON WHO I CAN ASK FOR HELP

Name: Contact:.....

SECTION 4 – ORGANIZATIONS OR AGENCIES I CAN CONTACT

Name: Contact:

Name: Contact:

Name: Contact:

If you need further support in relation to any of the issues raised in the resilience plan, please contact the National Alliance for Mental Illness (NAMI) on **(406) 443-7871**. They can direct you to the appropriate services.

• Informed by the **social determinants of health**

• Spans **physical and mental health, social wellbeing and financial planning**

Local sports heroes

- Pat Donovan
- Dallas Cowboys
- Played in 3 Super Bowls, winning one
- Sports Illustrated named him the 4th greatest Montanan athlete of the 20th century



Website

Stanley-Brown
Safety Planning Intervention

HOME

WHO WE ARE

TRAINING

FORMS

RESOURCES

CONTACT

REGISTRATION



“It Has Saved My Life
More Than Once.”

The Stanley-Brown Safety Planning Intervention is a brief,
collaborative intervention between the clinician and the suicidal
individual that aims to mitigate acute risk.

[FOR VIRTUAL AND ONLINE TRAINING CLICK HERE](#)

Public service announcement



*to be adapted for radio