

2024 Community-Led Momentum Grants Full Proposal

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Project Information

Project Title:	Development of a Sustainable Public Awareness Campaign to Prevent Veteran Suicides
Goal Statement - Please provide a brief statement describing the goal of the proposed project, including the intended impact on health and health equity in Wisconsin. (maximum 400 characters, including spaces):	The project will determine the feasibility of using public education messaging of Veteran suicide prevention factors to decrease mental health stigma and encourage lethal means safety through the Wisconsin Broadcasters Association Public Education Program, through this process, the project will develop a sustainable Wisconsin Veteran Broadcasting Coalition.

Award Budget

Total Amount Requested:(not to exceed \$250,000 maximum)(field will auto-calculate)	\$ 249,768
Amount for Community:(in whole dollars)	\$161,608
Amount for MCW:(in whole dollars)	\$88,160
Additional Funds:(if applicable)	0
Source of Additional Funds:(if applicable)	0
Start Date:	July 1, 2024
Duration:(in months and not to exceed 24 months maximum)	24

Project Team Information

Primary Community Partner

Primary Community Partner Organization Information

Organization Name: **Milwaukee County War Memorial Center Inc**

Organization Website: **<https://warmemorialcenter.org/>**

Does your organization have social media handles that you would like to share with AHW? **Yes**

Edit section title

Edit section title

Twitter Handle: **<https://twitter.com/warmemorialcntr>**

Facebook Handle: **<https://www.facebook.com/warmemorialcenter/>**

LinkedIn Handle: **<https://www.linkedin.com/posts/southeastern-wisconsin-veteran-suicide-prevention-taskforce-suicideprevention-chooselife-betherewis-activity-7156979178850902016-9zoz>**

Instagram Handle: **https://www.instagram.com/mke_warmemorial/**

Type of Organization: **Nonprofit organization**

Nonprofit Organization Type: **health, social service or other community-based organization**

If nonprofit organization selected, please attach a copy of your IRS nonprofit verification here: **War Memorial Center Tax Exempt IRS Letter.pdf**

Primary Community Partner Organization Contact

Contact Name:

Daniel

No answer given

Buttery

No answer given

Preferred Name: **Dan**

Pronouns: **he/his/him**

Title: **CEO**

Work Phone Number: **414-273-5533**

Cell Phone Number: **414-273-5533**

Email: **dbuttery@warmemorialcenter.org**

Authorized Signature Name (if different from contact): *No answer given*

Authorized Signature Email: **dbuttery@warmemorialcenter.org**

Community Partner Non-Supplanting Attestation

Attach completed Non-Supplanting Attestation (PDF) here: **Non-Supplanting Attestation_Community-Led WMC Buttery .pdf**

MCW School of Medicine Principal Investigator

MCW PI Contact Information

Name:

Bertrand

D

Berger

PhD

Preferred Name: **Bert**

Pronouns: **he/him/his**

Title: **Assistant Professor**

Work Phone Number: **414-384-2000**

Cell Phone Number: **414-902-0364**

Email: **bberger@mcw.edu**

MCW Standing: **Full-professional effort status faculty**

MCW Department: **Psychiatry and Behavioral Medicine**

Does your department/center/division have social media handles that you would like to

Yes

share with AHW?

Edit section title

Edit section title

Twitter Handle: https://twitter.com/capt_JohnMason

Facebook Handle: <https://www.facebook.com/CaptainJohnDMasonProgram/>

LinkedIn Handle: <https://www.linkedin.com/company/captain-john-d-mason-veteran-peer-outreach-program/>

Instagram Handle: <https://www.instagram.com/captainjohndmasonprogram/>

MCW PI Non-Supplanting Attestation

Attach completed Non-Supplanting Attestation (PDF) here: **Non-Supplanting Attestation_Community-Led MCW Berger.pdf**

Collaborators

1. Comm Collab

Name: **Michelle Vetterkind**

Organization/Department: **Wisconsin Broadcasting Association/CEO**

Project Team Role: **Providing statewide public education announcements**

2. Comm Collab

Name: **Sara Kohlbeck, Ph.D., MPH**

Organization/Department: **MCW, Department of Psychiatry and Behavioral Medicine, Comprehensive Injury Center**

Project Team Role: **Co-PI, Focus group, IRB, and statistical analysis**

3. Comm Collab

Name: **Curtis Lemke**

Organization/Department: **Wisconsin Department of Veteran Affairs/ Project Analyst, Governor's Challenge to End Veteran Suicide.**

Project Team Role: **Wisconsin Veteran service group connections/input**

4. Comm Collab

Name: **David Walter**

Organization/Department: **Milwaukee VA Medical Center/ Public Affairs**

Project Team Role: **Expertise on VA public affairs and media contacts**

5. Comm Collab

Name: **Dona Drew, MSW**

Organization/Department: **Milwaukee VA Medical Center/Community Partner/Engagement Coordinator**

Project Team Role: **Marine Veteran and coalition development**

6. Comm Collab

Name: **Marissa Mielke, MSW**

Organization/Department: **Milwaukee VA Medical Center/Community Partner/Engagement Coordinator**

Project Team Role: **Coalition development in rural Wisconsin**

7. Comm Collab

Name: **Mark Flower**

Organization/Department: **MCW, Department of Psychiatry and Behavioral Medicine, Veteran Peer Outreach Specialist**

Project Team Role: **Veteran, Focus groups, announcement development**

8. Comm Collab

Name: **Nick Buttrick, Ph.D.**

Organization/Department: **University of Wisconsin- Madison, Psychology Department**

Project Team Role: **Firearm & social psychology research & measurement**

9. Comm Collab

Name: **Jean Papalia**

Organization/Department: **National violent death reporting system staff member, State of Wisconsin, Gun Shop project of**

Wisconsin

Project Team Role:

Firearm safe storage messaging

10. Comm Collab

Name:

Michael McBride, MD

Organization/Department:

Milwaukee VA Medical Center, Psychiatrist, Recovery Coordinator

Project Team Role:

Veteran, Focus groups, announcement development

Do you have any additional project partners labeled as PI/Co-I, or similarly, within the proposal materials (including the list of collaborators, budget workbook, budget justification, etc.)?

Yes

If yes, please attach a completed non-supplanting attestation form for each additional individual as a combined PDF here:

Non-Supplanting Attestation_Community-Led mcw kohlbeck.pdf

Nepotism Attestation

Are there any related individuals involved in the project?

No

AHW Emphasis Areas

AHW Focus Areas

Please select one primary area of emphasis for this project:

Public and community health improvement

Health Equity

Please select all ways that your project aims to impact equity:

Project aims, objectives, strategy or approach

Project team participation

Population the project aims to serve or directly impact

Health issue, disease, or condition the project is focused on

Geographic Area Impacted

Please select the area that best reflects the project's primary geographic activity area:

Statewide

Advancing A Healthier Wisconsin, 2023 Momentum Application
Project Narrative
Development of a Sustainable Public Awareness Campaign to Prevent Veteran Suicides,
 Bertrand D. Berger, Ph.D. (PI), MCW Department of Psychiatry and Behavioral Medicine

Response to LOI Review Feedback (2 pages)

Average of individual reviewer scores	
Impact	3.00
Feasibility	1.67
Alignment	2.33
Overall Score	2.33

Scoring scale: 1 Exceptional 2 Outstanding 3 Excellent 4 Very Good 5 Good 6 Satisfactory 7 Fair 8 Marginal 9 Poor

REVIEWER COMMENTS	
Impact	
Strengths	<ol style="list-style-type: none"> Leveraging previous successful work to extend the impact is a strength. Most compelling is the prospect of creating a sustainable PEP in partnership with other stakeholders. This proposal builds on a successful smaller partnership initiative that addresses a disparity not often discussed. The plan for expanding the partnership and building the infrastructure to sustain the effort with a newly formed coalition has great potential for positive impact. Provided statistics on suicide.
Weaknesses	<ol style="list-style-type: none"> Direct correlation between the proposed intervention and the desired outcome may be difficult to demonstrate. Response: The proposal will address in more detail how public messaging & education occurs over time with repeated messaging can make a difference in healthy behaviors (i.e., stop smoking, use seat belts, etc.). The intent of the project is to initiate a new Veteran Broadcasting Coalition which will over time demonstrate a stronger correlation between public messaging and improve healthier behaviors to reduce suicide risk. This correlation may not be directly demonstrated during the time of this project, but it is hoped that by developing a sustainable coalition that continues, beyond the project, to provide state-wide public education related to Veteran suicide prevention activities and ways to avoid risks that there will be a decrease in suicides over time. It would enhance the proposal and increase impact to learn from WI Veterans, where they consume information and what mediums they trust. It may be considered but not explicit in the plan and could be more fully explained in a full proposal. Reaching Veterans in multiple ways, where they are already consuming information will greatly improve the impact of the campaigns. Response: Very good suggestion. The focus groups are designed to ask Veterans questions about how they consume information and what mediums they trust to help us to design new messages but also to learn where Veterans are most likely to listen and see the messages (email, text, social media, radio, TV, billboards, direct email, etc.). This will allow us to modify our approach during different sub-campaigns. We have summarized this approach in the full proposal. Not a strong connection to mental health which would be a root cause of suicide Response: We anticipate that the educational campaigns will impact mental health issues and suicide prevention. The public education program will focus on de-stigmatizing mental illness, help seeking behavior and firearm safety and secure storage of firearms. It is hoped that by providing public messaging about ways to obtain help for mental health issues and the importance to decrease risks of lethal means, that even a few lives will be saved. In our strategy section we will provide information on how public education can impact people's tendency to seek mental

	health support using crisis lines (e.g., 988) and health care systems. We know that about half of all suicides are by people that never seek mental health care and this program is designed to target this population so that they are more likely to seek help.
Feasibility	
Strengths	<ol style="list-style-type: none"> 1. Societal interventions such as public awareness campaigns are recommended by virtually all entities concerned with the problem of Veteran suicide. 2. The Co-PIs are experts who are heavily involved and invested in this work. 3. The assembled team is impressive in it's breadth and depth. 4. The initial community and academic partnership is strong. The plan to include additional, appropriate partners and create a consortium to sustain the campaigns makes the plan and sustainability even more feasible. The approach and methods are appropriate and incorporate many levels of stakeholders. 5. If implemented as described, it is very feasible. Like that there is a mental health professional on board.
Weaknesses	<ol style="list-style-type: none"> 1. No weaknesses are noted. 2. None identified. 3. Would like to see a variety of ways to advertise this campaign. Response: Very good suggestion. The PEP program through WBA will provide statewide TV, radio and social media awareness for the project. We plan to also use direct email methods. The advertising will all be funneled to the BeThereWis.Org website where we will also have links to our YouTube channel.
Alignment	
Strengths	<ol style="list-style-type: none"> 1. The LOI conveys the critical importance of this issue by citing evidence as well as guidance from federal agencies on the topic. The project plan is presented with enough detail that the reader can easily envision how this project will be successful. 2. This proposal addresses an important health related issue. It takes lessons learned from the initial grant, builds on the "momentum" and identifies an approach for sustainability. 3. This is a priority condition that does need addressing.
Weaknesses	<ol style="list-style-type: none"> 1. No Weaknesses notes. 2. None identified. 3. Unsure that advertising will reduce suicide rates. Response: In our strategy section we provide additional evidence on how public health concerns (stop smoking, use seat belts, stop texting and driving, etc.) have been influenced by advertising/public education program. This project is building on our previous AHW project which found that there were some attitude changes related storing firearm more securely. However more research is needed to demonstrate that advertising and public health awareness campaigns can reduce suicide rates.
Other comments: This proposal is strong from start to finish; concise, thorough, and well-written. It was a pleasure to review this proposal. (Thank you!)	

Project Summary (1 page)

Suicides are highly prevalent and present a major challenge to public health in the United States and worldwide.¹ Suicide rates have increased by nearly one-third in the United States from 1999 to 2020 and suicide was the 10th leading cause of death during this time period. In 2020, suicide was the 13th leading cause of death among Veterans overall, and it was the second leading cause of death among U.S. military Veterans under age 45.¹

Suicide prevention strategic plans by the VA², CDC¹, US Surgeon General³, the White House⁴ and the Department of Defense (DOD)^{5,6} recommend the use of societal interventions to reduce suicides, which involve the use of public awareness and social media messaging. Public awareness messaging campaigns such as those developed by the Ad Council have made an impact on health behaviors. The Ad Council (which was formed in 1941 with the war bond campaign) is one of the largest developers and implementers of Public Service Announcements (PSAs). Public health messaging through PSAs is known to influence health behaviors in several areas (e.g., smoking, sedentary behavior, sexual health, stroke & heart disease prevention, texting while driving, etc.)⁷ The Ad Council, along with the VA, recently developed a national campaign with a combined focus on Veterans, suicide prevention, and firearms.² However, these campaigns are not tailored to the local or state level context and the impact of these campaigns on our communities is unclear.

In our previous 2021 AHW project⁸, after conducting statewide advertising on Veteran suicide prevention and firearm security, we surveyed Wisconsin residents and asked if they thought it was a good idea to store firearms more securely when someone in their home is experiencing suicidal thoughts or are in a mental health crisis. We found that most people agreed with securing firearms during our most successful advertising campaign. However, this effect decreased significantly when the advertising was not as prevalent and after the advertising was discontinued. Therefore, it appears that consistent public education programs are needed for people to sustain awareness and behavior change around secure storage of firearms when there is heightened risk for suicide among individuals in the home. Sustained public awareness campaigns are needed to promote and educate the public on the risk of firearms and suicide risks which will hopefully make an impact to decrease suicides in Wisconsin.

Project Aims: Our Aims for the 24-month project period are as follows: Aim 1) build on prior public education awareness messaging by the research team (see BeThereWis.org) to develop new and updated public awareness messaging focused on Veteran suicide prevention and firearm secure storage, Aim 2) provide year round public education program (PEP) campaigns through the Wisconsin Broadcasters Association (WBA), Aim 3) determine the effectiveness of (Aim 1 & 2) through marketing metrics and a statewide survey and Aim 4) develop a coalition of state, federal, academic, private agencies and individuals called the Wisconsin Veteran Broadcasters Coalition (WVBC) that will form a self-sustaining organization which will maintain the PEP campaigns on a yearly basis.

Anticipated Impact: Using the momentum from our previous AHW project, this project will develop and implement sustainable public awareness campaigns focused on Veterans, suicide prevention and firearm safety; using language that aligns with local values and culture, data from Veteran focus groups, and appropriate messaging to address firearm risks specifically among Veterans. The PEP messaging will promote interventions for those at risk of suicide to decrease access to lethal means such as firearms as well as other lethal means (e.g., medications, poisons, fall risks, ligature risks, drownings etc.). The proposed public awareness campaign will be focused on Veterans, but it is expected to also impact non-Veterans due to the many shared issues related to suicide and firearms, since 50% of suicides are due to a firearm in the non-Veteran population. In fact, our previous AHW project's initial public messaging targeted Veterans but it was also found that non-Veteran perceptions around safe storage of firearms were impacted. It is expected that recurrent and yearly PEP campaigns will provide state-wide public health education critical to making an impact on attitudes, thoughts, and ultimately behaviors so that Wisconsin residents who are in a crisis are more likely to seek help and decrease their risk of suicide by decreasing their access to lethal means. It is anticipated that over several years the newly developed WVBC will ultimately reduce Veteran suicide rates through sustained public education campaigns.

Strategy (5 pages)

Wisconsin Veterans and suicide: In Wisconsin between 2013 to 2017, suicides were highest among men (78%) versus women (22%), highest among 45- to 54-year-olds and among White, non-Hispanics and American Indians/Alaska Natives.⁹ In 2017, the suicide rate for Wisconsin Veterans was 33.8 per 100,000 and accounting for age differences, the rate was significantly higher than the national suicide rate, national Veteran suicide rate, and the overall Wisconsin suicide rate.¹⁰ The average age of Veterans that died by suicide was 59 versus non-Veterans at 43 and the proportion of Veterans who died by suicide was greater in the older age groups than the younger age groups. The rate of suicide is higher in rural Wisconsin counties than urban counties, and this also applies to Veteran suicides.^{11,12} It is well established that suicide in Wisconsin is a significant public health concern and especially for Veterans.

How can we reduce suicide? There is no one cause (why) or method (how) contributing to Veteran suicide; however, there are many recommended strategies to prevent Veteran suicide. The Biden–Harris administration recently published a fact sheet of strategic aims to prevent suicide through a number of actions including promoting lethal means safety, community engagement, public education, increasing access to crisis services, supporting populations at high risk by improving financial resources, homeless prevention, legal support, and addressing the mental health crisis.⁴ It is important that projects are developed and sustained to address the strategic aims. This project will focus on public education in relation to promotion of lethal means safety, community engagement, increasing access to crisis services and addressing the mental health crisis.

Reducing access to lethal means decreases suicides. Research has shown that having access to lethal means is an important determinant in suicidal behavior whereas easy access to lethal means (poisons, bridges, medications, firearms, etc) is associated with higher suicide rates.^{13,14} Firearms are found to be the most common and most lethal means for suicide since firearm suicide attempts results in death 90% or more of the time.¹⁵ In a study of the association between firearm ownership and suicide, it was found that firearm ownership predicted state-wide overall suicide rates. The presence of a firearm in the home increases the risk for suicide for all members of the household.^{21,24,25} This risk is relevant for an estimated one-third of all American households that keep firearms in their home.¹⁶ Restricting access to firearms for suicide prevention through overarching policy or legal means in the United States is exceedingly challenging even though both firearm and non-firearm owners support a wide range of policies on restrictions of firearms.^{25,28} It is well established in the literature that reducing access to suicide methods is an essential part of suicide prevention programs.²⁹ Therefore, a potential method to reduce firearm access is by educating the public through messaging campaigns about ways to limit their access to firearms through safe/secure storage in the home or storing firearms outside of the home, especially during a crisis.³⁰

Lethal means safety: Veterans and firearms. More than 50% of Veterans own a firearm which is a higher percentage than non-Veterans.¹⁷ In the context of firearm access related to Veteran suicides, these findings are concerning, as they fit in well with Joiner’s Interpersonal-Psychological Theory of Suicide (IPTS). The IPTS notes that along with perceived burdensomeness and low belonging; the third component necessary for suicide is an “acquired capability” for lethal self-injury.¹⁸ Acquired capability involves the process where an individual overcomes the fear of death through repeated exposure to thoughts of suicide, trauma, and pain. The IPTS provides a model for understanding how Veterans may have higher suicide rates than non-Veterans since many Veterans transitioning to civilian life experience burdensomeness and a lack of belonging in the civilian world³³ and these factors paired with Veteran’s experience of repeated trauma, physical pain, and easy access to a lethal means (firearms) provides a basis for the acquired capability to kill oneself. Suicide prevention initiatives for Veterans should incorporate communication strategies that provide ways for Veterans to recognize the importance to have a mission in the civilian world (to lessen perceptions of being a burden to others) have people in their life “to belong to,” be able to easily obtain medical and mental health treatment, and to be educated on the risks of unsecured firearms and how safe storage practices may reduce suicide risk.¹⁹

Challenges to decreasing firearm lethal access. The recent COVID-19 pandemic has increased suicide risk factors such as job loss, financial stressors, loss of a loved one, limited access to healthy coping mechanisms, isolation, and limited access to health care. Compounding these risk factors is the increased sale of alcohol and firearms in 2020 (up to 85% more than previous years).²⁰ Additionally, firearm ownership in the US is a highly protected right. Veterans are especially proud to own firearms and are more likely to own them for self-protection than non-Veterans. Therefore, decreasing someone’s access to their legally owned firearm through legal limits may not be feasible especially in states like Wisconsin that do not have Extreme Risk Protective Orders (ERPO).^{21,22} Education about the risk of firearms in the context of suicide is important. Research has found that in sample of 300 adults living in the US who own at least one

firearm, respondents that stored their firearms in non-secure locations and without a locking device (e.g., trigger lock) demonstrated significantly lower endorsement of the relationship between firearm storage and suicide risk.³¹ Fearlessness about death moderated the association between current secure versus non-secure storage and beliefs regarding firearm storage and suicide risk, in that storage practices and beliefs were more strongly related at higher levels of fearlessness about death. A suggested intervention is to provide public awareness to Veterans and the public to help dispel the stigma of mental illness and encourage people to access help when they are having a crisis and/or suicidal thoughts and to pair this education with the dangers of lethal means when there is a crisis and easy access to an unsecure firearm.²³

Suicide prevention through public education to promote lethal means safety and help seeking/ mental wellness.

Research on the outcomes and impacts of public health messaging in Veteran suicide prevention is a new and developing area of study²⁴ with research generally indicating that this is a promising way to reduce Veteran suicides. In a study on suicide risk communication and intervention preferences, Veterans generally 89% state they are willing to speak to someone when having thoughts of suicide but less than 26% were willing to call a crisis line or Veterans organization.²⁵ Public education methods can decrease stigma in seeking help.^{26,27} One study used three different messages to measure the impact of the “It’s Your Call” campaign which is designed by VHA to encourage the use of the Veterans Crisis Line (VCL). They found that one message was not as effective as using a mix of message to increase help-seeking behavior (i.e., crisis line use).²⁸ Another study investigated the perceptions of three very different messages to facilitate help-seeking in Veterans who had a recent suicide attempt. They found that Veterans preferred novel, emotionally intense stimuli. Messages with solemn themes and darker imagery were perceived by these Veterans to be more engaging. However, the study did not measure actual behavior change (i.e., crisis call use).²⁴ They concluded that different messages may be indicated for Veterans in periods of high risk versus those not experiencing a crisis and that effective design of public health messaging when targeting Veterans at risk of suicide should include those with lived experience. Another study specifically evaluated the use of three different PSAs on firearm safety and suicide prevention using a randomized study design among US Veterans. In this study, Veterans in two intervention groups and one control group were exposed to a short-term (two minutes) PSA on firearm safety messages, once per week for three weeks. The results revealed that there were no significant changes for intentions or safe storage practices across exposure groups. At baseline, participants’ attitudes and beliefs were generally supportive of safe firearm storage. The firearm safety message yielded small increases in agreement with the concept that secure storage is “important during emotional or stressful times.” Other significant changes in awareness and beliefs were found, but across all study conditions. The research group concluded that there is a critical need for considerable research and testing prior to the widespread implementation of public messages to increase the likelihood for desired impact and effects.²⁹ Public awareness campaigns to encourage Veterans to engage in health care and to decrease their access to firearms when they are in a mental health crisis might be a viable method to reduce the overall suicide rates in Veterans.

Advertising through public service announcements (PSAs) has been used to address firearm injury in the home. Since 2018, the Ad Council has been advertising the End Family Fire campaign to bring awareness to incidents of family fire to include suicides, unintentional shootings, and other gun-related tragedies. In an Ad Council online survey, 74% of gun owners who were aware of the campaign reported having sought information about safe gun storage in the past year, compared to just 56% of those who are not aware.³⁴ In September 2021, the Ad Council extended the End Family Fire campaign nationally to Veterans through the “Service Never Stops” PSA.³⁵ However, it is not known how receptive Veterans are to firearm safe storage advertising and whether they see or pay attention to this or related suicide prevention advertising.

Summary. Using the momentum from our previous AHW project, this project will develop and implement sustainable public awareness campaigns focused on Veterans, suicide prevention and firearm safety; using Wisconsin values, data from Veteran focus groups, and appropriate messaging to address mental health access, mental health stigma, and firearm risks specifically among Veterans. The public awareness messaging will promote interventions for those at risk of suicide to decrease access to lethal means such as firearms as well as other lethal means (e.g., medications, poisons, fall risks, ligature risks, drownings etc.). The proposed public awareness campaign will be focused on Veterans, but it is expected to also impact non-Veterans due to the many shared issues related to suicide and firearms, since 50% of suicides are due to a firearm in the non-Veteran population. In fact, our previous AHW project’s initial public messaging targeted Veterans but it was also found that non-Veteran perceptions were impacted around safe storage of firearms. It is expected that recurrent and yearly Public Education Program (PEP) campaigns will provide

state-wide public health education critical to making an impact on attitudes, thoughts, and ultimately behaviors so that Wisconsin residents who are in a crisis are more likely to seek help and decrease their risk of suicide by decreasing their access to lethal means. It is anticipated over several years that the newly developed WVBC PEP will ultimately reduce Veteran suicide rates.

AIM 1 Objective: Develop updated Public Education Program (PEP) messages. Public awareness messages from our previous AHW project at ReachOutWis.Org and those currently being used in the media will be incorporated in the development of updated messages for our PEP program.

AIM 1 Methods (4-6 months): The project will follow CDC recommendations to consider cultural factors in development of the message content, structure, sources, and channels that are most relevant to key audiences.³⁰ The framework of the PEP which will include messages, type of messenger, and delivery methods will be developed by the project's Creative Design & Message Content Team (CDMC: Creative Team) with input from focus groups of Veterans and non-Veterans. The Creative Team will include project staff that are familiar with public affairs and marketing to include Veteran and non-Veteran staff. The framework developed by this team will be evaluated by separate focus groups: one group primarily from rural areas and another from urban and suburban areas. The focus groups will be coordinated by staff from the MCW Comprehensive Injury Center (CIC) to consist of a diverse group of Veterans, Veteran family members and friends of Veterans. The focus groups are designed to ask Veterans questions about how they consume information and what mediums they trust to help us to design new messages but also to learn where Veterans are most likely to listen and see the messages (email, text, social media, radio, TV, billboards, direct email, etc.). The focus groups will provide feedback to the Creative Team to refine the messaging from concept to completion with full input to the process to ensure agreement with all research team members and the focus groups. The messaging may be modified over the course of the program based upon public, focus group, and/or research team feedback.

AIM 1 Evaluation: The focus groups process will be evaluated (e.g., reach, effectiveness, relevance) by analyzing responses from the focus group meetings on how well messages were received through response analysis³¹. Messages will be reviewed by the research team prior to approval for the PEP campaign to ensure messaging does not have messaging which could trigger a negative public response and is appropriate for suicide prevention media consumption.

AIM 2 Objective: Conduct a 12-month Public Education Plan (PEP) campaign. The project will use a four-step process (Research, Planning, Implementation & Evaluation) to develop the communications campaign which will incorporate various advertising methods: TV, cable, streaming, social and digital media, direct email and earned media (news stories, events).

AIM 2 Methods: The War Memorial Center (WMC), having expertise in Veteran related advertising, coordinate the announcements with the WBA. The WBA will be the primary broadcasting partner through their Non-Commercial Sustaining Announcement/Public Education Program (NCSA/PEP) and the social media component of PEP.³² The NCSA/PEP allows government agencies and non-profit organizations that normally approach individual radio or television broadcasters to implement public awareness campaigns to all WBA participating stations. The social media component leverages the considerable social media following of Wisconsin's radio and TV stations to amplify the campaign's message. This approach will allow for the promotion of the messaging to be seen and heard statewide in all time periods and formats, reaching all demographic groups. The PEP campaign will focus on five specific times (sub-campaigns) during the 2025 calendar year to correspond to calendar days which honor Veterans and/or are months or days related to suicide prevention activities:

- 1) National Salute to Veteran Patients**, January (last week) through the second week of February.
- 2) Mental Health Awareness month and Memorial Day**, 3 weeks in May.
- 3) Independence Day**, mid-June to July 4th.
- 4) Suicide Prevention Month and Patriot Day / National Day of Service and Remembrance (911)** Last week of August and 2 weeks in September.
- 5) Veterans Day**, mid-October to November 11.

The overall campaign messages will note the sub-campaign event/month, maintain brand consistency, and promote attendance at upcoming Veteran related events throughout Wisconsin through referrals on social media to an event calendar on the project's website.

Public Education Program Marketing Plan: Each of the five sub-campaigns will include three weeks of programming to include a minimum of three weeks of TV, one week of radio and one week of social media. The mix of programming will be modified depending on how effectiveness of the programming. The direct email marketing component will be contracted by the WMC and conducted the last week of each sub-campaign using media consistent in

content to the WBA social media messages. The statewide email list used will be focused primarily on Veterans and households with Veterans.

AIM 3 Objective: Measuring the Effectiveness of the PEP Campaign. The effectiveness of the PEP campaign will be measured using 1) marketing metrics and 2) statewide survey.

AIM 3 Methods:

A) Marketing Metrics. The following Key Performance Indicators (KPI)s will be used to measure effectiveness. 1) **WBA PEP campaigns** with a report with aggregate airtime value and total number of spots and details on which stations, cities, as well as the number of spots aired by each station tracked by the time-of-day spots were aired (e.g., prime time, evening, morning). 2) **website traffic** metrics: total website visits, repeat visitors, organic traffic, referral traffic, page views, and top landing pages, 3) **website content performance**: content downloads, content shares, and content reach, 4) **social media reach and brand awareness** through social media reach, impressions, brand mentions, social media followers, and search volume for brand keywords, 5) **customer engagement** metrics such as direct email track click-through rate (CTR), email open rate, time on page, and bounce rate.

Marketing Data Analysis Plan: A KPI dashboard will be developed within about 1 month following each PEP sub-campaign. The KPI dashboard will provide a summary of metrics. This data will provide the Creative Team and WMC PEP team information to adjust the message or PEP marketing plan as necessary to improve the marketing metrics.

Statewide Survey. A second method of effectiveness by using a statewide survey of Wisconsin residents at three times: 1) prior to the campaign start (January 2025, baseline), 2) after the 3rd sub-campaign (Mid-July 2025) and 3) two months following the final sub-campaign, (January 2026). This component of the project will require IRB approval.

B) Statewide Survey. The survey will be developed to measure how many people report 1) having seen the PEP campaigns, 2) report changes in help seeking behavior if they are in a crisis, and 3) whether firearm owners report changes in secure storage of their firearms. The survey will consist of about 30 questions: basic demographics, history of suicidal experience with self or others, likelihood to seek help for self or others during times of suicidal crisis, gun ownership, (type and number), gun storage practices (locked, loaded, stored, etc.), and whether they have seen the project's PEP campaigns, firearm safety, suicide prevention, or crisis lines advertising.

Subject sample: The planned sample size of 400 is based upon US census data projections for Wisconsin³³ having 4,663,743 adults over the age of 18 in 2023 and using an alpha of 0.05 with expected power of 80%. The subjects will be surveyed using a software system (Qualtrics, CloudResearch or similar company) which will obtain a subject sample with demographic proportions consistent with the Wisconsin general population, except that Veterans will be oversampled (who are 8% of the population) at 20%. This is to ensure there is enough power to make valid comparisons between groups.

Data Analysis: The survey results will be analyzed through significance testing (e.g., ANOVA, multiple linear or logistic regression models), between non-Veterans and Veterans at baseline, midyear and after to the PEP campaign to determine the reach and effectiveness of the messaging and to determine if there has been an increase of intent to seek help and securely store firearms because of the PEP campaigns. Marketing metrics will be analyzed by evaluating the KPI dashboard metrics between each sub-campaign to determine which sub-campaign is most effective.

AIM 4 Objective: Sustainment of the PEP message, campaign, and ongoing measurement of effectiveness. A Wisconsin Veteran Broadcasting Coalition (WVBC) will be developed over the course of the project to continue the PEP Veteran suicide prevention campaigns for years into the future.

AIM 4 Methods: The WVBC will be developed, coordinated, facilitated and completed by a Director of Community Engagement Coordinator (CEC) under the direction of the PIs and the WMC. The CEC will engage with potential WVBC members and begin with the following agencies which have endorsed verbal and/or written support for the project: 1) Milwaukee VA Public affairs staff, 2) Community Engagement Partnership Coordinator(s), Milwaukee VA, 3) Veteran Peer Specialist, Medical College of Wisconsin (MCW), 4) Director of Suicide Prevention, MCW, Comprehensive Injury Center, 5) Project Analyst, Wisconsin Department of Veteran Affairs, 6) War Memorial Center, 7) WBA, 8) UW-Madison Psychology Dept and those noted in the collaboration section. Additional membership will be sought from private agencies, non-profit Veteran focused agencies and Veteran Service Organizations (American Legion, Disabled Veterans of America).

The CEC will facilitate the WVBC to have recurrent meetings and development of the following goals for the WBVC over the course of the project 1) provide input into the PEP Veteran Suicide Prevention campaign (Aims 1-3) of the project, 2) build a robust membership of at least eight to twelve members to include representation from across the state of Wisconsin (urban, rural and suburban areas), 3) develop a charter and incorporate a non-profit organization that will have the ability to raise funds to sustain the Veteran focused suicide prevention PEP campaigns, 4) develop a method for receiving donations for facilitating ongoing PEP campaigns, 5) develop a five-year and ten-year plan to sustain the WVBC. Components of the charter will include measuring the effectiveness of the Veteran focused suicide prevention PEP campaigns to model Aim 3, tracking annual Veteran statewide suicide rates, and track changes in the number of calls to the Veteran Crisis Line.

AIM 4 Evaluation: The success of the WBVA will be determined by the number of members on the WBVA, the range of membership with private, public, and academic agencies, the frequency of WBVA meetings, development of a charter with a 5- and 10-year plan, and development of a non-profit corporation which can accept donations.

Summary: This project will provide for the initial development of an effective PEP campaign to provide public awareness about Veteran mental health issues, suicide prevention methods and firearm secure storage. The project will be sustained through the development of coalition of public, private, and academic agencies. The project will provide a template for future projects and ongoing campaigns. The successful implementation of the first year of a consistent and year-long announcement campaign which can be replicated, will provide a basis for the development of a new organization supported by the newly formed Wisconsin Veteran Broadcasting Coalition. This new organization will be developed into a sustainable entity which will assist in the development of ongoing yearly Veteran focused suicide prevention PEP campaigns. It is expected that recurrent yearly PEP campaigns will improve public health awareness statewide with Veteran and non-Veterans on issues which are critical to making an impact on mental health stigma, help seeking behavior and decrease risks for suicide lethal means (e.g., secure firearm storage, medications, poisons, etc.). The improved public awareness of these Veteran focused suicide prevention issues over time is hoped to reduce Wisconsin's suicide rates.

Study Recruitment and Retention Plan

The study recruitment and retention plan for the IRB approved component of the project is detailed in the previous section under AIM 3: Measuring the Effectiveness of the PEP Campaign.

Collaboration (1 page):

MCW PI: Bertrand Berger, Ph.D., (he, him, his), Clinical Psychologist, Milwaukee VA Medical Center, Mental Health Division Manager and Assistant professor, Dept of Psychiatry and Behavioral Medicine. In his VA role, he supervises Milwaukee VA's suicide prevention clinical and community outreach programs and at MCW is the director of the Capt. Mason Veteran Peer Outreach project designed to prevent suicide through community engagement activities by Veteran peer specialists and facilitates the Live Today – Put it Away (Wisconsin's Firearm Safe Storage project). He has been part of ongoing Veteran suicide prevention activities for more than 20 years. He developed the Southeastern Wisconsin Task Force on Veteran Suicide Prevention and was the PI on 2021 AHW pilot project to investigate the effect of suicide prevention public messaging on Wisconsin Veteran and non-Veteran population (see ReachOutWis.org). He will be a member of the WVBC and PI.

MCW Co-PI: Sara Kohlbeck, PhD, MPH, (she/her/hers) Dr. and Mrs. Michael C. Kubly Community-Based Suicide Prevention Research Assistant Professor in the MCW Department of Psychiatry and Behavioral Medicine. She is Director of the Division of Suicide Research and Healing within MCW's Comprehensive Injury Center Assistant Director. Dr. Kohlbeck serves as Assistant Director of the Public and Community Health Program, Institute for Health and Equity. She is a member of the Prevent Suicide Wisconsin Steering Committee, and Co-Chair of the Wisconsin Violence and Injury Prevention Program. Project Team Role: MCW IRB approval, conduct focus groups and evaluation and conduct data analysis, member of WVBC and co-PI.

Primary community partner: War Memorial Center (WMC), a prominent Wisconsin Veteran organization and beacon of advocacy and hope for Wisconsin Veterans, will provide Veteran messaging, marketing, and advertising expertise for the project through **Mr. Dan Buttery**. Mr. Buttery (Veteran and President and CEO of the WAC) is a member of the Southeastern Wisconsin Task Force on Veteran Suicide Prevention, and leader of the Public Health Action Area on the Task Force. He has extensive experience in advertising and fund raising for Veteran concerns. He was the primary leader in raising funds for the Milwaukee VA's Fisher House (\$5 million) project, which provides a residence for the family of Veterans when their loved one is hospitalized at the Milwaukee VA. He has also been in leadership positions at the state level at the Wisconsin Department of Veteran Affairs. He has key connections in the advertising and Veteran communities (i.e., WBA, WDVA, Federal VA) to facilitate coalition development and strong collaborative partnerships. He or a designee from the WMC will be a member on the WVBC. The **Community Engagement Coordinator (CEC)** will be selected and supervised by Mr. Buttery to coordinate the WBVC meetings, charter building, development of the non-profit corporation and coordination of the WBVC with the research team.

Core collaborators: Wisconsin Broadcasting Association (WBA), since 1951, the Wisconsin Broadcasters Association is the only trade association which supports, promotes, and represents all radio and television broadcasters in Wisconsin. Wisconsin Broadcasters are an integral part of their communities and offer un-equalled public service to local communities throughout Wisconsin. **Ms. Michelle Vetterkind**, CAE, is the President and CEO of WBA and will provide expert consultation for the public education campaign developed by the project and has agreed to be a member of the WVBC. Letter of support available.

Wisconsin Department of Veteran Affairs (WDVA) provides grants and a variety of services to eligible Wisconsin Veterans and their families. **Mr. Curtis Lemke**, Veteran, Program & Project Analyst, Director of the Governor's Challenge to End Veteran Suicide. He has facilitated the department's coordination suicide prevention projects in collaboration with community groups and individuals. He or designee will provide consultation to the project on state-wide Veteran issues and concerns. The WDVA will be requested to be a member of the WVBC.

US Department of Veteran Affairs. The Milwaukee VA Medical Center will be requested to provide staff from the mental health division (Dr. McBride, Veteran, Recovery Coordinator, Psychiatrist), Public Affairs (David Walter) and the Community Partner Engagement Partner (Dona Drew, MSW and Marissa Mielke, MSW) to be consultants on the WVBC.

MCW Psychiatry Department, Captain John D. Mason Veteran Peer Outreach Program. Veteran peer outreach staff (Mark Flower) will assist with developing focus groups, provide input to the PEP messaging, member of WVBC.

Safe Communities, Dane County. Jean Papalia (ex-police officer & national violent death reporting system staff member, State of Wisconsin) will provide input into firearm secure storage messaging and suicide prevention messaging. She will also be a member of the WVBA.

UW- Madison Department of Psychology. Dr. Buttrick is a social psychologist researcher working on suicide prevention messaging. He and his team will provide consultation to the project and Dr. Buttrick will be a member of the WBVA.

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Implementation Plan

The project's implementation plan outlines specific aims and objectives described in the proposal narrative. To complete the implementation plan:

- Each specific aim must have at least one objective.
- Use the check boxes to indicate the timeframe in which you anticipate actively working on each objective. Timeframes should reflect the requested project period. All listed aims and objectives must be completed during the project period. Timeframes of objectives can overlap, but the implementation plan should present a feasible and logical project progression.
- If additional lines are needed, please contact AHW. If funded, project teams will be required to report on progress made toward their aims and objectives.

Specific Aim(s)	Objective(s)	July-Dec 2024	Jan-June 2025	July-Dec 2025	Jan-June 2026
1. Develop updated public education and awareness messaging					
	1a. Updated public education and awareness messaging is developed by the War Memorial Center's Creative team in collaboration with the research team, focus groups and Wisconsin Broadcasting Association.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1b. Focus groups review the updated messaging, approved by the research team and updated for the public education program (PEP) campaigns.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1c. Updates provided to the PEP messaging based upon public feedback.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	1d.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Conduct a 12-month Public Education Plan (PEP) Campaign.					
	2a. War Memorial Center works with the Wisconsin Broadcasting Association to develop the public education program (PEP) messaging campaigns.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	2b. The PEP campaign conducted in sub-campaigns at 5 different 3 week periods.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	2c.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	2d.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Measure the Effectiveness of the PEP Campaign					
	3a. IRB approval is obtained	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	3b. Development and monitoring of a Key Performance Indicators (KPI) dashboard to track and measure marketing metrics across the PEP sub-campaigns	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Specific Aim(s)	Objective(s)	July-Dec 2024	Jan-June 2025	July-Dec 2025	Jan-June 2026
	3c. 3 surveys representing the Wisconsin demographics are conducted over the course of the year to evaluate the PEP program's effect on attitudes and behaviors	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	3d. The data from the marketing metrics and survey are analyzed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
4. Sustain the PEP Message Development, Campaign and Effectiveness Objectives.					
	4a. The Wisconsin Veteran Broadcasting Coalition (WVBC) is initiated by the Community Program Coordinator.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	4b. The WVBC develops a charter to support Aims 1-3 with 5 and 10 year goals and has consistent meetings through support and guidance of the Community Program Coordinator.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	4c. The WVBC develops and oversees a non-profit organization which can accept donations to allow for the sustainability of the PEP campaigns	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	4d.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.					
	5a.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	5b.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	5c.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	5d.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Budget Justification

Please use the Budget Justification Form to describe all proposed AHW project expenses in detail. All applicants must complete the Community Partner Budget Justification and Total Project Budget Justification below.

Please refer to the Call for Applications, proposal instructions, and the Budget Instructions (Tab 1) in the Budget Workbook for additional instructions to complete this form and view a complete list of Allowable and Unallowable Costs on the [AHW website](#).

Community Partner Budget Justification

The following sections should reflect the primary community partner's project-specific budget expenses. These expenses must be reflected in the Community Partner Budget (tab 2 of the Excel Budget Workbook).

Community Partner Personnel

Personnel salary support must be justified. Only include employees of the primary community partner organization in the personnel section. For each community partner personnel listed in the Budget Workbook, describe their roles and responsibilities on the proposed project in this section. If project personnel have effort that is planned to fluctuate over the course of the project, indicate the percent effort during each portion of the project and explain the reason for the fluctuation. Ex. 10%/5%/15%. Salaries cannot exceed the capped NIH amount.

Dan Buttery, President / CEO War Memorial Center. Dan is a media marketing professional who will provide expertise and state-wide networking with the veteran community to the project. He has key connections in the advertising and Veteran communities (i.e., WBA, WDVA, Federal VA) to facilitate coalition development and strong collaborative partnerships. He or a designee from the WMC will be a member on the WVBC. FTEE % effort: 15%. Budget: In Kind, \$41,000.00

Accounting staff, Mark Waldoch, Accountant at the War Memorial Center under the direction of Dan Buttery will support the media contracting requirements associated with accounts receivable and payable for contracting with the Wisconsin Broadcast Association, Salary and fringe: \$38.00/hour. FTEE: 5.77% total effort (approximately 2 hours/week for 12 months) over the 2025 calendar year. Budget: \$4608.00

Community Partner Supplies/Services

Itemize by type of supplies expense and describe all supplies and services listed in the Budget Workbook. Please provide your methodology for the expense when applicable. Supplies include expenses such as, but not limited to, registration fees, meeting expenses, consultants, user fees, and mileage.

The War Memorial Center will provide in kind support for use of parking at the WMC, conference space and board room space for media events and in-person research meetings. In kind support of parking, office/conference room space expense: \$2000.00

Community Partner Equipment

Itemize and justify. Please note that the singular equipment item must cost greater than \$5,000 to be considered equipment. Only those equipment items exceeding \$5,000 should be listed in this section. Items less than \$5,000 should be specified under project supplies/services.

Community Partner Subcontracts

Specify by subcontractor and purpose.

Wisconsin Broadcasting Association (WBA), since 1951, the Wisconsin Broadcasters Association is the only trade association which supports, promotes, and represents all radio and television broadcasters in Wisconsin. Wisconsin Broadcasters are an integral part of their communities and offer un-equalled public service to local communities throughout Wisconsin. Wisconsin's radio & television stations contribute approximately \$270 million per year to their communities through fund-raising efforts and donations of air-time for public service announcements. Ms. Michelle Vetterkind, CAE, is the President and CEO of WBA and will provide expert consultation for the public education campaign developed by the project and has agreed to be a member of the WVBC based on an in-person meeting in Madison with Dan Buttery and Bertrand Berger on 2/1/2024. A letter of support is available. Wisconsin Broadcasting Association Public Education Program costs: Five sub-campaigns 1: 3 weeks TV (\$3500.00/week) x 15 weeks = \$52,000.00; 1 week social media (\$2000.00/week) x 5 weeks = \$10,000.00; 1 week radio (\$5000.00/week) x 5 weeks = \$25,000.00, Sub-total: \$87,000.00, (Subtract for TV/radio combined week discounts \$5000.00) Sub-Total = \$82,000.00.

Director of Community Program Coordinator (Staff to be determined) will be coordinated by the WMC and the PI to facilitate the WVBC recurrent meetings and development of the following goals for the WBVC over the course of the project 1) provide input into the PEP Veteran Suicide Prevention campaign (Aims 1-3) of the project, 2) build a robust membership of at least eight members to include representation from across the state of Wisconsin, 3) develop a charter and incorporate a non-profit organization that includes raising funds to sustain PEP to promote Veteran suicide prevention, 4) develop a method for receiving donations for facilitating ongoing PEP campaigns, 5) develop a five-year and ten-year plan to sustain the WVBC. This position will be contracted by the WMC. Per the Glass door website, the estimated total pay (including 22% fringe benefits) for a Director of Community Engagement familiar with Non-profits, marketing/consulting is \$150,000.00 per year in the United States. This position will be sub-contracted by the WMC with a planned FTEE at 20%, with a total of \$30,000.00 per year.

Direct Email marketing. The WMC will contract with a direct email provider to provide direct email marketing as a component of the Public Education program. The email list will be from a state-wide list of adults over the age of 18 with a higher percentage of Veterans than in the general Wisconsin population. Unspent funding from direct email will be applied to the PEP campaign. The email marketing will be sent during the PEP sub-campaigns: \$3000.00 X (5) sub-campaigns = \$15,000.00.

Community Partner Travel

Specify by travel destination and purpose. Include expenses such as, but not limited to, hotel, airfare, per diem, etc. Registration fees and mileage should be budgeted in the Supplies/Services section.

Total Project Budget Justification

The following sections should reflect all MCW project-specific budget expenses identified in the Total Project Budget (tab 3 of the Excel Budget Workbook).

MCW Personnel

Personnel salary support must be justified. Only include employees of MCW in the personnel section. For each MCW personnel listed in the Budget Workbook, describe their roles and responsibilities on the proposed project in this section. If project personnel have effort that is planned to fluctuate over the course of the project, indicate the percent effort during each portion of the project and explain the reason for the fluctuation. Ex. 10%/5%/15%. Salaries cannot exceed the capped NIH amount.

MCW PI: Bertrand Berger, Ph.D., (he, him, his), Clinical Psychologist, Milwaukee VA Medical Center, Mental Health Division Manager and Assistant professor, Dept of Psychiatry and Behavioral Medicine. In his VA role, he supervises Milwaukee VA's suicide prevention clinical and community outreach programs and at MCW is the director of the Capt. Mason Veteran Peer Outreach project designed to prevent suicide through community engagement activities by Veteran peer specialists and facilitates the Live Today – Put it Away (Wisconsin's Firearm Safe Storage project). He has been part of ongoing Veteran suicide prevention activities for more than 20 years. He developed the Southeastern Wisconsin Task Force on Veteran Suicide Prevention and was the PI on 2021 AHW pilot project to investigate the effect of suicide prevention public messaging on Wisconsin Veteran and non-Veteran population (see ReachOutWis.org). He will be a member of the WVBC and the PI for the project. He will provide 4% funded support and 6% unfunded (in-kind) for a total of 10% support to the project, Total cost (salary & fringe): \$16,329.00. (2nd year includes 3% COLA)

MCW Co-PI: Sara Kohlbeck, PhD, MPH, (she/her/hers) Dr. and Mrs. Michael C. Kubly Community-Based Suicide Prevention Research Assistant Professor, Department of Psychiatry and Behavioral Medicine Director, Division of Suicide Research and Healing, Comprehensive Injury Center Assistant Director, PhD in Public and Community Health Program, Institute for Health and Equity Institution/Organization. She is a member of the Prevent Suicide Wisconsin Steering Committee, and Co-Chair of the Wisconsin Violence and Injury Prevention Program. Project Team Role: MCW IRB submission/approval, conduct focus groups and evaluation, data analysis and facilitate writing publications and presentations at local, state and national conventions, member of WVBC, Co-PI. She will provide 10% funded support for the project each year. Total (salary & fringe): \$26,000.00 (2nd year includes 3% COLA)

Research Assistant MCW Comprehensive Injury Center, To be determined, The research assistant will provide support for scheduling research meetings, MCW fiscal responsibilities under the Co-PIs for the payments and invoicing. Assist with IRB submission, completing minutes and agenda for meetings, making copies for MCW related marketing materials, assisting in the development, updating and training of the KPI for measuring the marketing metrics. Total: FTEE 10% each year, \$12,000.00 (2nd year includes 3% COLA)

Mark Flower, Veteran Peer Specialist, MCW, Psychiatry Dept, Captain John D. Mason Veteran Peer Outreach will provide oversight and facilitate the focus group discussions for message development. FTEE 5%. Total: \$5684.00. (2nd year includes 3% COLA)

MCW Supplies/Services

Itemize by type of supplies expense and describe all supplies and services listed in the Budget Workbook. Please provide your methodology for the expense when applicable. Supplies include expenses such as, but not limited to, registration fees, meeting expenses, consultants, user fees, and mileage.

Printing and copying materials for research and project communications/operations, MCW marketing related materials (posters for presentations), registration fees for conferences, mileage to attend focus group in a rural Wisconsin location using accepted federal mileage rates, (e.g., Anitgo, Rhinelander, Wausau, Tomah, etc). Total expenses: \$3000.00.

Qualtrics or similar software survey company to provide Wisconsin representative demographic sample of subject for the survey. Preliminary costs are approximately \$3500.00 per sample. The survey will sample the Wisconsin population at 3 separate times. Total: \$10,500.00.

MCW Equipment

Itemize and justify. Please note that the singular equipment item must cost greater than \$5,000 to be considered equipment. Only those equipment items exceeding \$5,000 should be listed in this section. Items less than \$5,000 should be specified under project supplies/services.

Subcontract (Community Partner Budget)

State the primary community partner organization.

War Memorial Center under the direction of Daniel Buttery, CEO will provide all support for the community components of the project

MCW Travel

Specify by travel destination and purpose. Include expenses such as, but not limited to, hotel, airfare, per diem, etc. Registration fees and mileage should be budgeted in the Supplies/Services section.

The PI or other research staff (co-PIs) will attend a national level conference (e.g., American Association of Suicidology, VA/DOD Suicide Prevention conference, National Firearm Safety Conference, etc.) during the 2nd year of funding to present/disseminate the study concept and initial findings. It is anticipated for a 3 day conference with air fare ~(\$600.00), 3 nights hotel ~(\$150.00/night) and per diem ~(\$50/day ave for Govt per diem rate) sub-total of \$1200.00. Travel will be used by MCW staff to attend meetings for focus groups and WVBC meetings at various locations of the state. Cost for overnight stays: Sub-total: \$1000.00. Total MCW travel expense: \$2200.00

Non-Supplanting Attestation

Non-Supplanting Attestations are used to identify existing or available funding for each proposed project or used to determine whether such existing or available funding would be replaced with financial support by AHW funds. All key project partners, as indicated in the proposal instructions, must complete a separate Non-Supplanting Attestation.

Proposal and Contact Information

Project Title: Development of a Sustainable Public Awareness Campaign to Prevent Veteran Suicides
Organization: War Memorial Center
Name: Daniel Buttery, CEO
Email: dbuttery@warmemorialcenter.org

Non-Supplanting Attestation

1. Would funding from AHW supplant or replace other funding that you/your organization already has for project purposes and/or personnel as described in the full proposal?

NO YES

If YES, please describe (i.e., brief description, time period, funding, etc.):

2. Are there any projects that you/your organization have previously taken within the last three (3) years, or that you/your organization are currently doing, that are closely related to the proposed project?

NO YES

If YES, please describe:

3. Would the proposed use of funds from AHW leverage or complement funds you previously or currently receive?

NO YES

If YES, please describe:

4. Have you already applied to another funding source for the same or a similar project?

NO YES

If YES, please describe the project and the date and result of that application or when you expect to receive notification:

5. Please provide any other information relevant to the non-supplanting requirement:



Department of the Treasury
Internal Revenue Service

P.O. Box 2508, Room 4010
Cincinnati OH 45201

In reply refer to: 4077394588
Oct. 03, 2017 LTR 4168C 0
39-0985297 000000 00

00021199
BODC: TE

MILWAUKEE COUNTY WAR MEMORIAL
INC
750 N LINCOLN MEMORIAL DR
MILWAUKEE WI 53202-4018

Employer ID Number: 39-0985297
Form 990 required: Yes

Dear Taxpayer:

This is in response to your request dated Sep. 06, 2017, regarding your tax-exempt status.

We issued you a determination letter in November 1945, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

Our records also indicate you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If a return is required, you must file Form 990, 990-EZ, 990-N, or 990-PF by the 15th day of the fifth month after the end of your annual accounting period. IRC Section 6033(j) provides that, if you don't file a required annual information return or notice for three consecutive years, your exempt status will be automatically revoked on the filing due date of the third required return or notice.

For tax forms, instructions, and publications, visit www.irs.gov or call 1-800-TAX-FORM (1-800-829-3676).

If you have questions, call 1-877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific Time).

Non-Supplanting Attestation

Non-Supplanting Attestations are used to identify existing or available funding for each proposed project or used to determine whether such existing or available funding would be replaced with financial support by AHW funds. All key project partners, as indicated in the proposal instructions, must complete a separate Non-Supplanting Attestation.

Proposal and Contact Information

Project Title: Development of a Sustainable Public Awareness Campaign to Prevent Veteran Suicides
Organization: MCW
Name: Bertrand Berger
Email: bberger@mcw.edu

Non-Supplanting Attestation

1. Would funding from AHW supplant or replace other funding that you/your organization already has for project purposes and/or personnel as described in the full proposal?

NO YES

If YES, please describe (i.e., brief description, time period, funding, etc.):

2. Are there any projects that you/your organization have previously taken within the last three (3) years, or that you/your organization are currently doing, that are closely related to the proposed project?

NO YES

If YES, please describe:

3. Would the proposed use of funds from AHW leverage or complement funds you previously or currently receive?

NO YES

If YES, please describe:

4. Have you already applied to another funding source for the same or a similar project?

NO YES

If YES, please describe the project and the date and result of that application or when you expect to receive notification:

5. Please provide any other information relevant to the non-supplanting requirement:

Non-Supplanting Attestation

Non-Supplanting Attestations are used to identify existing or available funding for each proposed project or used to determine whether such existing or available funding would be replaced with financial support by AHW funds. All key project partners, as indicated in the proposal instructions, must complete a separate Non-Supplanting Attestation.

Proposal and Contact Information

Project Title: Development of a Sustainable Public Awareness Campaign to Prevent Veteran Suicides
Organization: MCW
Name: Sara Kohlbeck
Email: Skohlbeck@mcw.edu

Non-Supplanting Attestation

1. Would funding from AHW supplant or replace other funding that you/your organization already has for project purposes and/or personnel as described in the full proposal?

NO YES

If YES, please describe (i.e., brief description, time period, funding, etc.):

2. Are there any projects that you/your organization have previously taken within the last three (3) years, or that you/your organization are currently doing, that are closely related to the proposed project?

NO YES

If YES, please describe:

3. Would the proposed use of funds from AHW leverage or complement funds you previously or currently receive?

NO YES

If YES, please describe:

4. Have you already applied to another funding source for the same or a similar project?

NO YES

If YES, please describe the project and the date and result of that application or when you expect to receive notification:

5. Please provide any other information relevant to the non-supplanting requirement:



Signature Form

Community-Led Application

Signatures are required from the primary community partner organization, the MCW Principal Investigator (PI) and their respective MCW Department Chair or Center leadership, and all individuals and entities completing a non-supplanting attestation to demonstrate awareness and support of the submitted application.

By signing this form, you agree to perform responsibilities as described within this submission. Additionally, by signing this form, your organization attests to its eligibility and represents that the information provided in this submission is accurate, complete and current and the individual signing affirms that they have authority to execute this form on behalf of the organization. By signing, you acknowledge that AHW and its oversight bodies are subject to Wisconsin Public Records laws and its records may be subject to release as required by law. The organization represents that the funding from the Advancing a Healthier Wisconsin Endowment will not supplant, and acknowledges that this information shall be relied upon by the Medical College of Wisconsin to discharge its legal and regulatory obligations with respect to the subject matter of this form. By signing, you agree to adhere to The Medical College of Wisconsin Code of Conduct as they execute the work of the Advancing a Healthier Endowment. The full Code of Conduct can be found on the MCW website at: <https://www.mcw.edu/about-mcw/non-discrimination-notice>.

Project Title: Development of a Sustainable Public Awareness Campaign to Prevent Veteran Suicides

PRIMARY COMMUNITY PARTNER ORGANIZATION

Community Organization Name: **Milwaukee County War Memorial Center Inc**

Community Partner Contact Name: **Daniel Buttery**

Community Partner Contact Signature: 

Date: **3/1/2024**

Authorized Signature Name (if difference from above):

Authorized Signature (if difference from above):

Date:

MCW PRINCIPAL INVESTIGATOR

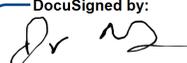
MCW PI Name: **Bertrand Berger, PhD**

MCW PI Signature: 

Date: **3/6/2024**

MCW Department Chair Name: **Jon Lehrmann, MD**

MCW Department Chair Signature:

DocuSigned by:

D3FD016CC8F2440...

Date: 3/1/2024



Signature Form

Additional Investigator

A signature form is required from all individuals and entities completing a non-supplanting attestation to demonstrate awareness and support of the submitted full proposal application.

By signing this form, you agree to perform responsibilities as described within this submission. Additionally, by signing this form, your organization attests to its eligibility and represents that the information provided in this submission is accurate, complete and current and the individual signing affirms that s/he has authority to execute this form on behalf of the organization. By signing, you acknowledge that AHW and its oversight bodies are subject to Wisconsin Public Records laws and its records may be subject to release as required by law. The organization represents that the funding from the Advancing a Healthier Wisconsin Endowment will not supplant, and acknowledges that this information shall be relied upon by the Medical College of Wisconsin to discharge its legal and regulatory obligations with respect to the subject matter of this form. By signing, you agree to adhere to The Medical College of Wisconsin Code of Conduct as they execute the work of the Advancing a Healthier Endowment. The full Code of Conduct can be found on the MCW website at: <https://www.mcw.edu/about-mcw/non-discrimination-notice>.

Project Title: Development of a Sustainable Public Awareness Campaign to Prevent Veteran Suicides

Additional Investigator Name: Sara A Kohlbeck

Additional Investigator Signature:  DocuSigned by:
Sara A Kohlbeck
22F1BBF302CC47A...

Date: 3/6/2024