

Mass Communication Impact on Veteran Suicide Prevention

Presentation for the American Psychological Association conference, 2023

In life we do things.

*Some we wish we had never done.
Some we wish we could replay a million times in our heads. But they all make us who we are, and in the end they shape every detail about us. If we were to reverse any of them we wouldn't be the person we are. So just live, make mistakes, have wonderful memories. But never ever second guess who you are, where you have been, and most importantly where it is you're going.*

-Unknown-



War Memorial Center

Presenter:

Graham Knowton, Ph.D.

(he/him/his)

Psychologist, Suicide Prevention Lead Coordinator

Zablocki VA Medical Center

Milwaukee, WI

Project members:

Bertrand D. Berger, Ph.D.

Psychologist, Division Manager

Zablocki VAMC

Sara Kohlbeck, MPH, Ph.D.

Department of Psychiatry and Behavioral Medicine

Medical College of Wisconsin

Dan Buttery, CEO

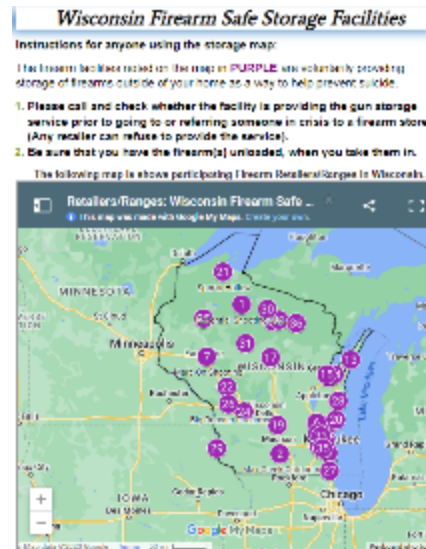
War Memorial Center

**THIS STUDY IS FUNDED BY
ADVANCING A HEALTHIER
WISCONSIN**



Public Health Messaging

Our project is designed to increase help seeking behavior and decrease the incidence of **firearm suicides** among Veterans through our advertising campaigns.



Public Health Messaging

Public Health Messaging is a primary suicide prevention strategy that is used to provide awareness to All People!

1. **AWARENESS:** The public and especially the family and friends of Veterans need to be aware of Veteran risks so they can intervene and help save a life.
2. **EDUCATION:** Provide information through advertising to affect change.

Veterans and Suicide Facts

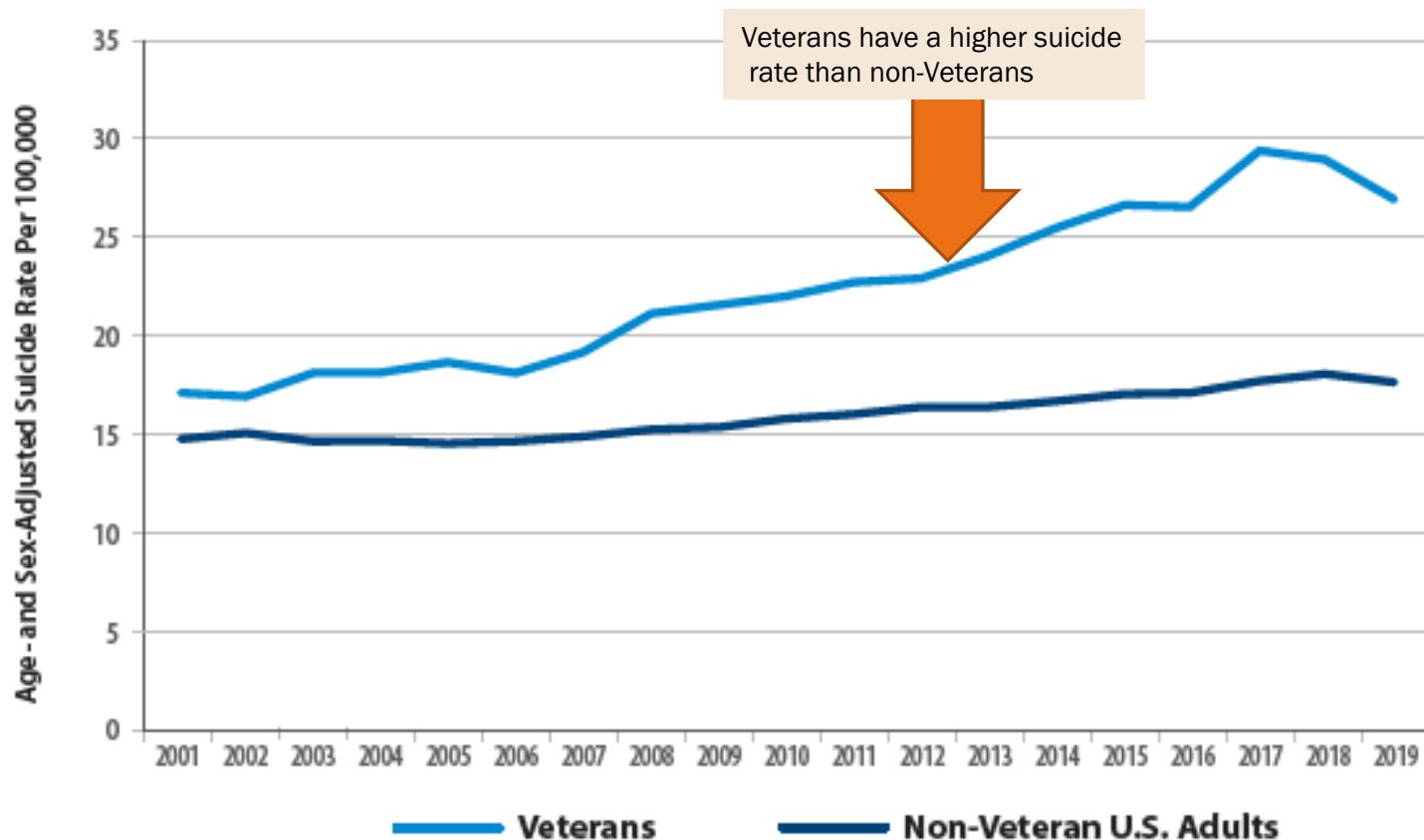
There were 399 fewer Veteran suicides in 2019 than in 2018. Adjusted rates fell from 2018 to 2019 for Veterans; rates fell 7.2% among Veterans and 1.8% among non-Veterans.

Average Veteran suicides per day decreased to 17.2 in 2019. In 2019, the adjusted rate for Veterans was 52.3% greater than for non-Veteran U.S. adults.

The rate difference between Veterans and the non-Veteran U.S. population was highest in 2017.

An overview of the trend line pertaining to Veteran and non-Veteran suicide rates by year from 2001 to 2019.

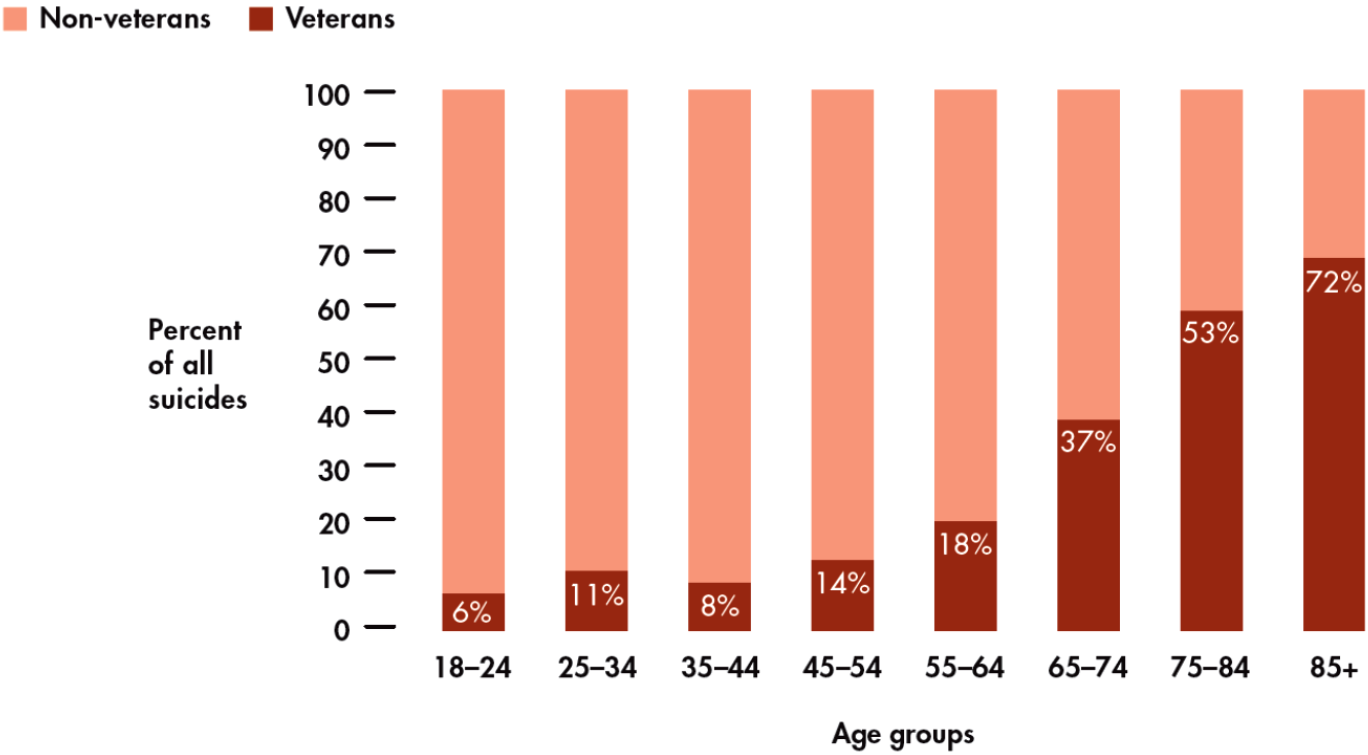
Figure 3: Age- and Sex-Adjusted Suicide Rates, Veterans and Non-Veteran U.S. Adults, 2001–2019



Veteran Population in Wisconsin

| Veteran Population (as of 9/30/2017) | Wisconsin | National |
|--|------------------|-----------------|
| Number of Veterans | 363,898 | 19,998,799 |
| Percent of Adult Population that are Veterans | 8.62% | 6.60% |
| Number of Women Veterans | 28,907 | 1,882,848 |
| Percent of Women Veterans | 7.94% | 9.41% |
| Number of Military Retirees | 22,025 | 2,156,647 |
| Percent of Veterans that are Military Retirees | 6.05% | 10.78% |
| Number of Veterans Age 65 and Over | 192,645 | 9,410,179 |
| Percent of Veterans Age 65 and Over | 52.94% | 47.05% |

Figure 18. The proportion of **veterans** who died by suicide was **greater** in **older age groups** than younger age groups, 2013–2017.



Data source: Wisconsin Violent Death Reporting System, Division of Public Health, Wisconsin Department of Health Services, 2013–2017.

Figure 18. The proportion of suicides that were veterans increased with age from 2013–2017. For example, 8% of suicides among those ages 35–44 were veterans and 72% were veterans among those ages 85 or older.

From: *Suicide in Wisconsin Impact and Response*
Released September 2020

Age groups of Wisconsin Veterans that died by suicide

Veterans who died by suicide were in older age groups.

Wisconsin Veteran and Total Wisconsin, Midwestern Region, and National Suicide Rates, 2018^c

| Age Group | Wisconsin Veteran Suicides | Wisconsin Total Suicides | Midwestern Region Total Suicides | National Total Suicides | Wisconsin Veteran Suicide Rate | Wisconsin Non-Veteran Suicide Rate | Midwestern Region Suicide Rate | National Suicide Rate |
|-----------|----------------------------|--------------------------|----------------------------------|-------------------------|--------------------------------|------------------------------------|--------------------------------|-----------------------|
| Total | 115 | 853 | 9,950 | 46,510 | 31.0 | 18.8 | 18.8 | 18.4 |
| 18-34 | 20 | 246 | 2,970 | 13,002 | 64.5 | 19.2 | 19.2 | 17.3 |
| 35-54 | 35 | 292 | 3,425 | 15,866 | 41.7 | 20.2 | 20.3 | 19.1 |
| 55-74 | 43 | 258 | 2,786 | 13,514 | 26.1 | 18.5 | 17.7 | 18.6 |
| 75+ | 17 | 57 | 769 | 4,128 | 18.7* | 13.7 | 16.2 | 18.9 |

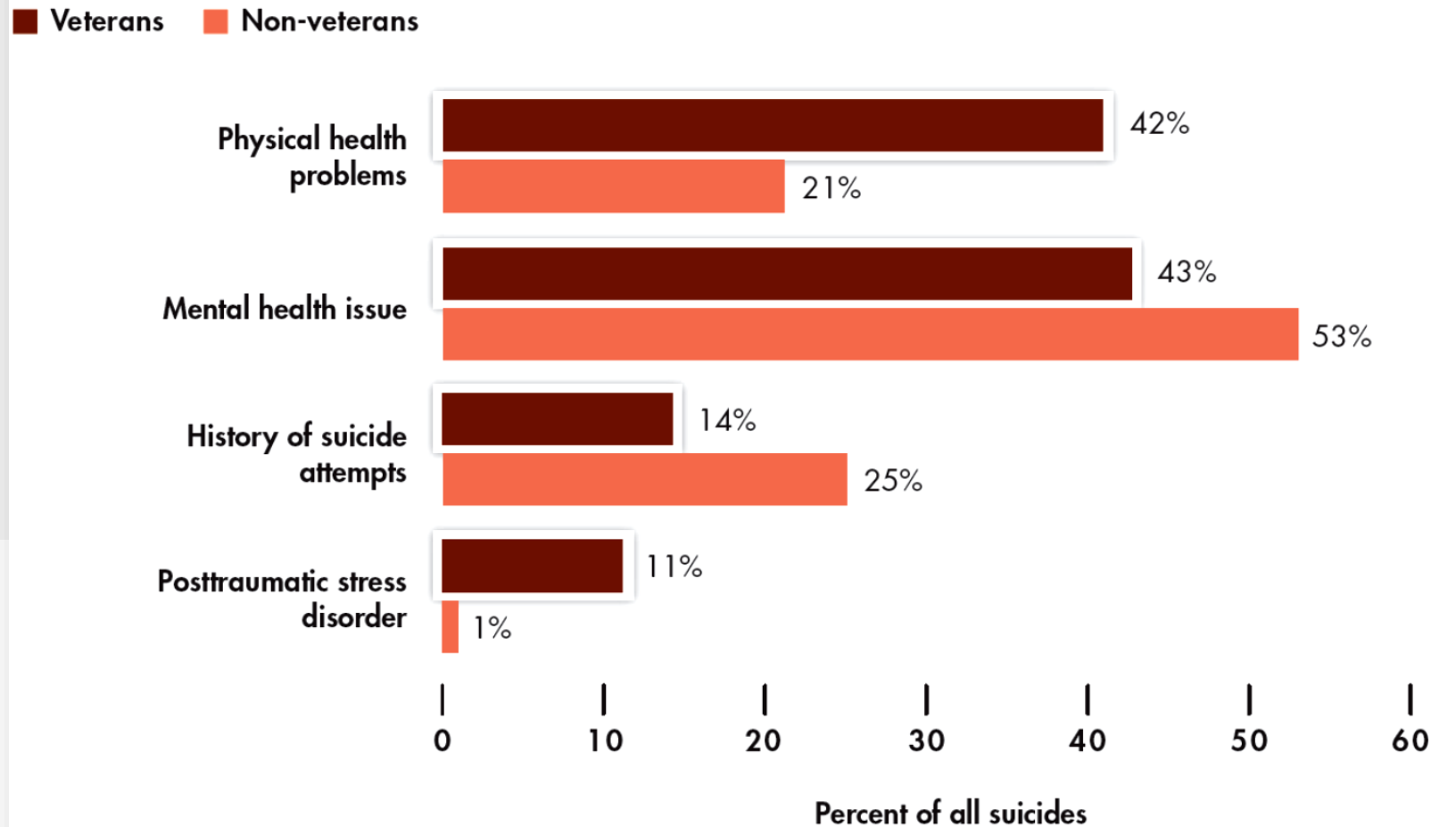
Wis. Veteran suicide rate is much higher than the non-Veteran rate.

Suicide among Wisconsin Veterans

Wisconsin Veterans had a higher rate of **physical health** problems and **PTSD.**

2013 -2017

Figure 19. **Veterans** who died by suicide were **more likely** to have a reported **physical health problem** compared with **non-veterans**, 2013–2017.



From: *Suicide in Wisconsin Impact and Response*

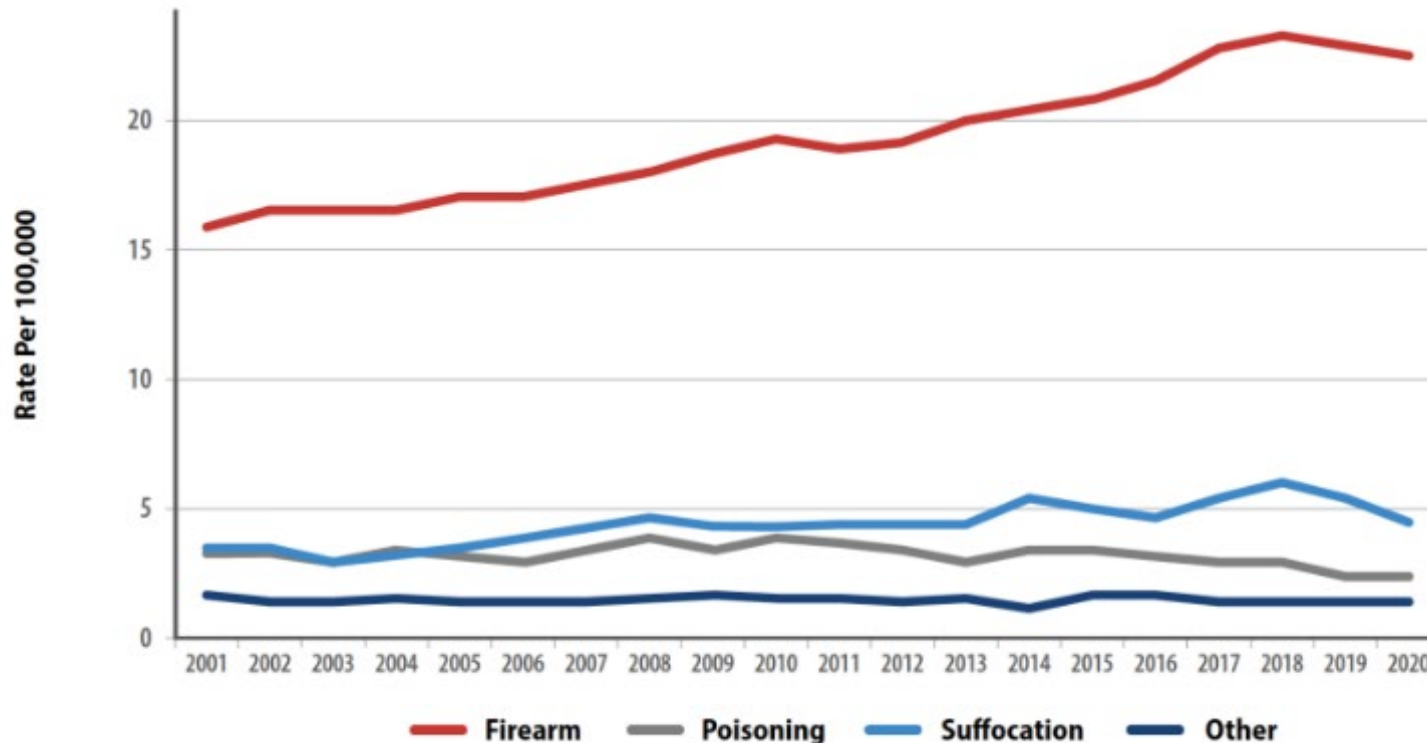
Released September 2020

Data source: Wisconsin Violent Death Reporting System, Division of Public Health, Wisconsin Department of Health Services, 2013–2017.

Suicide Method by Veterans National Data

Overall FIREARMS are the most common method of suicide.

Figure 10: Unadjusted Method-Specific Suicide Rates, Veterans, 2001–2020



71%
firearm
injury

Suicide Method by Veterans

National Data

Overall FIREARMS are the most common method of suicide.

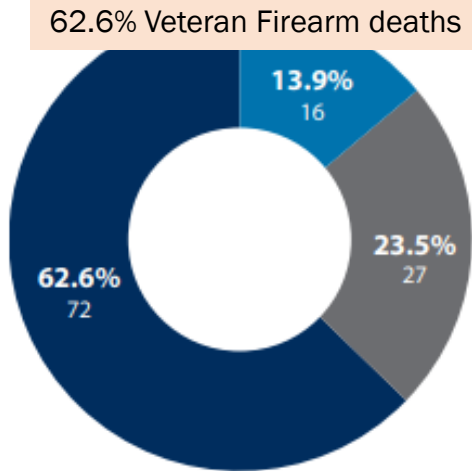
- **Veterans** died by suicide using a **firearm 70%** of the time versus **50%** among non-Veteran.
- Firearms are the most lethal means of suicide (90% or higher death rate).

Veteran Suicide Method in Wisconsin

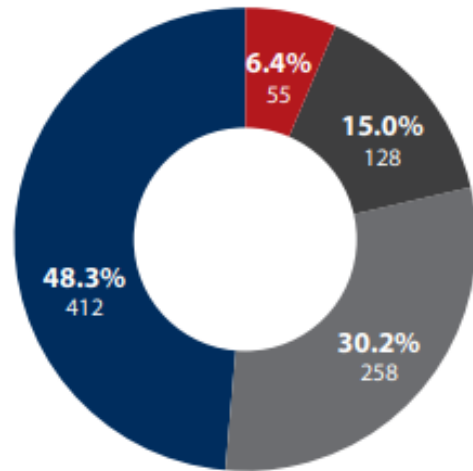
Firearms are the most common means for suicide.

Wisconsin Veteran and Total Wisconsin, Midwestern Region, and National Suicide Deaths by Method,^d 2018

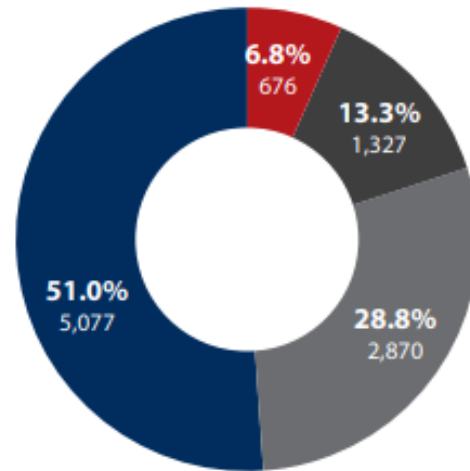
62.6% Veteran Firearm deaths



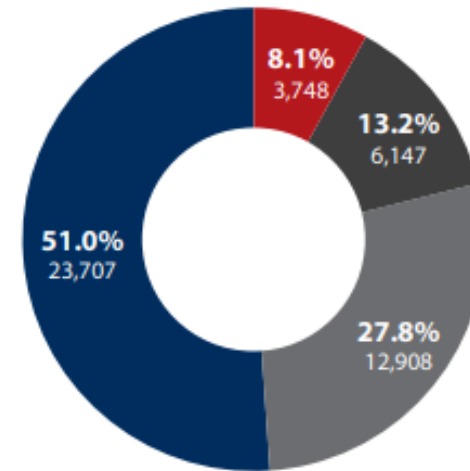
Wisconsin Veteran Suicides



Wisconsin Total Suicides



Midwestern Region Suicides



National Suicides

- Firearms
- Suffocation
- Poisoning
- Other Suicide
- Other and Low-Count Methods^e

Possible Solutions for Reducing Access to Firearms

- Secure and Safe Storage of firearms
 - In the home
 - Locked and unloaded
 - Outside the home
 - Family Member
 - Self-storage facility
 - Firearm retailer or range

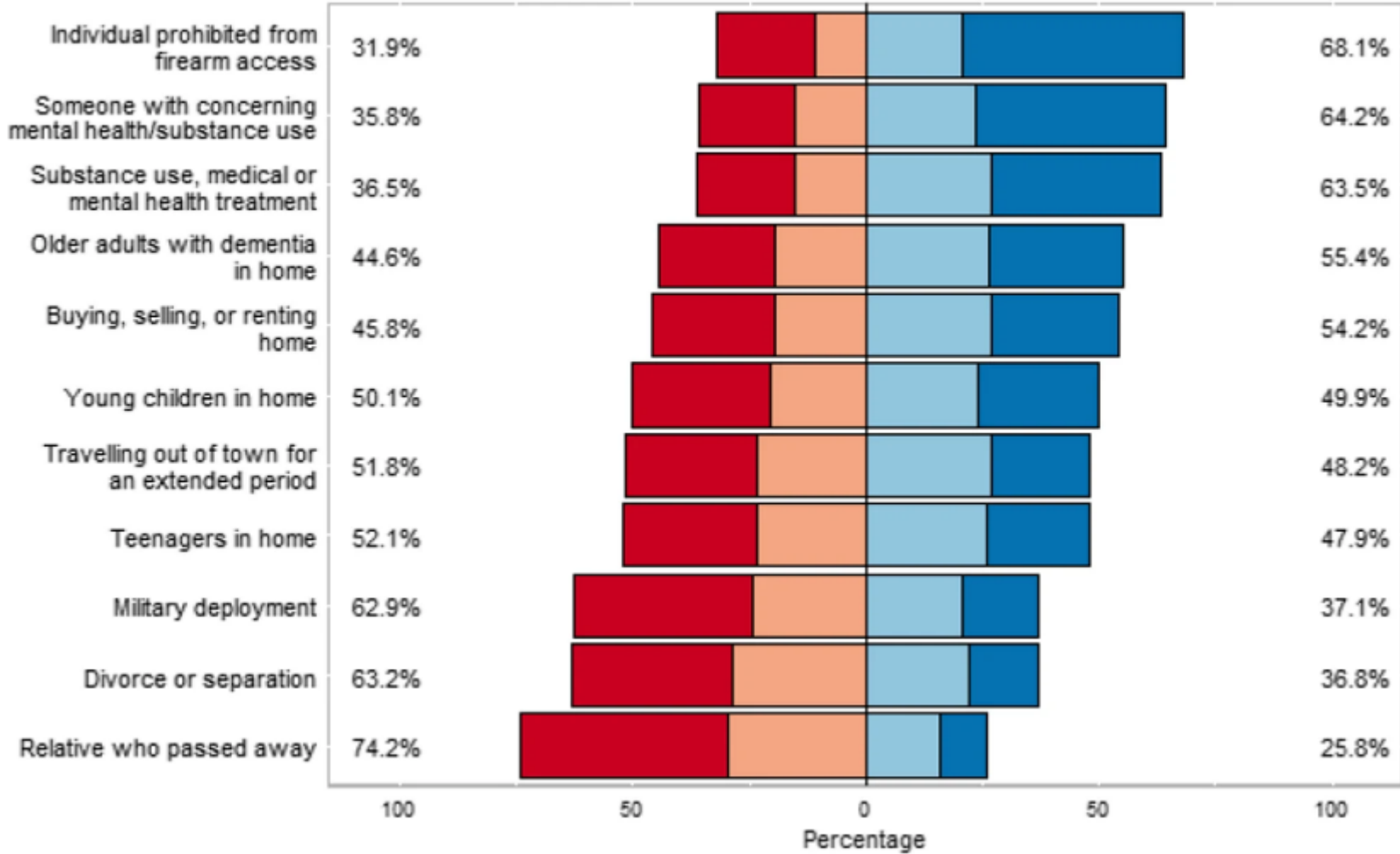
Storage of Firearms Outside the Home

A recent survey study (by Barnard et al. (2023)) of individuals with access to firearm found important information about attitudes for storing firearms outside of the home:

- 64% agreed to store the firearm outside of the home if they knew someone had a mental health issue.

Barnard, L.M., Johnson, R.L., Brandspigel, S. et al. Practices, knowledge, and concerns for out-of-home firearm storage among those with access to firearms: results from a survey in two states. *Inj. Epidemiol.* 10, 15 (2023). <https://doi.org/10.1186/s40621-023-00426-9>

How likely would you be to store firearms away from home in these circumstances at home?



Barnard, L.M., Johnson, R.L., Brandspigel, S. et al. Practices, knowledge, and concerns for out-of-home firearm storage among those with access to firearms: results from a survey in two states. *Inj. Epidemiol.* 10, 15 (2023). <https://doi.org/10.1186/s40621-023-00426-9>

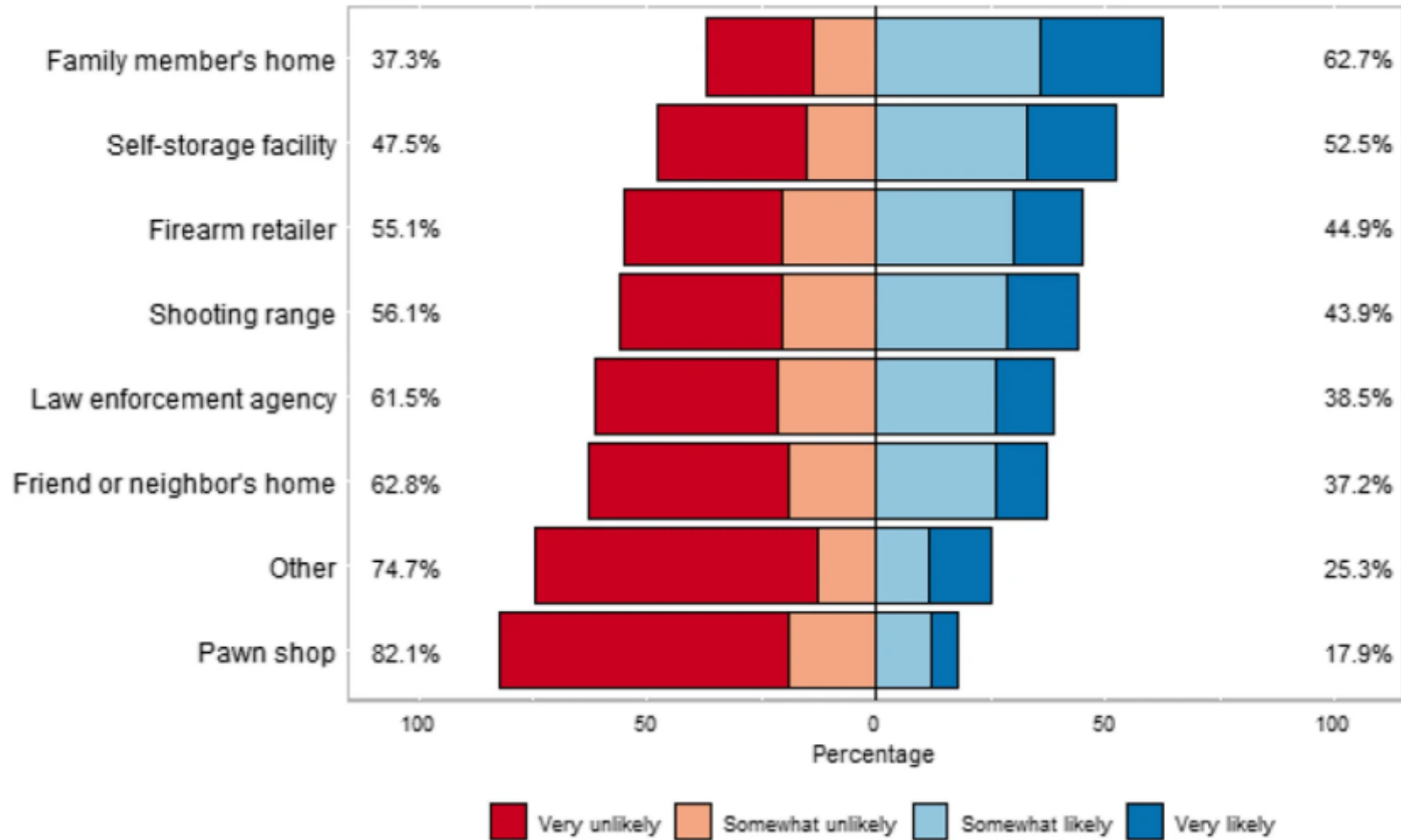
Where to Store Firearms Outside the Home

A recent survey study (by Barnard et al. (2023)) of individuals with access to firearm found important information about attitudes for storing firearms outside of the home:

- 44.9 and 43.9% would consider a firearm retailer or firing range.

Barnard, L.M., Johnson, R.L., Brandspigel, S. et al. Practices, knowledge, and concerns for out-of-home firearm storage among those with access to firearms: results from a survey in two states. *Inj. Epidemiol.* 10, 15 (2023). <https://doi.org/10.1186/s40621-023-00426-9>

How likely would you be to consider these locations for storing firearms away from home?



Barnard, L.M., Johnson, R.L., Brandspigel, S. et al. Practices, knowledge, and concerns for out-of-home firearm storage among those with access to firearms: results from a survey in two states. *Inj. Epidemiol.* 10, 15 (2023). <https://doi.org/10.1186/s40621-023-00426-9>

How should the message about firearm storage be communicated?

When subjects were asked “What would be the 3 best ways to share information in your community about options for voluntary, temporary firearm storage away from the home?”

Survey respondents indicated that the best ways would be information provided at:

- Point-of-sale for firearms (57.9%)
- internet (55.6%)
- social media (44.5%)
- TV (35.8%)
- Sharing information via health care and mental health providers (30.1%)

Barnard, L.M., Johnson, R.L., Brandspigel, S. et al. Practices, knowledge, and concerns for out-of-home firearm storage among those with access to firearms: results from a survey in two states. *Inj. Epidemiol.* 10, 15 (2023). <https://doi.org/10.1186/s40621-023-00426-9>

Veteran Specific Suicide Risks

- ❑ Higher rate of suicide than the non-Veteran population
- ❑ Veterans have more health problems, PTSD and less likely to seek help
- ❑ Veterans use a **firearm** to die from suicide about 20% more frequently than non-Veterans

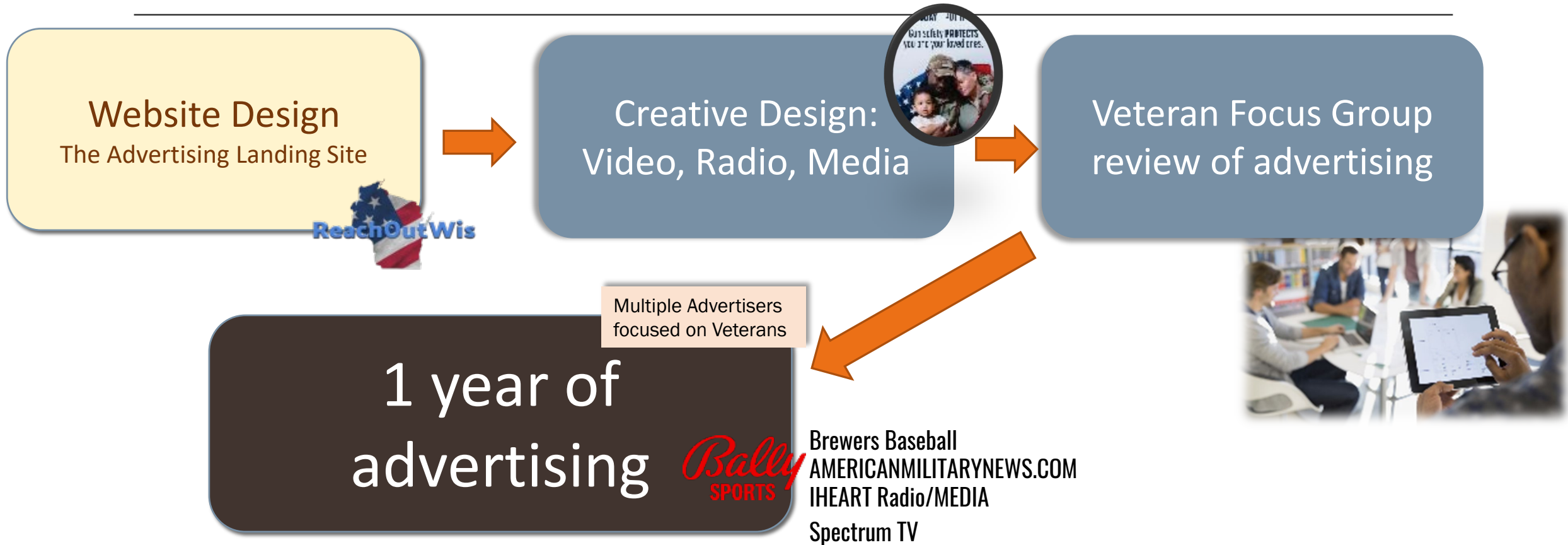
What kind of advertising could address Veteran Specific Suicide Risks?

- Encourage Veterans to seek help and obtain VA services
- Educate about firearm risk of suicide and provide solutions for safe storage of firearms.

Our Advertising Project

2-year study

Public Health Messaging Approach to Suicide Prevention





Study Design

2-year study funded by "Advancing a Healthier Wisconsin"



Public Health Suicide Prevention Approach



Data Analysis & Dissemination of Finding

Comparisons between Advertising campaign on the survey

Baseline Survey

Survey 1

Survey 2

Survey 3

MCW's: Comprehensive Injury Center (CIC) Dr. Sara Kohlbeck

- ❑ Study Co-Author
- ❑ Creative Advertising Consultant
- ❑ Focus group coordinator and refining of messaging
- ❑ Data analysis and project manager



Sara Kohlbeck, PhD, MPH
(she/her/hers)

Assistant Professor

*Department of Psychiatry and Behavioral Medicine Director, Division
of Suicide Prevention Comprehensive Injury Center Medical College
of Wisconsin*

Veteran Focus Groups

Focus groups were made up of Veterans and conducted by Veterans

- Samples of advertising were shown to focus group members
- Open dialog on thoughts about what might work or not work
- Ideas brought back to the creative advertising team to develop more impactful narratives
- Consider the Veteran and Veteran's friends and family perspectives
- What topics will gain attention?
- Emotions good or turn off?



Sample Advertisements by our Creative team

Provided by Dan Buttery of the War Memorial Center, Creative team lead Advertising consultant

LIVE TODAY – PUT IT AWAY!

Gun safety **PROTECTS** you and your loved ones.



Reduce the risk of injury or death to a loved one.

Use the following...

- ▶ Firearm Safety
- ▶ Locks and Safes
- ▶ Proper Handling
- ▶ Storage Facilities



PUT IT AWAY

Store your firearms with your local firearm retailer, gun smith or range.

[VIEW LOCATIONS](#)

FOR MORE RESOURCES, VISIT US AT:

A resource for Veterans and those who love them
ReachOutWis.org



In Collaboration With





Creative Development, Advertising Team and Analytics of our Advertising Reach

DAN BUTTERY, CEO
WAR MEMORIAL CENTER
MILWAUKEE WI



ADVERTISEMENT CAMPAIGN OVERVIEW

EFFECTIVENESS OF THE CAMPAIGN



Our Advertisements Videos

DAN JIM & BOB TALK TO
VETERANS

WEDDING SCENE

LIVE TODAY- PUT IT AWAY

Our Advertisements

Email

LIVE TODAY – PUT IT AWAY!

Gun safety **PROTECTS**
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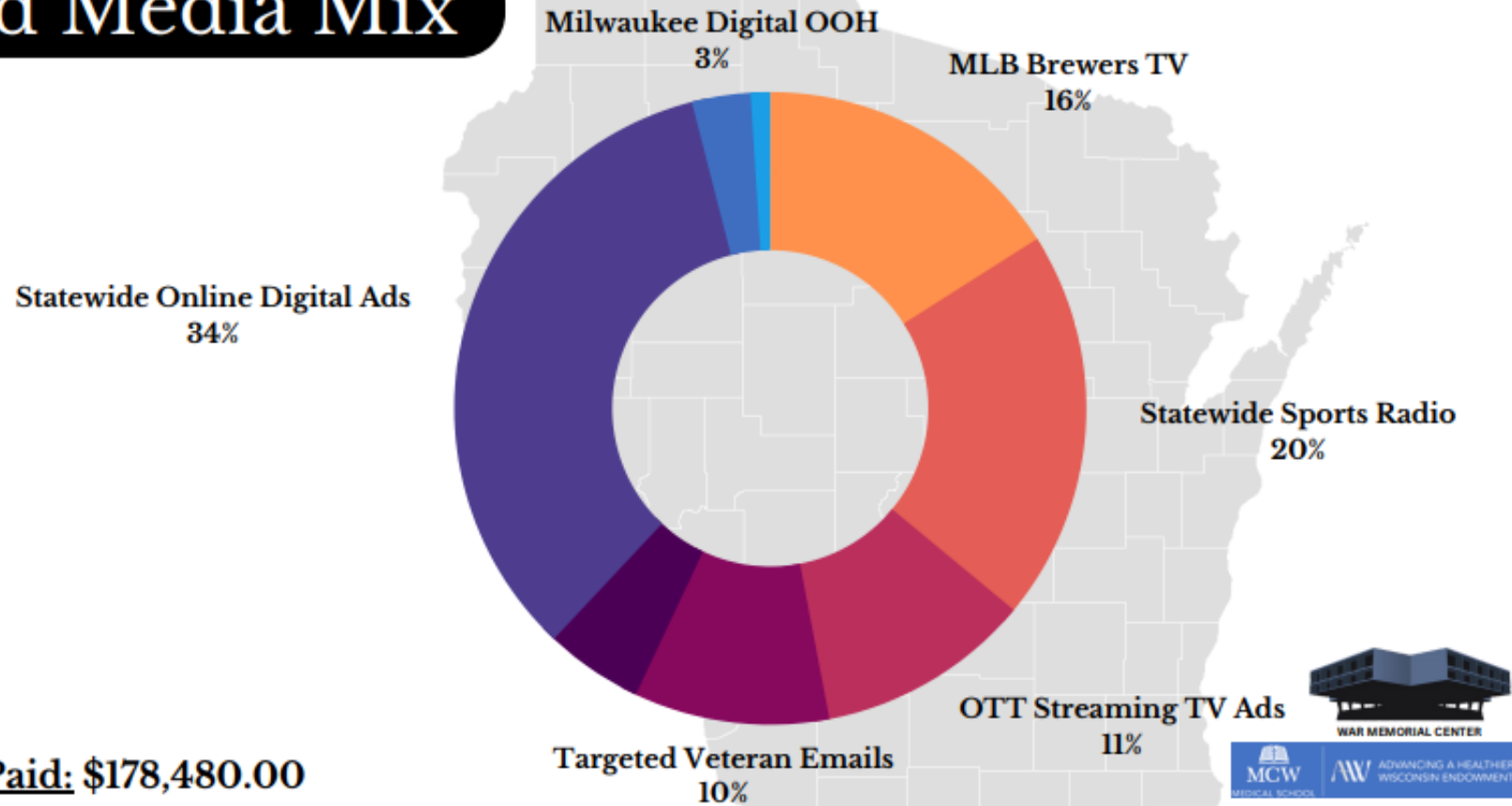
In Collaboration With



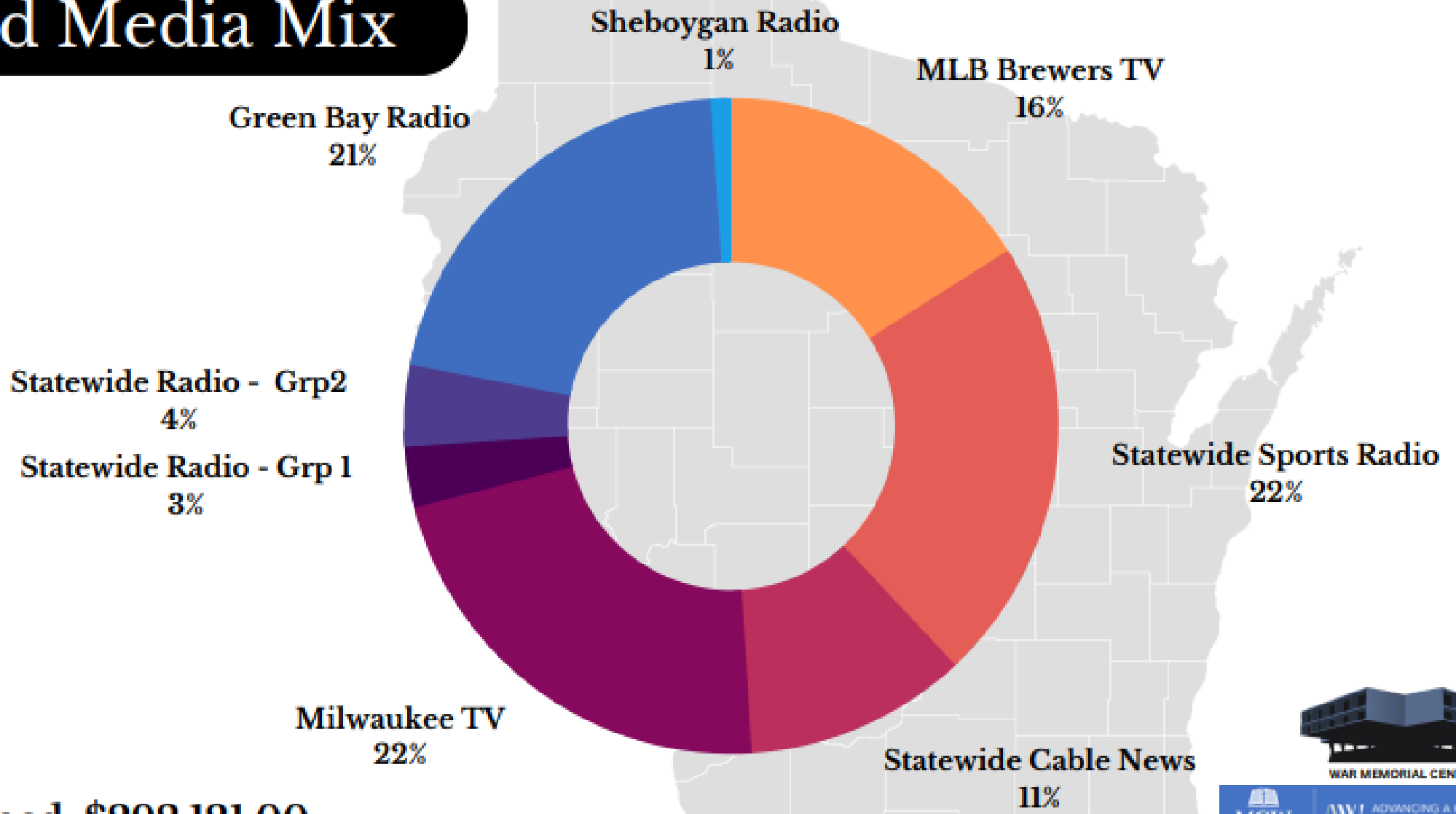
AW ADVANCING A HEALTHIER
WISCONSIN ENDOWMENT

Campaign: *Effect of Mass Communications on Veteran Suicide Prevention: Help Seeking & Firearm Safety Behaviors*

Paid Media Mix



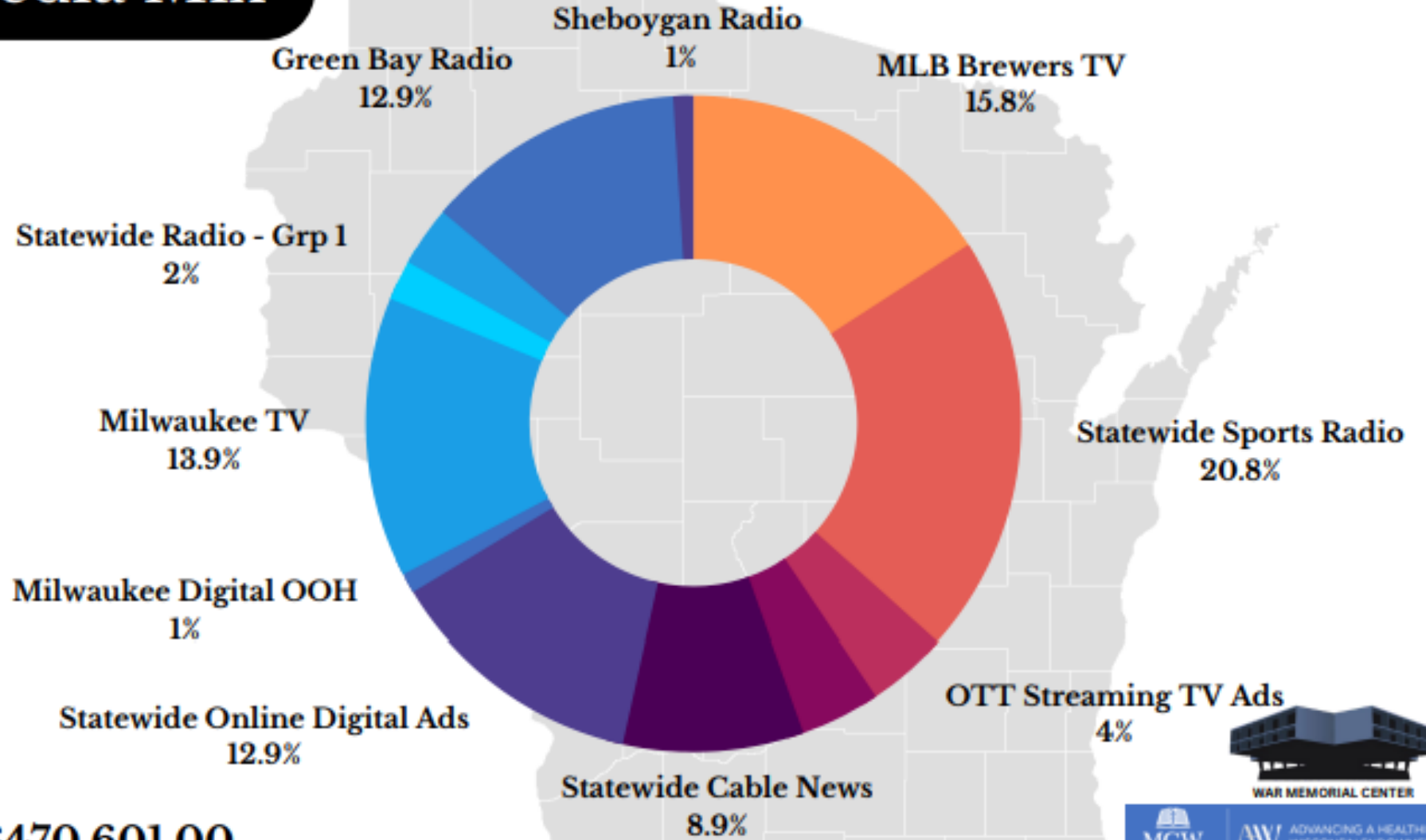
Earned Media Mix



Total Earned: \$292,121.00



Combined Media Mix



Total Combined: \$470,601.00



Veteran Targeted Digital CREATIVE – Q3 & Q4 2022

For this effort, we used three primary creative concepts. The first was a soldier-specific ad that ran in September and October with month-specific messaging. The second concept, which only ran in October, was designed to appeal to parents with young children and their relatives. Finally, the third concept, which only ran in October, focused on drawing attention to female servicemembers.

Each concept had six high-visibility sizes, 300x1050, 300x600, 320x480, 480x320, 970x250, and 970x90, that rotated evenly based on impression availability.



CREATIVE CONCEPT 1

Overall Average CTR = 0.34%
Top Size: 300x1050 (0.69%)



CREATIVE CONCEPT 2

Overall Average CTR = 0.32%
Top Size: 480x320 (0.62%)



CREATIVE CONCEPT 3

Overall Average CTR: 0.27%
Top Size: 480x320 (0.39%)

“Top Size” indicates the best-performing ad size based on CTR, with at least 10,000 impressions.

DEMOGRAPHICS – CLICKS Q3 & Q4 2022

Exploring this further, we compiled the gender and age data on the same table and focused only on male and female users. Despite receiving fewer impressions, women between the ages of 18 and 34 performed significantly better than most groups, except women over 65, who had an average CTR of 0.5%.

IMPRESSIONS BY AGE AND GENDER

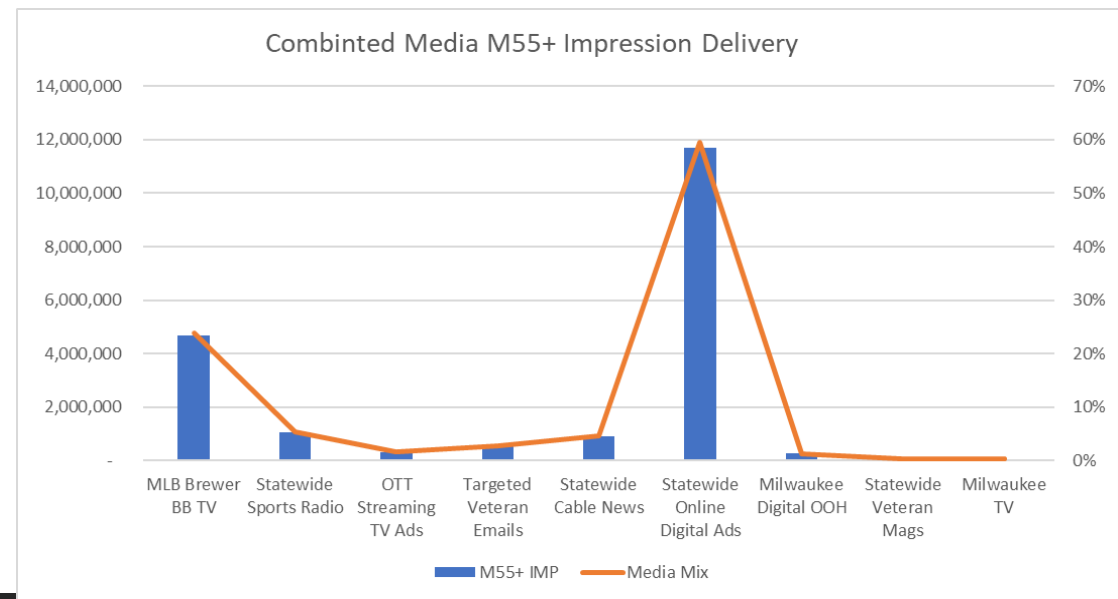
| GENDER | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | UNKNOWN |
|---------|---------|---------|---------|---------|---------|---------|---------|
| MALE | 413,516 | 431,254 | 434,054 | 579,253 | 504,666 | 341,910 | 426,747 |
| FEMALE | 348,935 | 244,127 | 190,545 | 175,152 | 561,291 | 741,424 | 356,667 |
| UNKNOWN | 281,666 | 82,664 | 232,449 | 145,818 | 170,035 | 130,329 | 938,661 |

ENGAGEMENT (CTR) BY AGE AND GENDER

| GENDER | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | UNKNOWN |
|---------|-------|-------|-------|-------|-------|-------|---------|
| MALE | 0.29% | 0.29% | 0.26% | 0.21% | 0.28% | 0.41% | 0.13% |
| FEMALE | 0.48% | 0.47% | 0.39% | 0.35% | 0.36% | 0.5% | 0.26% |
| UNKNOWN | 0.4% | 0.36% | 0.54% | 0.17% | 0.26% | 0.3% | 0.24% |

Dec 2021 – Oct 2022 Combined Men 55 and over Impressions Delivered

| <u>Combined Media</u> | <u>M55+ IMP</u> | <u>Media Mix</u> |
|-------------------------------|-------------------|------------------|
| MLB Brewer BB TV | 4,690,225 | 24% |
| Statewide Sports Radio | 1,075,100 | 5% |
| OTT Streaming TV Ads | 334,486 | 2% |
| Targeted Veteran Emails | 549,560 | 3% |
| Statewide Cable News | 920,839 | 5% |
| Statewide Online Digital Ads | 11,696,388 | 59% |
| Milwaukee Digital OOH | 273,005 | 1% |
| Statewide Veteran Mags | 83,047 | 0% |
| Milwaukee TV | 64,280 | 0% |
| Statewide Radio Group II | Unknown | |
| Statewide Radio Group II | Unknown | |
| Green Bay Radio Group | Unknown | |
| Sheboygan Radio Group | Unknown | |
| Est. Total Impressions | 19,686,930 | 100% |



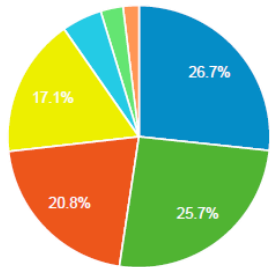
STATEWIDE - ADVERTISING PERFORMANCE

ReachOutWis.org Website Landing Page Statistics

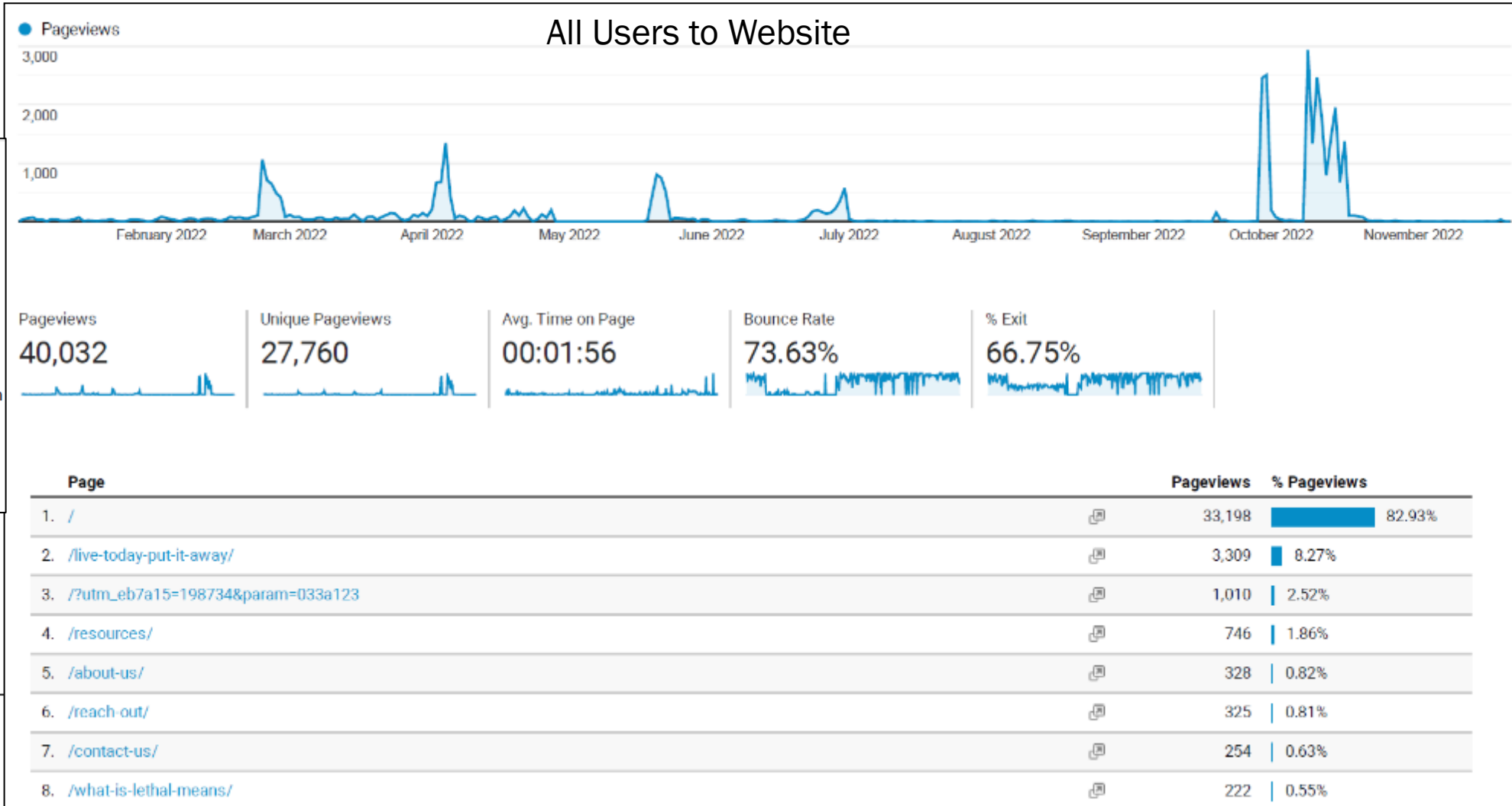
1/1/22 - 11/23/22

Acquisition Overview

Top Channels



- Direct
- Referral
- (Other)
- Display
- Email
- Social
- Organic Search



Views by Content and Average View Duration

Top 4 Videos on YouTube



| Content | Views ↓ ▲ | Watch time (hours) ▲ | Average view duration | Impressions | Impressions click-through rate ▲ |
|---|----------------|----------------------|-----------------------|--------------|----------------------------------|
| <input checked="" type="radio"/> Total | 129,661 | 759.7 | 0:21 | 6,006 | 3.0% |
| <input type="radio"/> Daryn Colledge 15 H264 | 54,699 42.2% | 226.9 29.9% | 0:14 | 388 | 4.4% |
| <input type="radio"/> Bride 15 Front H264 | 42,478 32.8% | 224.4 29.5% | 0:19 | 888 | 3.5% |
| <input type="radio"/> Bride 15 Back end H264 | 13,159 10.2% | 51.2 6.7% | 0:14 | 527 | 5.9% |
| <input type="radio"/> Jim Tasse Long Video H264 | 6,546 5.1% | 138.7 18.3% | 1:16 | 1,369 | 1.3% |

Measurements of Effectiveness: The Survey

- ❖ Survey used across time (4 samples).
- ❖ The survey was used before advertising and after each advertising campaign.
- ❖ We measured overall changes and differences between Veterans and non-Veterans:
 1. Increased viewing of suicide prevention advertising.
 2. More likely to seek help if in crisis
 3. Attitude changes in firearm storage
 - a) Storing the firearm more securely



Survey Research Samples

- Research sample of 400 - 500 Wisconsin residents over 4 time frames (Jan 2022 to March 2023).
- About 2000 Wisconsin residents took the survey.
- Qualtrics Survey Software was used.
- Qualtrics Research Group obtained a random sample of a representation of Wisconsin

KEY BASELINE SURVEY

Stress and help seeking behavior

December 2021 (Prior to advertising)

| | Veterans (n=122) | | Non-Veterans (n=278) | |
|---|------------------|----------------------------------|----------------------|----------------------------------|
| I am currently facing a stressful situation | | | | |
| Strongly Agree | 11 (9%) | Strongly to Not sure: 47% | 34 (12%) | Strongly to Not sure: 45% |
| Agree | 34 (28%) | | 70 (25%) | |
| Not Sure | 13 (10%) | | 22 (8%) | |
| Disagree | 33 (27%) | | 80 (29%) | |
| Strongly Disagree | 31 (25%) | | 70 (25%) | |
| If I was in a mental health or suicide crisis, I would seek help from a friend or loved one | | | | |
| Agree | 80 (65%) | | 218 (78%) | |
| Unsure | 32 (26%) | | 40 (14%) | |
| Disagree | 10 (8%) | | 20 (8%) | |
| If I was in a mental health or suicide crisis, I would seek help from a mental health provider | | | | |
| Agree | 76 (62%) | | 195 (70%) | |
| Unsure | 37 (30%) | | 61 (22%) | |
| Disagree | 9 (8%) | | 20 (7%) | |

Results: Veterans appear to be less likely to seek help from a loved one or mental health provider.

| KEY BASELINE SURVEY | | | |
|---|-----------------|-----------------------------|--------------------------------------|
| Firearm Ownership and storage | | | |
| December 2021 (Prior to advertising) | | Veterans (n=122) | Non- Veterans (n=278) |
| I own or have at least one firearm Veterans own more firearms and are more likely to have them loaded/unlocked. | Yes | 81 (67%) | 104 (37%) |
| | No | 40 (33%) | 174 (63%) |
| Average number of firearms owned | | 3 | 1 |
| I store at least 1 firearm loaded and unlocked | Yes | n=81 42 (52%) | n=104 14 (13%) |
| | No | 39 (48%) | 90 (87%) |
| If I was in a mental health or suicide crisis and had (or have) firearms, I would store the firearms outside the home Veterans more likely to keep firearms in the home even if there was a crisis. | Agree | 65 (53%) | 196 (70%) |
| | Unsure | 30 (25%) | 58 (21%) |
| | Disagree | 27 (22%) | 23 (9%) |

KEY BASELINE SURVEY DATA POINTS

December 2021 (Prior to advertising)

| | Veterans (n=122) | Non-Veterans (n=278) |
|---|---|--|
| <p>People should lock their firearms in their home when someone is experiencing a mental health or suicide crisis</p> <p>General agreement to lock up firearms when in a crisis.</p> | <p>Agree 107 (88%) Unsure 11 (9%) Disagree 4 (3%)</p> | <p>Agree 248 (89%) Unsure 16 (6%) Disagree 14 (5%)</p> |
| <p>People should temporarily store firearms outside of the home when someone is experiencing a mental health or suicide crisis</p> <p>More non-Veterans agree about keeping firearms outside the home when in a crisis.</p> | <p>Agree 85 (71%) Unsure 19 (16%) Disagree 15 (13%)</p> | <p>Agree 210 (77%) Unsure 35 (13%) Disagree 29 (11%)</p> |
| <p>People should have firearms removed from the home when someone is experiencing a mental health or suicide crisis</p> <p>More non-Veterans agree to have firearms removed when in a crisis.</p> | <p>Agree 65 (53%) Unsure 24 (20%) Disagree 33 (27%)</p> | <p>Agree 194 (70%) Unsure 52 (19%) Disagree 32 (11%)</p> |
| <p>It is a good idea to store firearms outside the home when someone is experiencing a mental health or suicide crisis</p> <p>More non-Veterans agree it is a good idea have firearms outside the home when in a crisis.</p> | <p>Agree 81 (66%) Unsure 20 (17%) Disagree 18 (15%)</p> | <p>Agree 227 (82%) Unsure 28 (10%) Disagree 21 (8%)</p> |

Final Survey Results

Who saw the advertising?

| Survey Question | Baseline (n=122) | Survey 1 (n=126) | Survey 2 (n=172) | Survey 3 (n=166) | Baseline (n=279) | Survey 1 (n=274) | Survey 2 (n=335) | Survey 3 (n=342) |
|--|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| | Veterans | | | | Non-Veterans | | | |
| I have seen or heard advertising about mental health or suicide prevention crisis lines in the past year. | 99 (81%) | 117 (93%) | 172 (100%) | 85 (51%) | 209 (75%) | 232 (85%) | 335 (100%) | 161 (47%) |
| I have seen or heard advertising about veterans and suicide prevention. | 107 (88%) | 115 (91%) | 120 (70%)* | 81 (56%) | 173 (62%) | 208 (76%) | 219 (65%) | 163 (56%) |
| I have seen or heard advertising promoting safe storage of firearms for suicide prevention. | 52 (43%) | 110 (87%) | 80 (46%) | 66 (52%) | 99 (35%) | 166 (61%) | 140 (42%) | 128 (49%) |

Final Survey Results

Storage of firearms when in a crisis

| Survey Question | Baseline (n=122) | Survey 1 (n=126) | Survey 2 (n=172) | Survey 3 (n=166) | Baseline (n=279) | Survey 1 (n=274) | Survey 2 (n=335) | Survey 3 (n=342) |
|---|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| | Veterans | | | | Non-Veterans | | | |
| I think: "People should temporarily store firearms outside of the home when someone is experiencing a mental health or suicide crisis." Agree Unsure Disagree | 85 (71%) | 105 (83%) | 123 (71%) | 140 (84%) | 211 (77%) | 218 (80%) | 254 (76%) | 274 (80%) |
| | 19 (16%) | 15 (12%) | 28 (16%) | 16 (10%) | 35 (13%) | 35 (13%) | 51 (15%) | 41 (12%) |
| | 15 (13%) | 6 (5%) | 21 (12%) | 10 (6%) | 29 (11%) | 21 (8%) | 30 (9%) | 27 (8%) |
| | | | | | | | | |
| I think: "If I was in a mental health or suicide crisis and had (or have) firearms, I would lock up the firearms at home." Agree Unsure Disagree | 74 (61%) | 100 (79%) | 121 (70%) | 149 (90%) | 193 (69%) | 206 (75%) | 242 (72%) | 284 (83%) |
| | 31 (25%) | 13 (10%) | 36 (21%) | 17 (10%) | 42 (15%) | 53 (19%) | 54 (16%) | 58 (17%) |
| | 17 (14%) | 13 (10%) | 15 (9%) | 0 (0%) | 44 (16%) | 15 (5%) | 39 (12%) | 0 (0%) |
| | | | | | | | | |

Questions?

Thank YOU!

Please check out our website!

ReachOutWis.org

You can use your phone to link to it
using the QR code

