



ask



listen



refer

Strategies for Promoting Ask Listen Refer

Create a card with school specific information to distribute to faculty, staff, and students.

- Some schools have utilized peer educators to hand the cards out to other students.
- Use "DoorKnocks" program with Resident Assistants (RAs get program credit for handing cards and providing script to residents face to face).

Email all faculty and staff to encourage participation.

Target student organizations through presentations, mass emails, etc.

Distribute promotional items at orientation, presentations, and during programs. Include in RA and Orientation Leader trainings.

Post on website, e.g., school site, of ce site, Facebook, etc.

Only use ALR pens in the office - many students go home with information that way! Make it a class related assignment:

- Assign extra credit to taking the program.
- Make taking the program a required assignment.
- Require it for all freshman seminar classes.

Give presentations when possible.

- Notify professors, organizations, etc. that your office is able to provide presentations on this topic.

Give promotional items away at campus fairs; this is a good way to target newstudents.

Disseminate the information to public safety staff to encourage participation.

Distribute ALR t-shirts at orientations.

Create a contest that includes prizes for completing the training.

Set up information tables around campus.

- Some schools have laptops available for students to complete training on the spot.

Send awareness letters each semester.

Organize a suicide prevention week or month each year.

Movie showings that are related to mental health or suicide awareness.

Create a semester long programming calendar.

Form a suicide prevention task force.