

Appendix A: CHIP Work Plan

Date Created: 7/26/2018

Date Reviewed/Updated:

PRIORITY AREA: Shared Mental Health Objective
GOAL: Prevent suicide deaths in CWHP Counties

PERFORMANCE MEASURES		
How We Will Know We are Making a Difference		
Short Term Indicators	Source	Frequency
Number of engagements on social media posts	Facebook	Monthly
Long Term Indicators	Source	Frequency
Decrease in self-inflicted injury hospitalizations	WISH	Annual

OBJECTIVE #1: Implement a region wide suicide prevention social marketing campaign by September 2018 in honor of Suicide Prevention Month.

BACKGROUND ON STRATEGY- Participate in the #Bethe1to Campaign

Source: National Suicide Prevention Hotline

Evidence Base:

Policy Change (Y/N): No

ACTION PLAN

Activity	Target Date	Resources Required	Lead Person/ Organization	Anticipated Product or Result	Progress Notes
Develop Campaign Materials	8/10/2018	Staff time, Canva, print materials	CWHP Health Educators	An effective social marketing campaign for the month of September and beyond.	

OBJECTIVE #2:

BACKGROUND ON STRATEGY

Source:

Evidence Base:

Policy Change (Y/N):

ACTION PLAN

Activity	Target Date	Resources Required	Lead Person/ Organization	Anticipated Product or Result	Progress Notes

ALIGNMENT WITH STATE/NATIONAL PRIORITIES

Obj #	State	Healthy People 2020	National Prevention Strategy
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1	Lower suicide rates in Wisconsin		
2			