National Let's Talk Online Video Pilot Results

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Let's Talk Online Video Pilot Results

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Background: Suicide is a leading cause of death for young adults in the United States. Although online messages have emerged as a new vehicle for suicide prevention efforts over the last decade, few have been systematically evaluated. This study examined the effectiveness of two suicide prevention videos – one from a community-based, narrative prevention program (*Let's Talk*), and one from an established school-based curriculum (*Signs of Suicide*) in reducing stigma of help-seeking.

Methods: 596 college students recruited from a national online panel by Qualtrics Survey Software were randomly assigned to two interventions and one control group during the 2017-18 school year. Self-administered questionnaires were completed by students in all groups at baseline and approximately 2 weeks after program implementation.

Results: 291 students completed both the baseline and follow-up questionnaires (a 49% follow-up rate). Lower rates of self-stigma of seeking help (SSOSH) were observed among students in the *SOS* intervention group. On average, the mean SSOSH score of the participants in the *SOS* group decreased 1.76 more than those in control group ($P = 0.0474$) with 95% confidence interval from 0.02 to 3.50. There was no evidence that the students' race/ethnicity, grade, and gender altered the impact of the intervention on any of the outcomes assessed in this analysis.

Conclusion: This study provides preliminary analysis of the intervention, but further evaluations are needed with a larger and more racially and socio-economically diverse sample. *SOS* continues to be one of the only universal school-based suicide prevention programs to demonstrate significant effects of self-stigma of seeking help in a study utilizing a randomized experimental design.

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