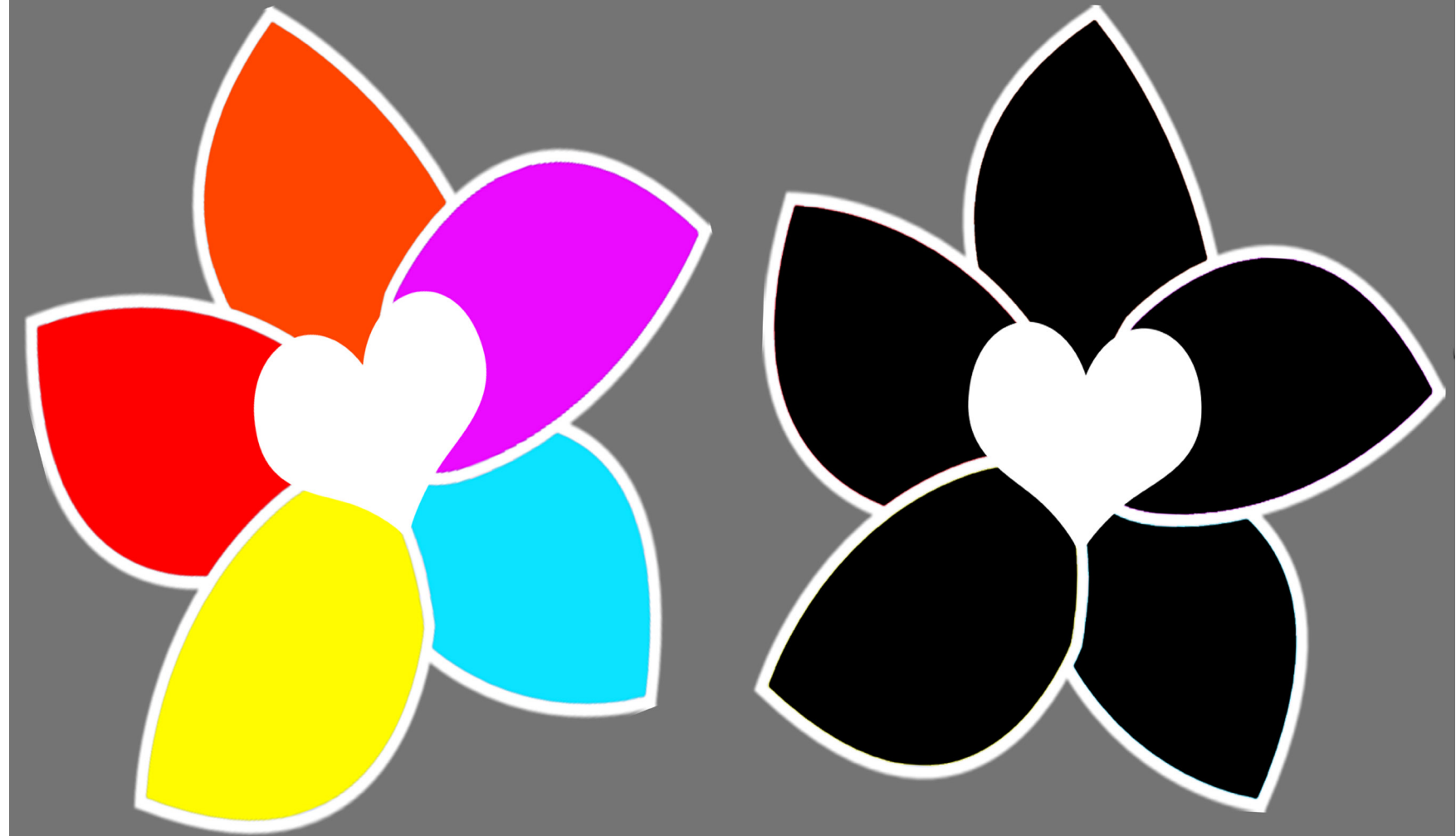


Alanna Holland



The S.A.F.E.R Campaign



Visual diary of the production and re-branding of the S.A.F.E.R Campaign





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# Introduction

Introduction:

MED526- Interactivity for Social Enterprise offers us as the opportunity to develop critically informed group production projects under guidance. Students work in groups which will include one of the following medias that they will have to undertake depending on their client briefs: photography, video, motion graphics, computer games, web, audio, and interactive installation.

This module aims us to show the critical and practical command of the chosen media by applying our techniques to client project work of their choice.

This is all shown through the chosen media and also a written project log.

Myself, Rachelle and Matthew decided to create our group which will bring together all our skills and knowledge that we have brought on whilst studying. As a group we decided to choose from the projects that were provided by The Science Shop. We decided to choose a non-profit organisation called The S.A.F.E.R Campaign. The S.A.F.E.R Campaign wanted us to rebrand them throughout their campaign. They also wanted us to create infographics and motion graphics for awareness to others.

Before I began I want to research The S.A.F.E.R Campaign in depth and similar organisations for me to get some ideas and inspiration.



Research

Over the past few years, family members and friends have been exposed to suicide. They have been so determined to prevent further deaths. This was demonstrated by their successful calls for suicide prevention by "Protect Life" campaigning for 24 hours helpline service, changes with appointment in A&E.

Since 2006, Participation and the Practice of Rights (PPR) have been supporting families bereaved by suicide.

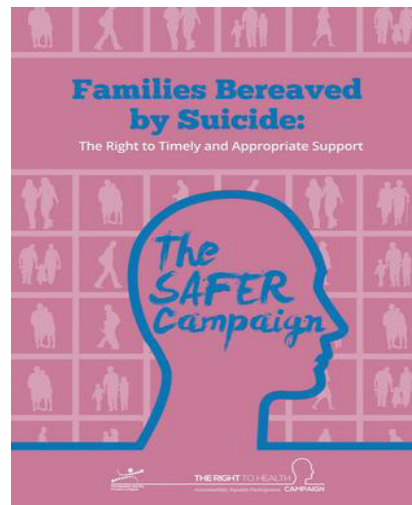
The SAFER Campaign offers simple solutions to potentially overcome the issues highlighted:-

- An automatic referral for support through the Sudden Death process. An automatic referral policy already exists with Victim Support and so the principles could be applied here. Briefly then, an 'opt out' system as opposed to the present 'opt in' one.

- A newly formulated referral process comparable to an automatic SD referral process for death in hospital following admission following a suicide attempt.
- A long term goal of automatic referral to coroner's office for bereavement support. A similar model works successfully in New South Wales, Australia.

Branding-

The S.A.F.E.R'S Campaigns branding has been the same since its started and needs a re-vamp. In my opinion they needed to get away from the stereotype design, it terms that mental health is all in your head, as it can come down to many of things. This can very much upset some people. In terms of colour, they definitely need a colour change, just to brighten it up and to show happiness.





The Light for Life Foundation Int'l/Yellow Ribbon Suicide Prevention Program is dedicated to preventing suicide and attempts by Making Suicide Prevention Accessible to Everyone and Removing Barriers to Help by:

- Empowering individuals and communities through leadership, awareness and education
- By collaborating and partnering with support networks to reduce stigma and help save lives.

They are members of communities across this country/world who are empowering people to raise awareness to prevent suicide. They work to coordinate appropriate education, training and collaboration with local and national resources to build sustainable suicide prevention programs.

### Why yellow?

They choose the colour yellow because it became a symbol of the program when the teens began bringing us tons of yellow flowers and started tying yellow ribbons in their hair, pinning them on their clothes/hats on the day Mike died, in memory of Mike and his cherished yellow 1968 Ford Mustang. He helped so many people with that car.



### Branding-

Ribbons have been very effective over the past years representing many of different charities and illnesses.

In terms of colour, I like how they incorporated the colour yellow into it. They have their own personal reason why they choose the colour yellow which is a nice touch.

Their typeface is very bold and stands out and that's what you want. They even included their website URL onto their logo in a regular font type.

AWARE has an established network of 24 support groups in rural and urban areas across the country, which are run by our trained volunteers.

Support groups welcome people with depression and bipolar disorder as well as carers for people with the illness. We also deliver Information Outreach sessions and attend community events to give more information about AWARE and our services.

AWARE deliver mental health and well being programmes into communities, schools, colleges, universities and workplaces. These programmes include our suite of Mood Matters programmes, Living Life to the Full, Mental Health First Aid and Mindfulness.

## Branding-

With AWARE's branding, it is very bold and passionate. It stands out to everyone with the colour scheme, which is white, yellow and black.

Even though this logo is plain and simple, it tells what it is. With a simple background and a bold typeface can be very powerful and can get the message across easier.



PIPS Charity delivers Suicide Prevention and Bereavement Support Services, Counselling and Therapies across Belfast and throughout Northern Ireland.

PIPS Charity provide many services, offering Counselling and Complimentary Therapies, home visits, one to one sessions and support groups.

Their aim is to meet the demands and needs of families and individuals in our community.

PIPS Charity learned that everyone is different and needed to be able to offer an appropriate service to cater for individual needs. They offer:

- Counselling
- Alternative Therapies
- Crisis Support
- Befriending

PIPS Charity have an open door policy no appointment is needed just come along for a chat a cuppa a friendly face to help you through your trauma or worry or just having a bad day, whatever, they will be there to help.



## Branding-

The PIPS logo is very crisp and consistent. The idea behind this was a tree to represent, The organisation's origins are linked to the unfortunate tragedy of 14 young people taking their own lives over a short period of time and the coming together of a range of stakeholders compelled to try to address the issue.

The organisation began, and very much remains, a community led organization with a strong grass roots led ethos to suicide prevention and self-harm.



Meeting the client

On the 3rd of October, we meet our clients for the first time. This was located in the University of Coleraine.

This meeting was organised for us to get to know the campaign, in terms what they do and how they help the wider community.

This meeting was very helpful for us as a team. We researched the S.A.F.E.R campaign and it was a very hard campaign to get a grasp of because its such a strong topic, and it has because a issue in Northern Ireland recently. The suicide rates are increasing every year.



Brief

The Safer Campaign which stands for Support Automatically For Everyone Referred, strives towards for coroner lead counselling service to be introduced.

The current method for bereavement support is falling short, as the following problems have been identified; difficulties with referral, lack of information on the support that is available, no referral for those who die in hospital, and time delays in receiving support.

The campaign understands that many people do not want the support of the services available, but they want to give a voice to those who are not offered support, and therefore suffer in silence.

The changes the Safer campaign would like to see are; the PSNI leaving information packages on the services and also leave the coroners number as they can help provide support, the people who are bereaved are only offered help straight after the incident has happen and therefore those who are affected aren't always aware that they need the help.

Therefore, the Safer campaign would also like to see the Coroner's contact the family within 48 hours, the campaign believes that this can help the family understand the procedures, give practical guidance and make an open offer of referral for support.

## Identified Audiences

This campaign has two set of primary audiences, The public health agency and the Department of Justice.

### Department of Justice

The department of justice is a majority government department., at the heart of the justice system. They aim to protect and advance the principles of justice.

Their vision is to deliver a worldclassjustice system that works for everyone within Northern Ireland.

The SAFER campaign are working closely with the Department of justice as they have not accepted the idea of a coroner lead service.

## Public Health Agency

The public health agency is a multi- disciplinary and multiprofessional body. The agency has four key functions which nclude:

- The improvement of health andsocial well-being,
- Health protection,
- Public health support to commissioning and policy development
- Research and development

On the public health agency website, they state that they want to provide a renewed and enhanced focus on public health and wellbeing. This is why the SAFER campaign would like to work closely with them as they believe a coroner lead service will help enhance the health and wellbeing of those who have



## Media Outputs

1. Create a New visual identity for SAFER
2. Create new hard copy media including leaflets and pop ups
3. Capture video footage of campaigners and why they are involved to be used on social media.
4. Create and info/motion graphic identifying key statistics to raise the profile of the campaign

## Rebrand

The SAFER campaign has requested a rebrand as the current theme and logo was old and dull. The rebrand is to try and bring more attention towards the campaign by giving it a new creative image, as a lot of the current work that they are doing goes on to their social media platforms it needs to be eye grabbing to gain the attention of the audience.

We think a clear bold typeface such as 'LemonMilk' or 'TheNext Font' would be a great way to represent the campaign as these fonts are large, bold and easily read.

## Video

The SAFER campaign has requested a set of video clips which will focus on the needs of the families but more important the journey they have travelled.

This video clips will contain interviews and will serve an important role in the campaign as it is giving those who don't have a voice the chance to speak. Along with this we are to attend a campaign and capture the campaigners and ask about their involvement with the campaign.

## Motion infographic

This will include a visual representation of information and data regarding suicide and the treatment given after.

The SAFER campaign has a series of data sources which are personal to them which is the best information to use. As these will be used across their social media account to show people the true on suicide.



Project schedule

Task	Aim	Actions	Time frame
Client Analyse	<input type="checkbox"/> To understand the client and build a brief.	<input type="checkbox"/> Review online content <input type="checkbox"/> Research similar organisations <input type="checkbox"/> Outline Outputs <input type="checkbox"/> Define project goal	Completed by: October 10th
Project Proposal	<input type="checkbox"/> Finalise Brief for the client	<input type="checkbox"/> Outline Outputs <input type="checkbox"/> Production Schedules <input type="checkbox"/> Finalise the brief and the needs of the client	Completed by: October 18th
Project Development	<input type="checkbox"/> To research existing content and start development	<input type="checkbox"/> Research design concepts <input type="checkbox"/> Research online interviews <input type="checkbox"/> Build designs and mock-ups <input type="checkbox"/> Storyboard the motion graphics.	Completed by: October 26th
Develop for pitch	<input type="checkbox"/> Create a rough draft of pitch document	<input type="checkbox"/> Have three design ideas prepared with different aesthetics <input type="checkbox"/> Clear storyboards for motion graphics	Completed by: November 1st
Pitch Amendments	<input type="checkbox"/> Re-adjust any issues that the client may have had with the pitch document	<input type="checkbox"/> Review designs in case of required changes. <input type="checkbox"/> Review Storyboards in case of any changes <input type="checkbox"/> Review brief document to ensure we all understand the necessary outputs.	Completed by: November 18 <sup>th</sup>
Technical Analyse	<input type="checkbox"/> Outline equipment required for interviews	<input type="checkbox"/> Prepare for interviews by looking into the necessary equipment to conduct interviews. - Matthew	Completed by: November 20 <sup>th</sup>
Video & Motion Graphics Production	<input type="checkbox"/> Develop motion graphics <input type="checkbox"/> Film interviews <input type="checkbox"/> Create rough draft of the interviews	<input type="checkbox"/> Develop the motion graphics under the specifications of the storyboard. – Alanna & Rachelle <input type="checkbox"/> Film the interviews at location – Everyone <input type="checkbox"/> Edit interviews - Matthew	Completed by: December 5th

- Video & Motion graphics
- Have a rough draft of the interviews conducted.
  - Present the motion graphics to the client – Alanna & Rachelle
- Presentation
- Have a rough draft of Motion Graphics
  - Present a rough draft of the edited interview to the client - Matthew
- Final adjustments
- Adjust the any issues that the client has with the motion graphics
  - Implement the client feedback into the final product
  - Adjust any issues that the client has with the interviews.

Completed by:

December

9th

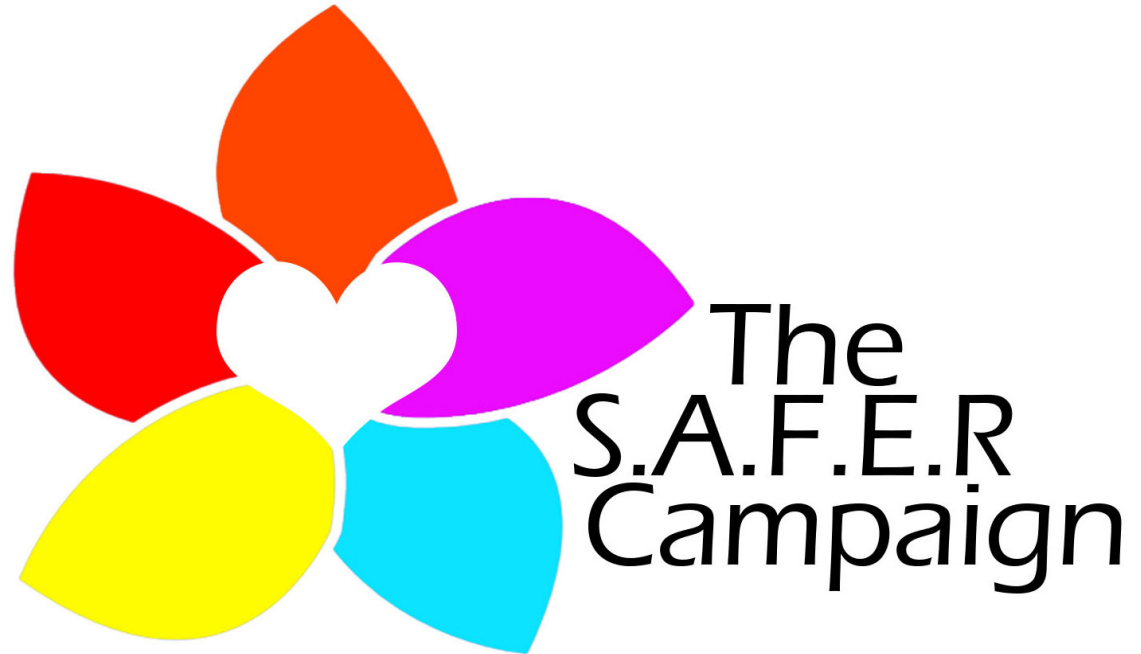
Completed by:

December

14th



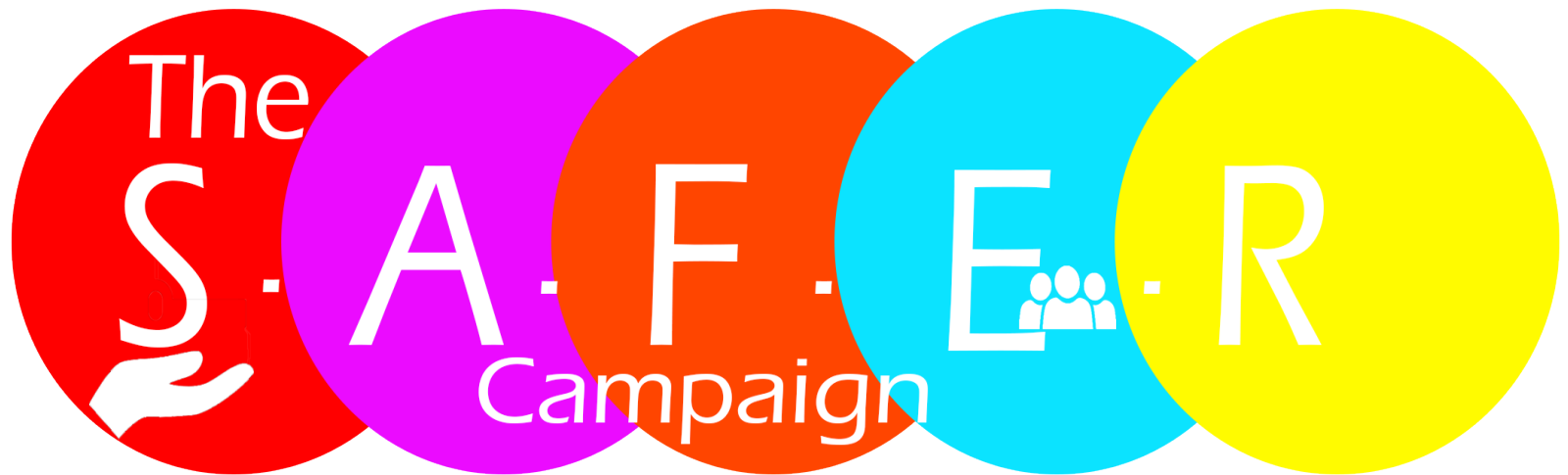
My design work



I came up with this design by thinking about a flower as it is a part of many significant occasions in our lives. It symbolises purity, eternal life and thoughtfulness. With each of the petals being connected as one will mean even more, that everyone is always together and it will always regrow within your heart and as a flower.

Colour scheme-  
Red- promotes energy, strength and motivation  
Orange- promotes inner strength, self-esteem and stimulates the body  
Yellow- promotes mentally stimulating, self-confidence and up lifting  
Blue- promotes calm, peace and healing  
Magenta- promotes letting go, moving on and compassion



The logo for 'The SAFE-R Campaign' consists of five overlapping circles in a row. From left to right, the circles are red, magenta, orange, cyan, and yellow. The word 'SAFE-R' is written in large white letters across the circles. The 'S' is in the red circle and includes a white icon of a hand. The 'A' is in the magenta circle. The 'F' is in the orange circle. The 'E' is in the cyan circle and includes a white icon of three people. The 'R' is in the yellow circle. The word 'The' is positioned above the 'S' and 'A' circles. The word 'Campaign' is written in white below the 'A', 'F', and 'E' circles.

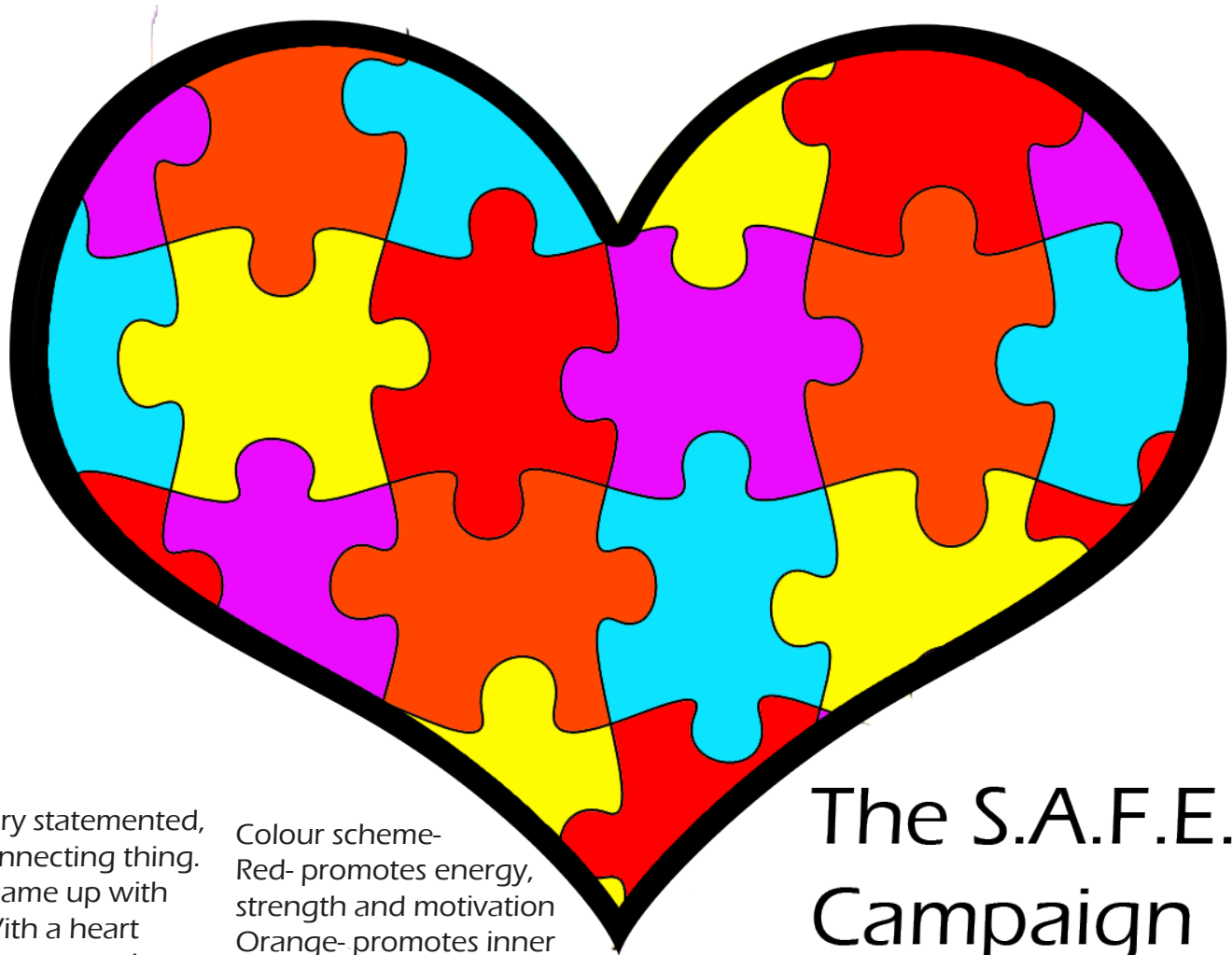
# The SAFE-R Campaign

Through researching many other campaigns through the similar topic, I noticed that many had vector images to show what they do, so I decided to take that on board. And this is how I came up with this idea.

Colour scheme-  
Red- promotes energy, strength and motivation  
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Blue- promotes calm, peace and healing  
Magenta-promotes letting go, moving on and compassion







Jigsaws are very statemented, in terms of connecting things. This is how I came up with this design. With a heart outline and jigsaw puzzles that are connected, in terms of everything will be okay once you are all together.

Colour scheme-  
Red- promotes energy, strength and motivation  
Orange- promotes inner strength, self-esteem and stimulates the body  
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Magenta- promotes letting go, moving on and compassion

## The S.A.F.E.R Campaign



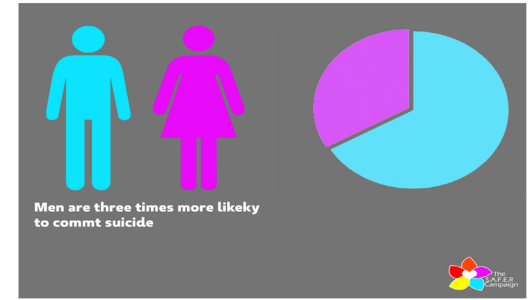




To start of with this info motion graphic, this screen will simply just show the "S.A.F.E.R Campaign" logo. The logo will just be a still image just to start of. It will fade away for the next screen to appear.



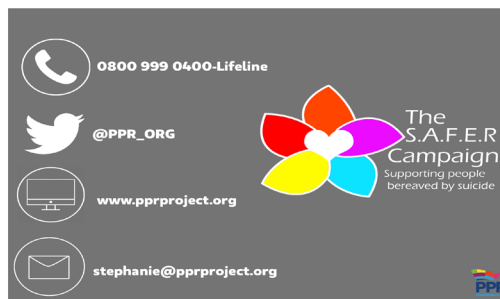
This screen will show you the map of Northern Ireland. The arrow will go up wards on the screen, to indicate that Northern Ireland has the highest rates of suicide deaths. The map will just be a still image.



This screen will show the gender that has been more likely commit suicide. The pie chart will be drawn on once the screen is on. Then the text will appear to support it.



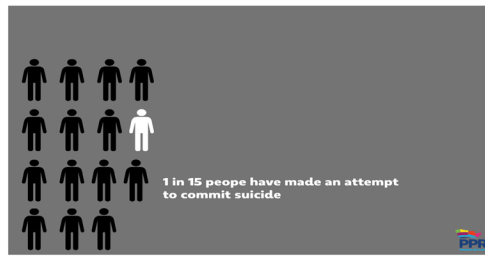
This screen has a fact on it. The text will be appear as someone is typing it. The "more" will appear big once everything is on the screen, it will also do the say for "17" and "30".



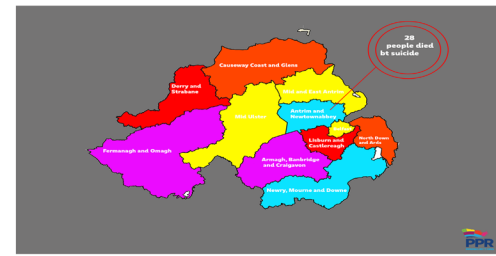
This screen is the finishing scene of the info motion graphic. These media platforms will all suddenly appear, shortly after the details will appear.



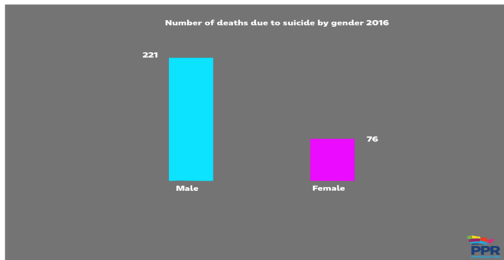
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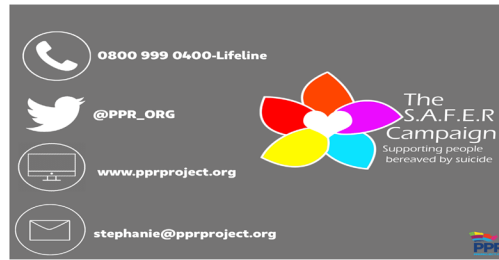
This screen has a fact on it. The text will be appear as someone is typing it. The "1" and "15" will appear big once everything is on the screen.



This screen will show the map of the districts of Northern Ireland. The map will appear with the opacity being low to high. The information will appear and disappear for each district.



This screen will show the deaths per gender. The bars will go up to the point where it needs to stop.



This screen is the finishing scene of the info motion graphic. These media platforms will all suddenly appear, shortly after the details will appear.

A dark gray, textured brushstroke background with a rough, hand-painted appearance. The stroke is horizontal and centered on the page.

Pitch meeting

Our pitch meeting was on the 15th of November 2018, it was located in Ulster University, Belfast.

Simply what happened at the meeting was, our clients had to pick which they think in terms of how they have explained how the S.A.F.E.R campaign works to us, the best logo designs that they think would suit the campaign.

It is very difficult to pick a logo that has to represent such a strong campaign. Our client had to think of how others think about the logo to, in terms if it was stereotyping another or was it to out there. There was very strict guidelines.

For the other media packages, the motion graphic had to be very information based. The clients wanted it to give out as much feedback as it could.

This was quite the difficult task, as a motion graphic is an animation and is short. Trying to bit a bulk of important information was hard, as they wanted a lot of information in it.

Also with it being a such a topic that it has hurt a lot of families, there was also strict guidelines with the wording in places and a few graphs and maps. These were presented as storyboards.

The interviews were another media that we had to create. Basically we had to film selected amount of people that were comfortable behind the camera to talk about their past within bereavement or helping within the S.A.F.E.R Campaign.

Each of us had our own designs each for their brief. We also added in a few extra paper, advertisements and pins just to show them how the logos would look like in different media platforms.

The client got us up individually to look at our designs, we talked through them all in terms how did we come up with the design etc.

Our client took a moment and put each of our designs out and went through them all, she ended up picking my designs. She thought it was best suited for the campaign. We then discussed a new tag line for it also, and some color changes just to see how it looked.

She discussed the motion graphic with us, some of it need reworded and other she wanted some of her own stuff in which she will e-mail it to us.



Client feedback





# The S.A.F.E.R Campaign

The right support at the  
right time for people bereaved by  
suicide



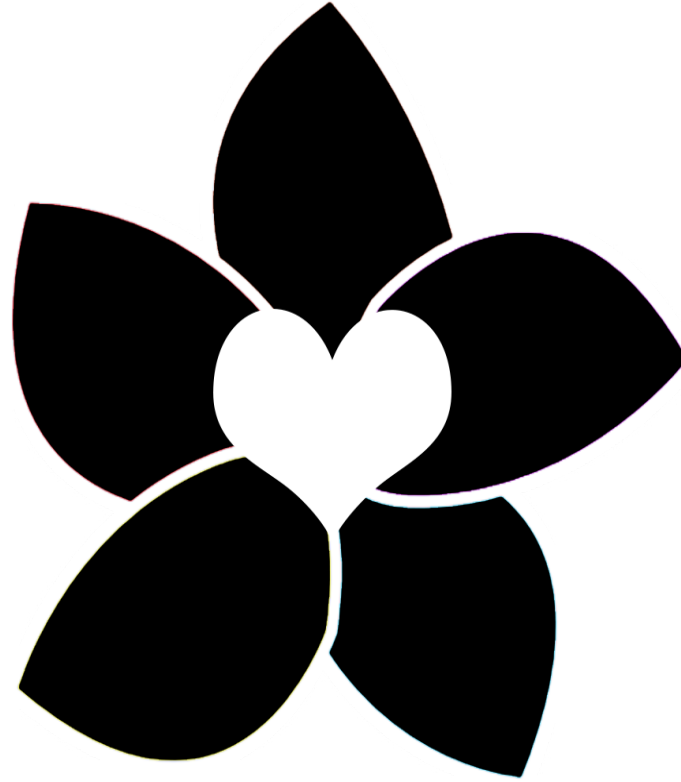


# The S.A.F.E.R Campaign

The right support at the  
right time for people bereaved  
by suicide









# The S.A.F.E.R. Campaign

The right support at the right time for people bereaved by suicide



@PPR\_ORG



[www.pprproject.org](http://www.pprproject.org)



[stephanie@pprproject.org](mailto:stephanie@pprproject.org)





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[stephanie@pprproject.org](mailto:stephanie@pprproject.org)







A horizontal, textured grey brushstroke background with a rough, painterly edge, centered on a white background.

Motiongraphic

Our pitch meeting was on the 15th of November 2018, it was located in Ulster University, Belfast.

Simply what happened at the meeting was, our clients had to pick which they think in terms of how they have explained how the S.A.F.E.R campaign works to us, the best logo designs that they think would suit the campaign.

It is very difficult to pick a logo that has to represent such a strong campaign. Our client had to think of how others think about the logo to, in terms if it was stereotyping another or was it to out there. There was very strict guidelines.

The client wanted a motion graphic that was very much information based.

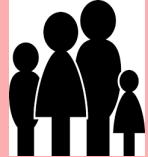
They give us a leaflet that they wanted turned into a motion graphic.

They didnt want much motion in it, as i said it was very much so information based, but we had to make a few extra ones to show the client as it didnt show the ability we had of our skill using after effects in terms what they wanted.



## SUPPORT TO BEREAVED FAMILIES: A CORONER-LED PROCESS

1. PSNI LEAVES  
INFO PACK AND  
CORONER'S  
DETAILS WITH  
THE FAMILY



2. CORONER  
RECEIVES SD1  
FORM AND  
CONTACTS  
FAMILY WITHIN  
48 HOURS.

3. Coroner's Liaison Coordination  
Team(LCT):  
-helps family understand  
procedures  
-gives practical guidance  
-makes an open offer of referral  
for support

If the family  
does not want  
support, their  
wishes are  
respected.

If the family  
does want  
support, LCT:  
-discusses  
needs with the  
family  
- draws up a  
support plan  
-sends the plan  
to relevant  
agencies  
-Trusts,  
GPs, voluntary  
agencies  
support the  
family



for more information contact  
[Stephanie@pprproject.org](mailto:Stephanie@pprproject.org)



A dark, textured brushstroke background, resembling a thick application of charcoal or dark grey paint, with irregular, feathered edges. The texture is grainy and uneven, giving it a hand-painted appearance. The stroke is horizontal and centered on the page.

# Filming interviews

We filmed on the 6th of December. The location was the PPR building in Belfast.

We had to hire out equipment to bring with us to film, we brought 2x AC90 kits, lightning kit and 2x osmo gimble.

Stephanie, our client booked out a group meeting room in the permisses. Now the room wasnt very ideal for us, as there was so much in it meaning hardly any room for us to set up withing casting a shadow.

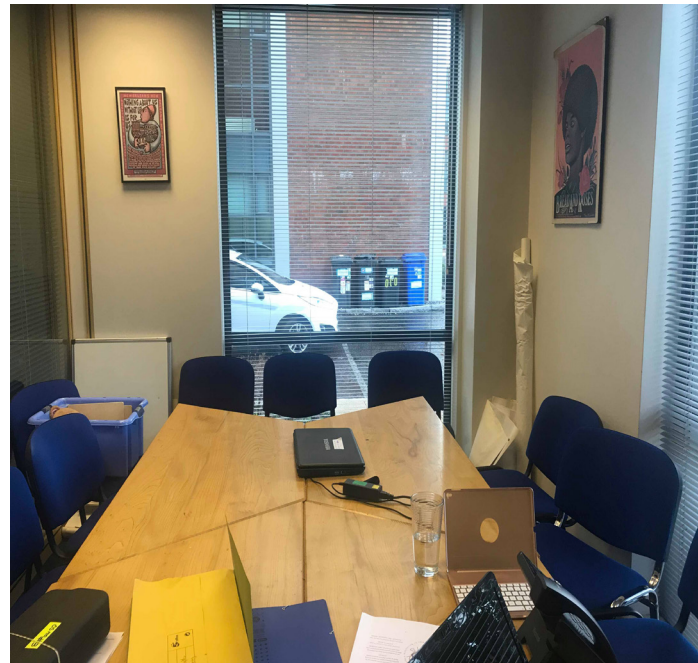
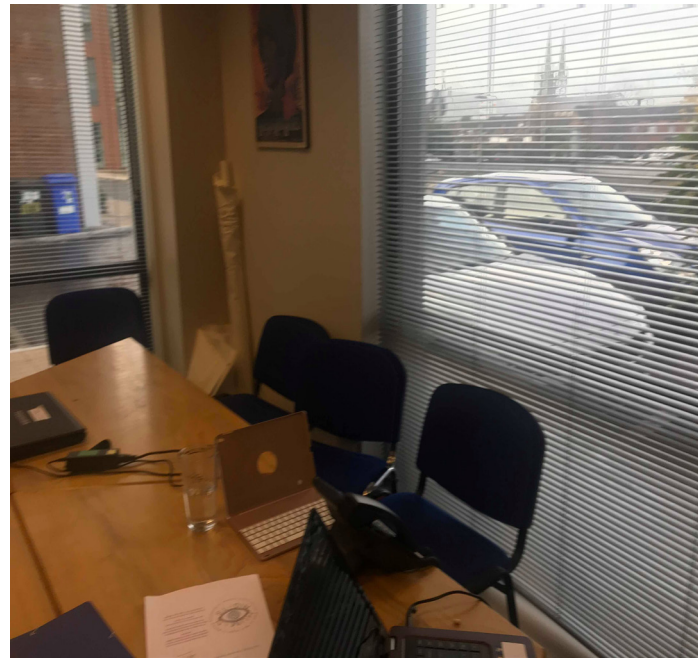


We had 5 participants to interview, trying to set up everything in the room was a task as there was so much in it. We had to try and cast the shadow out of the shoot and the b roll camera. With trial and error we got the shadow out.

After interviewing 3 participants, our time in the room was up and we had to move to a different room. We had to pack everything up and change location within the permissions.

We had to set up once again. The second we got allocated was very small and cluttered.

We had two interviews to film in this room. After setting up and casting out the shadows that this room had, we began to film the rest of the interviews.





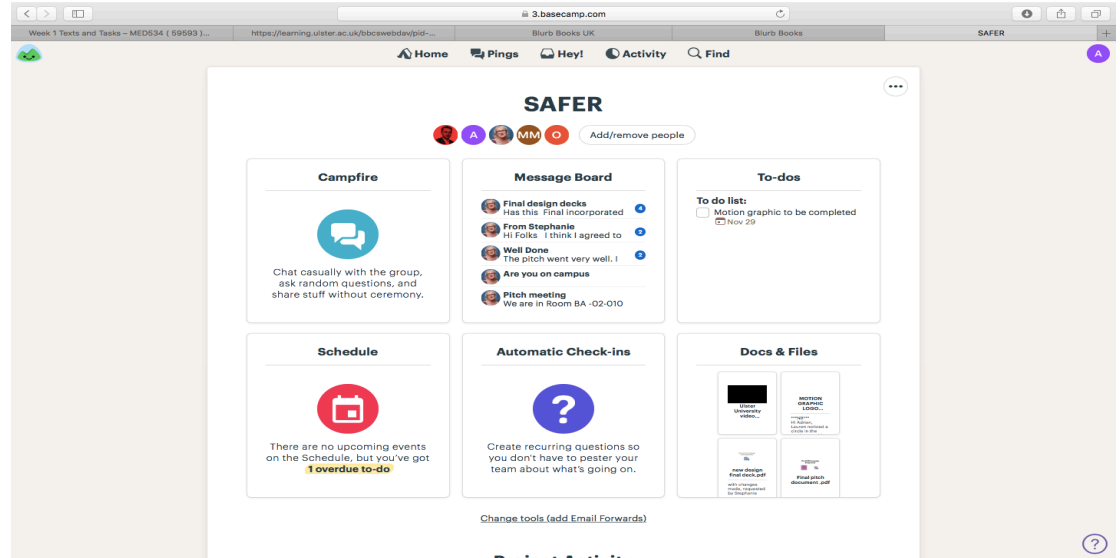
Communication

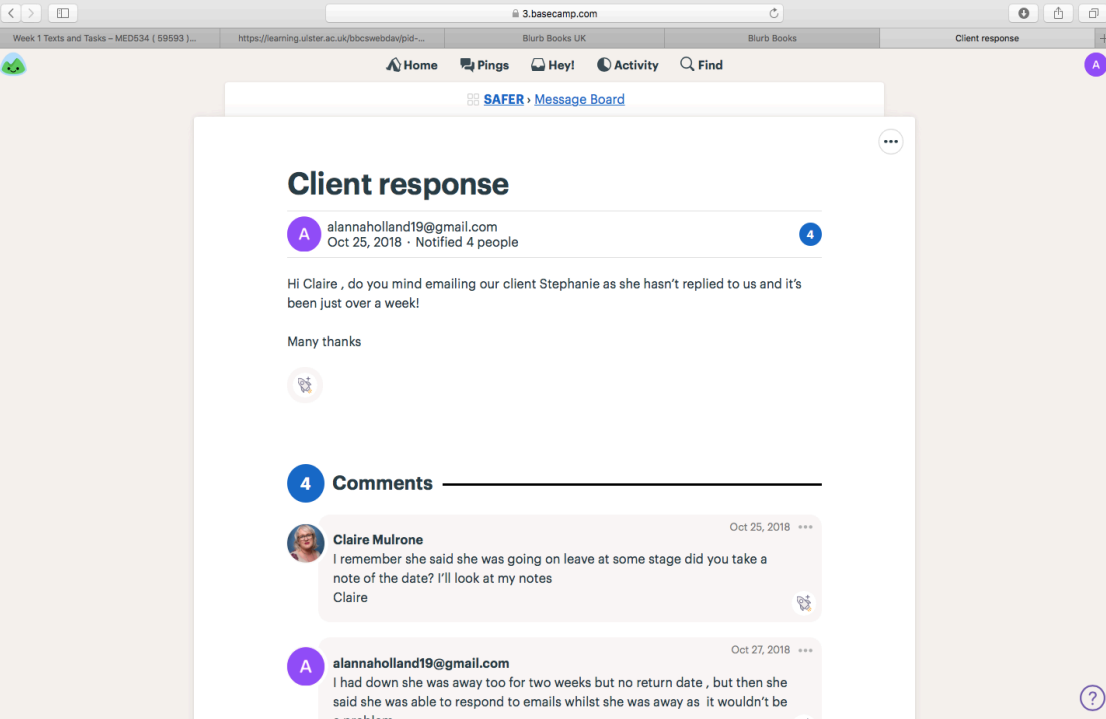
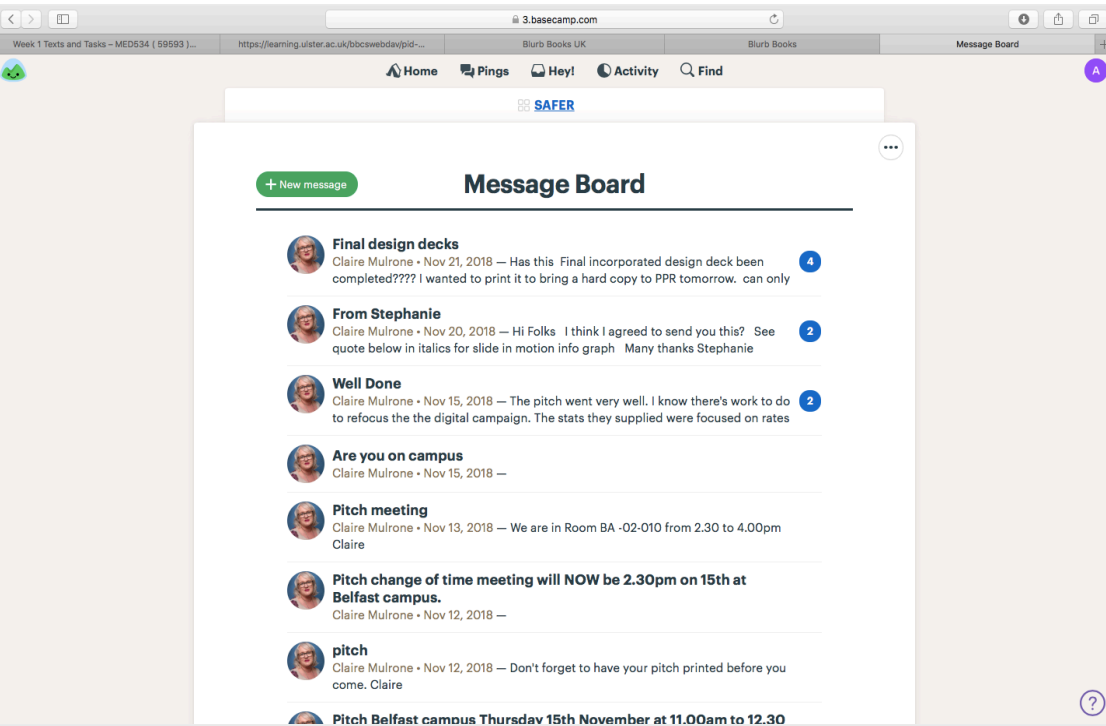




# Basecamp

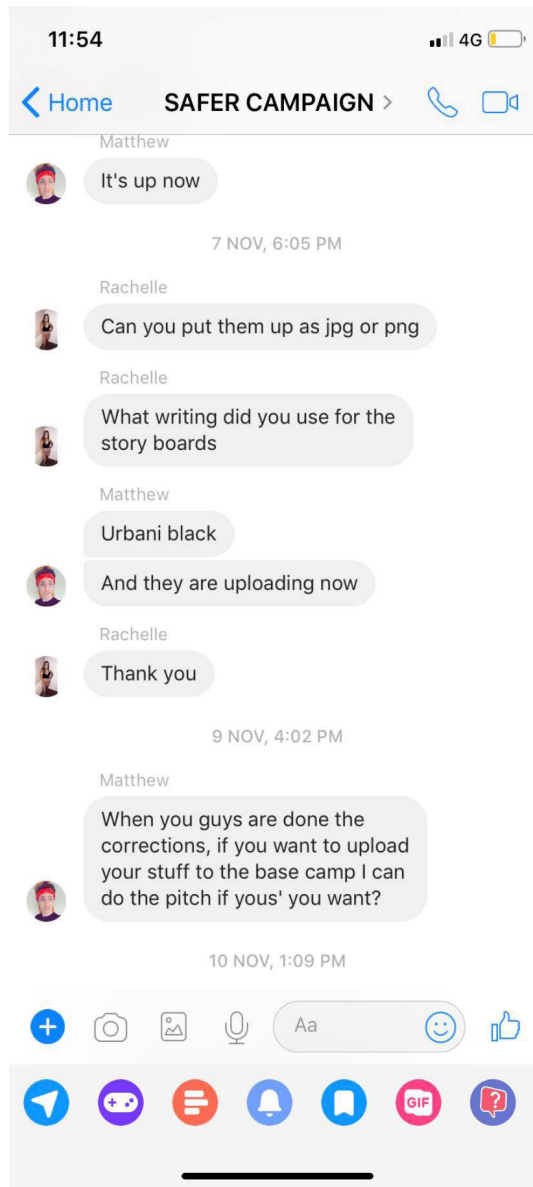
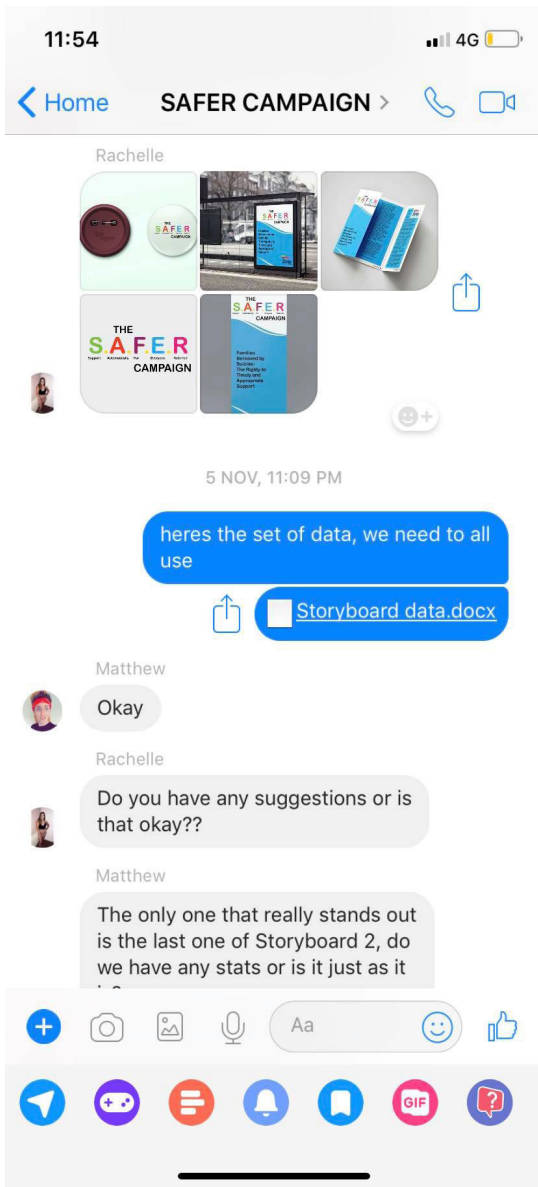
Basecamp is a hugely popular and (at least in the web design industry) ubiquitous project management tool used by many web agencies, helping them to manage projects and collaborate with clients.





We communicate through the message board, so anyone can reply to any of the messages that are being sent in.

Each of the messages that are sent in our read by everyone that is cc in. This is because if anything gets out of hand, Claire can help us handle it or she can too.



We also used facebook as a form of communication within our group.



# Final Media Package



# The S.A.F.E.R Campaign

The right support at the  
right time for people bereaved by  
suicide



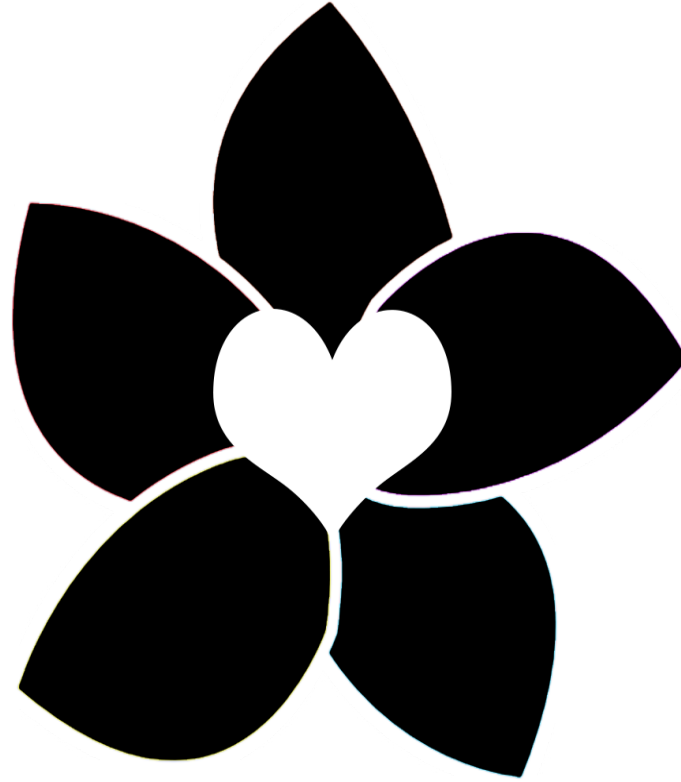


The  
S.A.F.E.R  
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**PPR**  
PPRPROJECT.ORG



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right time for people bereaved by  
suicide

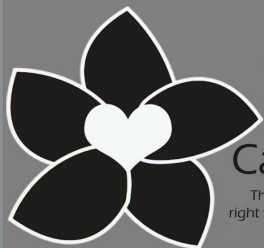
 @PPR\_ORG



[www.pprproject.org](http://www.pprproject.org)



[stephanie@pprproject.org](mailto:stephanie@pprproject.org)



# The S.A.F.E.R Campaign

The right support at the  
right time for people bereaved  
by suicide

 @PPR\_ORG



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# The S.A.F.E.R Campaign

The right support at the right time for people bereaved by suicide

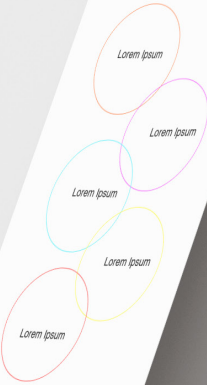


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# The S.A.F.E.R Campaign

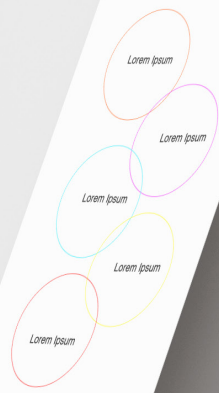
The right support at the right time for people bereaved by suicide

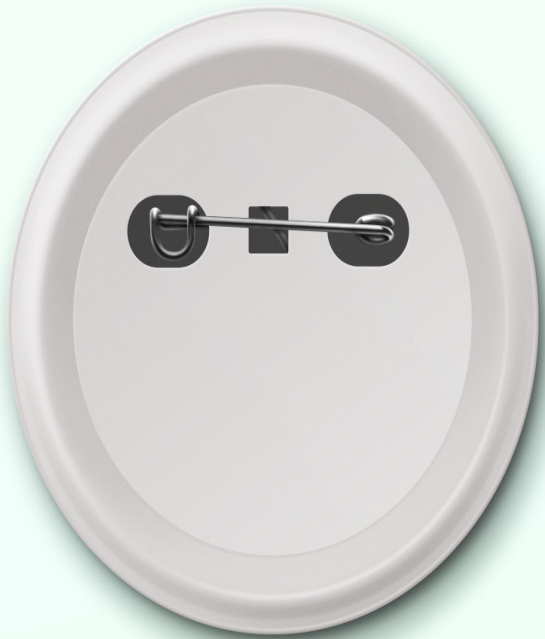


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The  
S.A.F.E.R  
Campaign

The right support at the  
right time for people bereaved by  
suicide











S.A.F.E.R. activists raised awareness of the campaign at  
Protect Life 2 Suicide Prevention Workshops in every Health  
Trust in N. Ireland





The  
S.A.F.E.R  
Campaign

The right support at the  
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suicide



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Families whose loved ones  
die in hospital  
following a  
suicide attempt  
are not offered any  
support

In Northern Ireland  
there was **305**  
deaths by suicide in  
**2017**





For every suicide in  
Northern Ireland  
135 people are affected.  
That means 41,175 people  
were affected by suicide in  
2017



People bereaved are  
more likely to attempt to **take  
their own life** and up to **80%**  
more likely to **leave their jobs**  
and **education**

"A suicide is an incredibly traumatic event for all those affected, particularly those who witness the death scene. Due to the psychophysiological effects of trauma, individuals are not in a position to evaluate their own support needs. In addition the survivors may feel angry or let down by the services that are offering this support."

Siobhan O'Neill

3.

Coroner's Liaison Coordination Team:

- helps family understand procedures
- gives practical guidance
- makes an open offer of referral for support



Evaluation

Due to the amount of feedback we got from the brief corrections till pitch meetings and to actually making the media package, we have finally come to the point that we are all happy in terms of what we have did for our clients and for this important campaign, and we hope this new brand will help them get what they want and have all the supporters with them on board. Everything was a success through design, till communicating till actually getting on as a group. We are glad that we picked this project to start of with.

