

fiona.

PROCESS BOOK

CREATIVE BRIEF

CLIENT:

Crisis Text Line

PROBLEM TO SOLVE:

Social stigma behind non-suicidal self injury causes those suffering shame and continues the cycle as hiding can prevent from seeking the help that is needed.

TARGET AUDIENCE:

I want to reach college age and adults because there is less emphasis on reaching that age about self-harm when there is a lot of misinformation out there despite being one of the highest age ranges to self injure.

OBJECTIVES:

Encourage those suffering from NSSI (non-suicidal self injury) to reach out for help. Teach about lesser known and understood methods of self-injury and the stigma surrounding it.

MANDATORIES:

Call to Action

Web address

Logo

tone:

This is going to be a very serious topic, but there should be nothing too graphic or triggering in the images. Scars and injuries will be represented through more abstract elements.

COMPETITORS:

Mental Health America, National Institute of Mental Health, American Foundation for Suicide Prevention, National Association on Mental Illness

DELIVERABLES:

11x17 poster

Three full sequential advertisements for magazines

One outdoor advertisement

Website layout

One item of choice that shares message in a unique way

WHAT IS SELF-INJURY?

NSSI (Non-suicidal self-harm) is when someone repeatedly and intentionally hurts themselves through different methods such as skin cutting, head banging, or burning. This is not intended to be lethal and is often used as a way to cope with painful or hard-to-express feelings. Frequent body parts that are targeted are arms, thighs, and front of torso, but any area of the body may be used.

TYPES OF SELF-INJURY

Cutting with sharp objects

Punching themselves or punching things like a wall

Burning themselves (often with cigarettes, matches, candles)

Hair pulling

Breaking bones or bruising

DEMOGRAPHICS

15% of college students have engaged in NSSI at least once (Journal of American College Health). Studies range from 17%-35%. 5% of adults engage in self-injury. At least 35% of males self-injure but it could potentially be more because they present different and are likely underreported. People self-harm regardless of race or socio-economic status. Members of the LGBTQ+ community are more likely to self-injure. Gay and bisexual males are more likely to self-injure than heterosexual men. 47% of bisexual females self-injure.

MYTHS AND MISCONCEPTIONS

Common stereotypes are that self-injury is used as an 'attention-seeking' tactic. Most self-injury is done in secret and many find it difficult to seek help because of harmful misconceptions. Other misconceptions see self-harm as a part of subcultures like goth and emo, though there is no evidence to support that this kind of behavior is a part of those sub-cultures. Self-injury is also seen as something that can be outgrown and that only adolescents are doing it, which is blatantly wrong and affects people at any stage of life.

WAYS TO HELP

Identify if someone is at risk and offer help

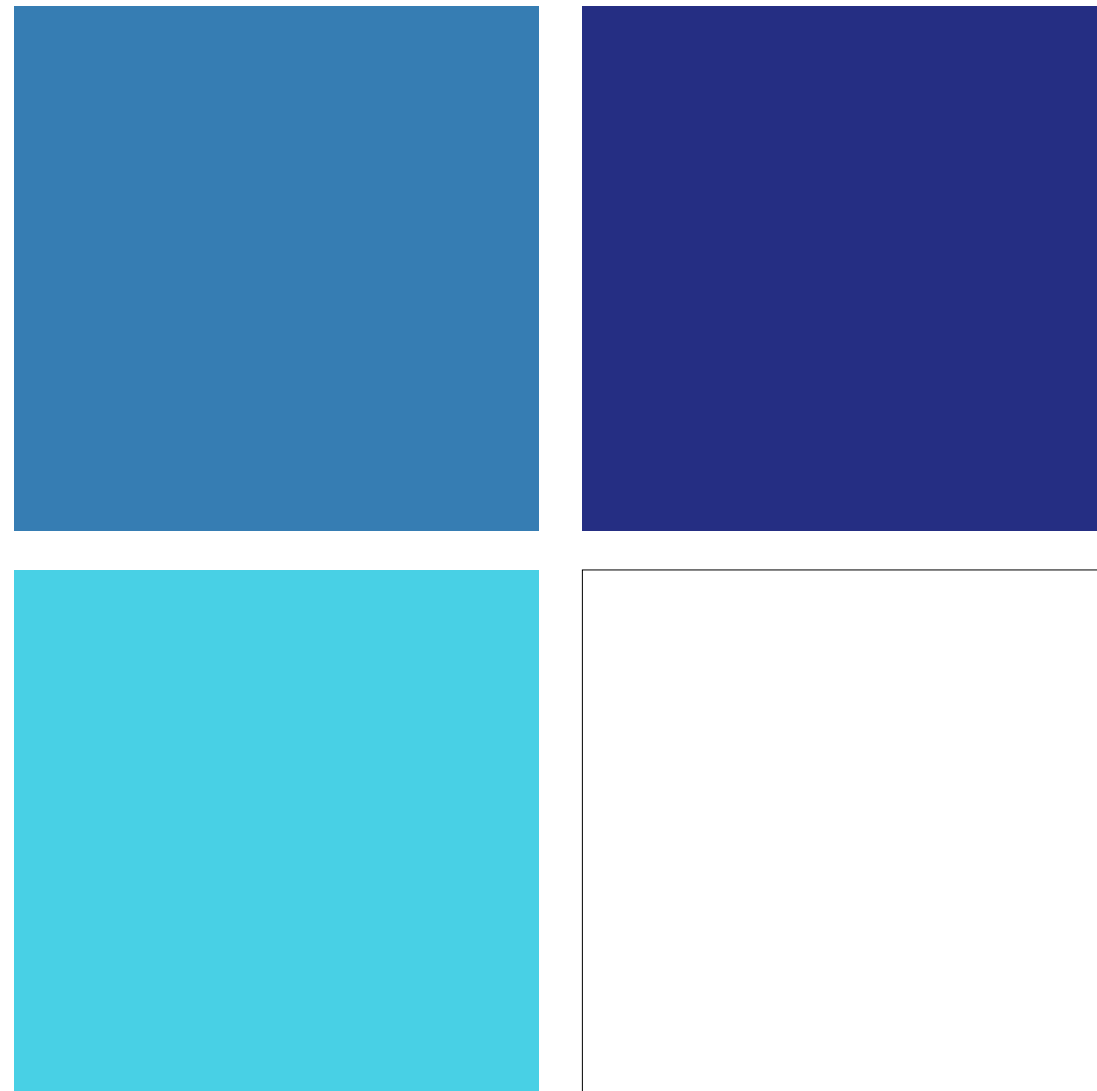
Encourage them to seek help

Build a strong network of family and friends

Raise awareness

Discourage stereotypes and misconceptions

TYPE & COLOR



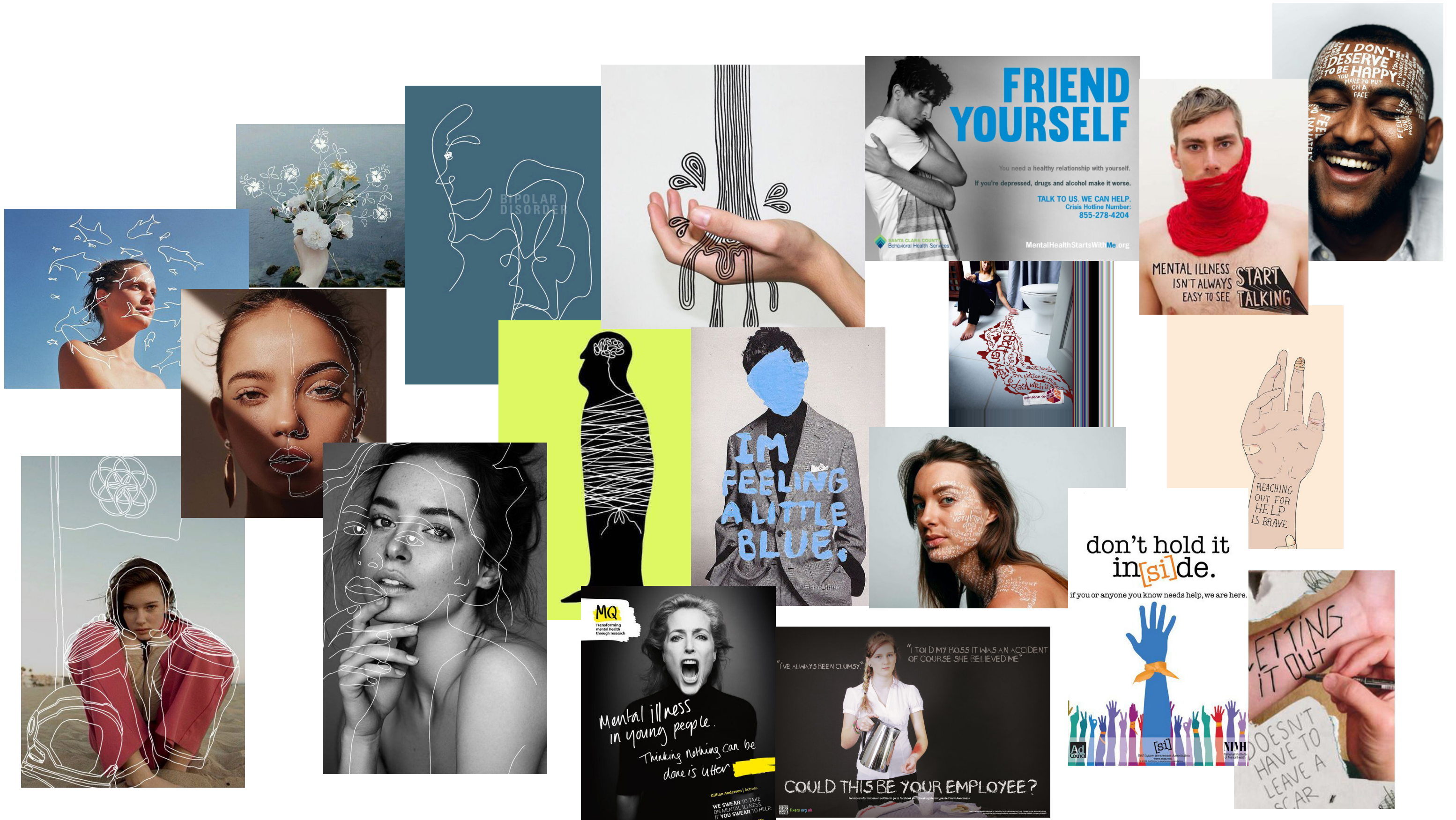
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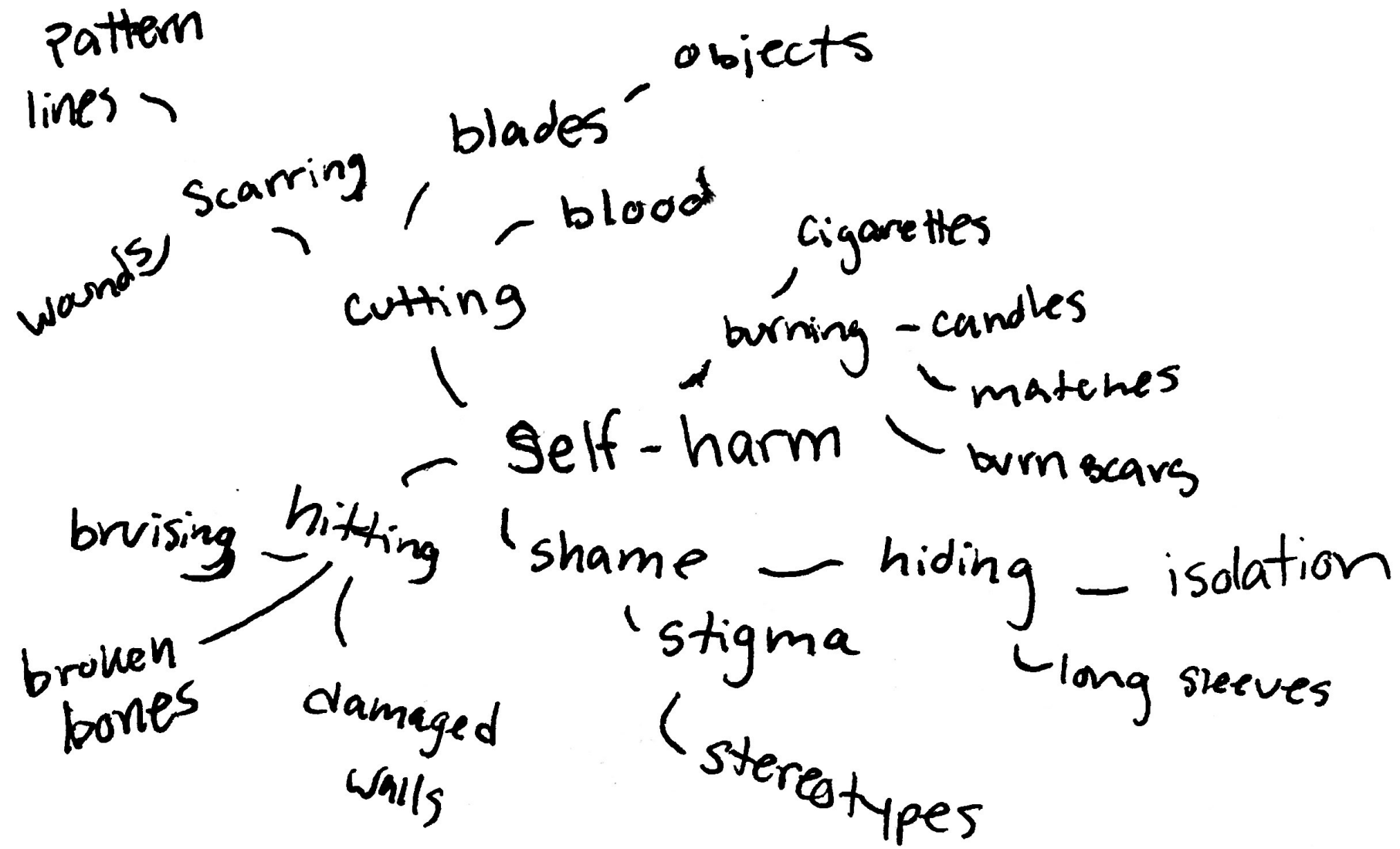
Marydale

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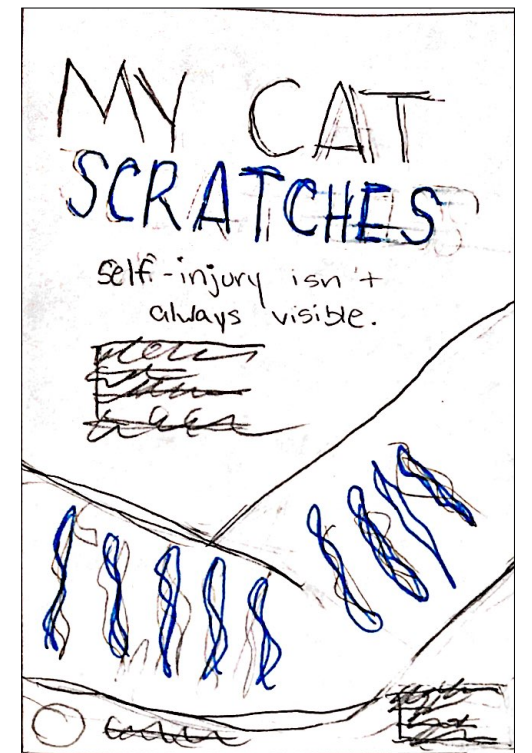
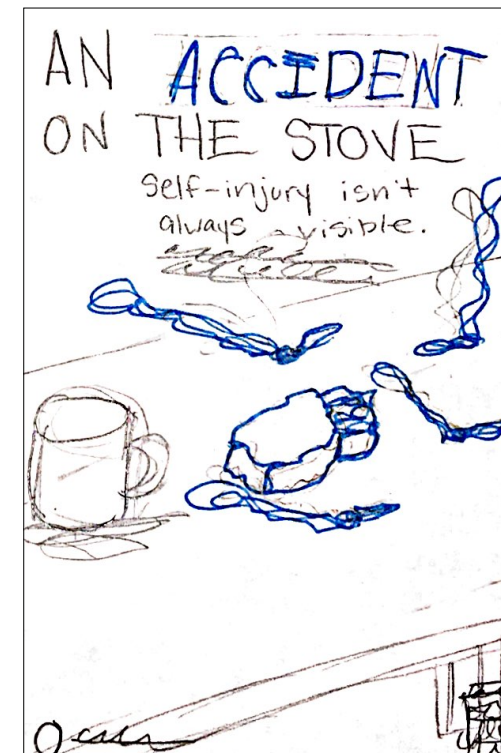
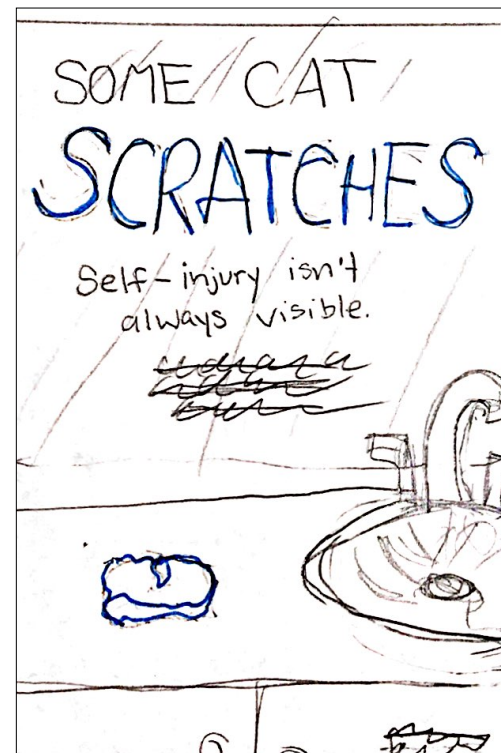
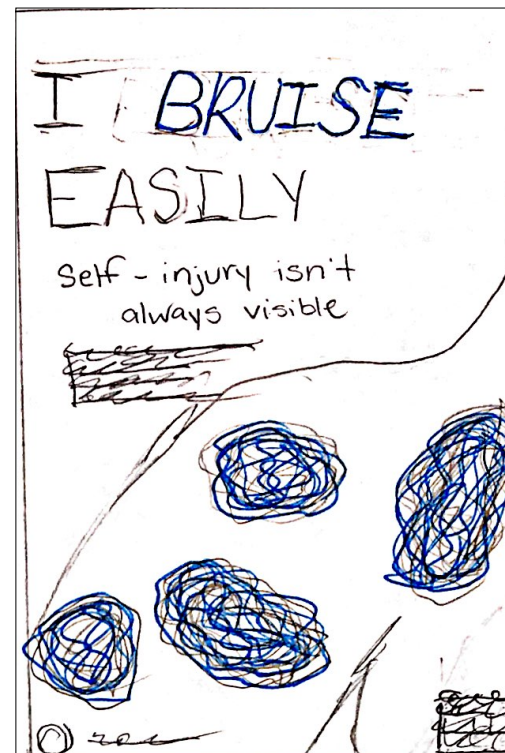
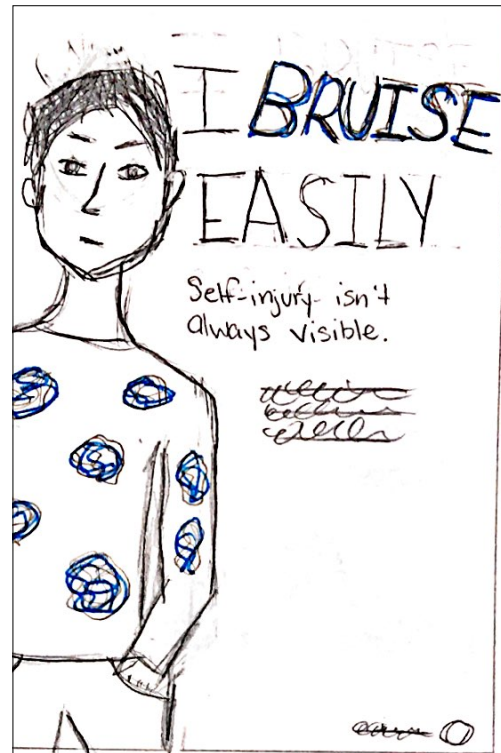
MOODBOARD



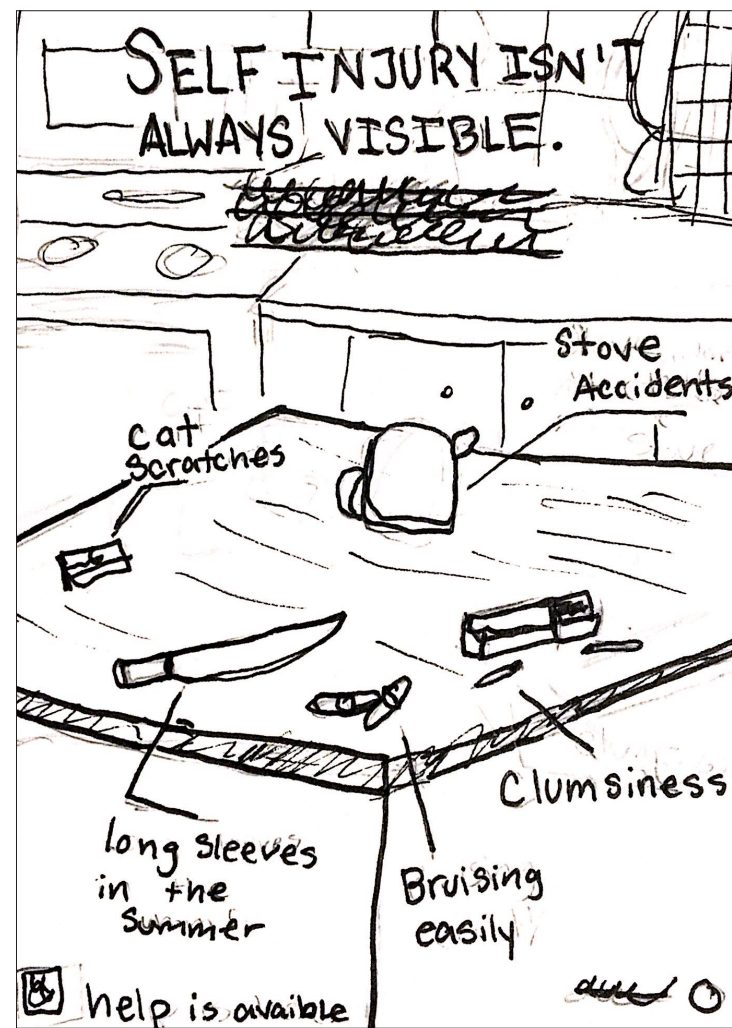
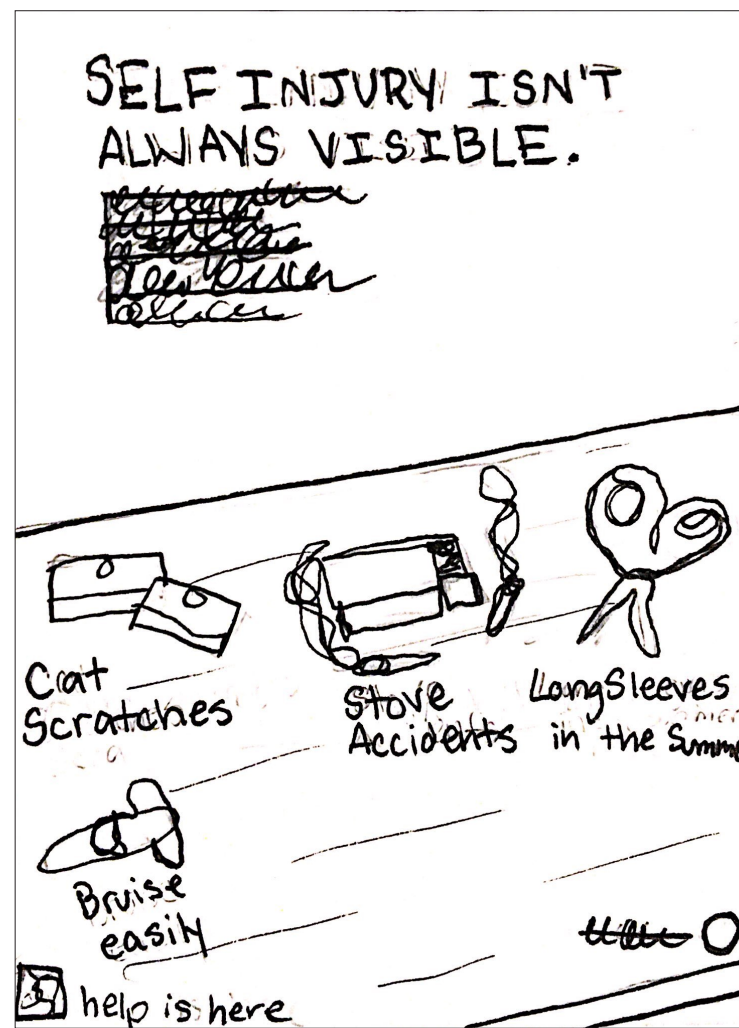
WORDMAP



SKETCHES



SKETCHES



DIGITAL ROUGHS

“IT’S FINE...MY CAT JUST
SCRATCHES”

Self-injury isn't always visible.


15% of college students have engaged at least once in self-injury.



“DON’T WORRY, I JUST
BRUISE EASY”

Self-injury isn't always visible.

35% of self-injurers are reported to be male.



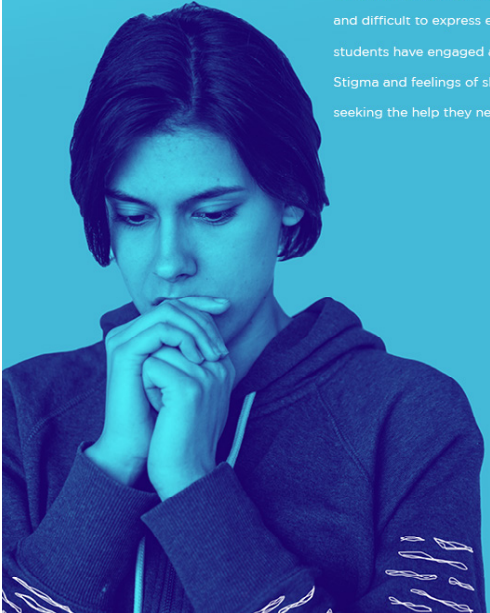
“IT’S FINE...MY CAT JUST
SCRATCHES”

Self-injury isn't always visible.

Self injury is often used as a way to cope with painful and difficult to express emotions. 15% of college students have engaged at least once in self-injury. Stigma and feelings of shame keep people from seeking the help they need.

You are not alone.
Help is available.

CRISIS TEXT LINE



JUST BECAUSE IT’S NOT **VISIBLE** DOESN’T MEAN IT’S NOT **THERE**.

If you or a loved one self-injures, help is available to you.

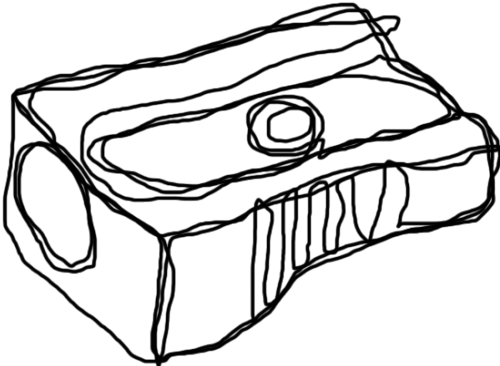
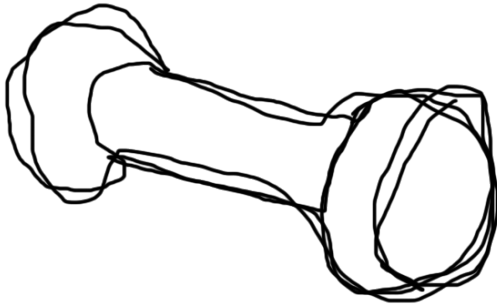
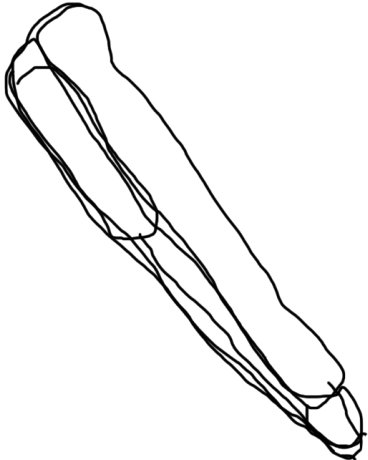
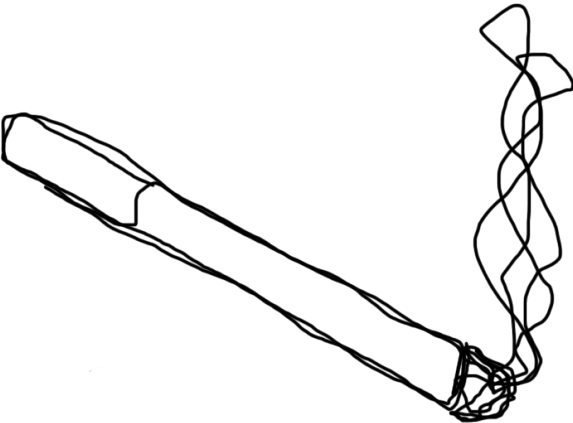
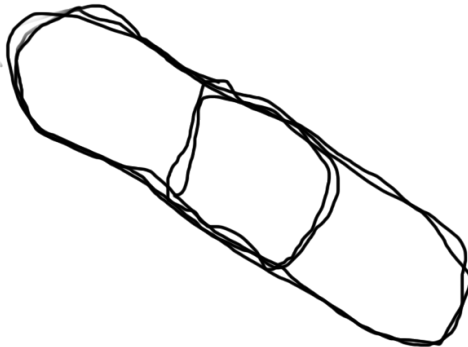
Text ‘HELLO’ to 741741



You are not alone.
Help is available.

CRISIS TEXT LINE

POSTER OBJECTS



“IT’S FINE...MY CAT JUST SCRATCHES”

Self-injury isn't always visible.

Self-injury is often used as a way to cope with painful and difficult to express emotions. 15% of college students have engaged at least once in self-injury. Stigma and feelings of shame keep people from seeking the help they need.

Letting it out doesn't have to hurt.

[CRISIS TEXT LINE](#)

Text HELLO to 741741

“NO REALLY, I JUST BRUISE EASILY”

Self-injury isn't always visible.

Self-injury is often used as a way to cope with painful and difficult to express emotions. 35% of males are reported to have engaged in self-injury. Stigma and feelings of shame keep people from seeking the help they need.

Letting it out doesn't have to hurt.

[CRISIS TEXT LINE](#)

Text HELLO to 741741

“YEAH, JUST ANOTHER ACCIDENT ON THE STOVE.”

Self-injury isn't always visible.

Self-injury is often used as a way to cope with painful and difficult to express emotions. Self-injury occurs in at least 5% of adults. Stigma and feelings of shame keep people from seeking the help they need.

Letting it out doesn't have to hurt.

[CRISIS TEXT LINE](#)

Text HELLO to 741741

SELF-INJURY ISN'T ALWAYS VISIBLE.

If you or a loved one self-injures, help is available.

Text 'HELLO' to 741741

Letting it out doesn't have to hurt

[CRISIS TEXT LINE](#)

PENCIL SHARPENER
A way to cope

MATCHES
A release from depression

CIGARETTE
A way to express pain

HAIR STRAIGHTENER
A relief from numbness

HAND WEIGHT
A release of anger

Letting it out doesn't have to **hurt**

CRISIS TEXT LINE |

Text HELLO to 741741

SELF-INJURY ISN'T ALWAYS VISIBLE

CRISIS TEXT LINE |

+ GET HELP VOLUNTEER + LEARN + SHARE + DONATE

Text Us

Or, message us on Facebook.

SELF-INJURY ISN'T ALWAYS VISIBLE.

If you or a loved one suffers from self-injury, help is available to you.

Learn More Text Us Donate

What is self-injury?

DIGITAL FINALS

SAFETY KIT

A kit of safe alternatives to self-injury
Someone gave you this kit because they care about you!
If you need to talk to someone, text the number below to start texting one of our Crisis Counselors.

Letting it out doesn't have to **hurt**

CRISIS TEXT LINE |

Text HELLO to 741741

Letting it out doesn't have to **hurt**.
Write down what you're feeling and then tear it up.

How are you feeling?

Once you're done...**TEAR ME UP!**

If you need to talk to someone, we are here for you.
Text HELLO to 741741

Letting it out doesn't have to **HURT**.
Rip this paper when you feeling like hurting yourself.

**TEAR ME UP
INSTEAD!**

If you need to talk to someone, we are here for you.
Text HELLO to 741741

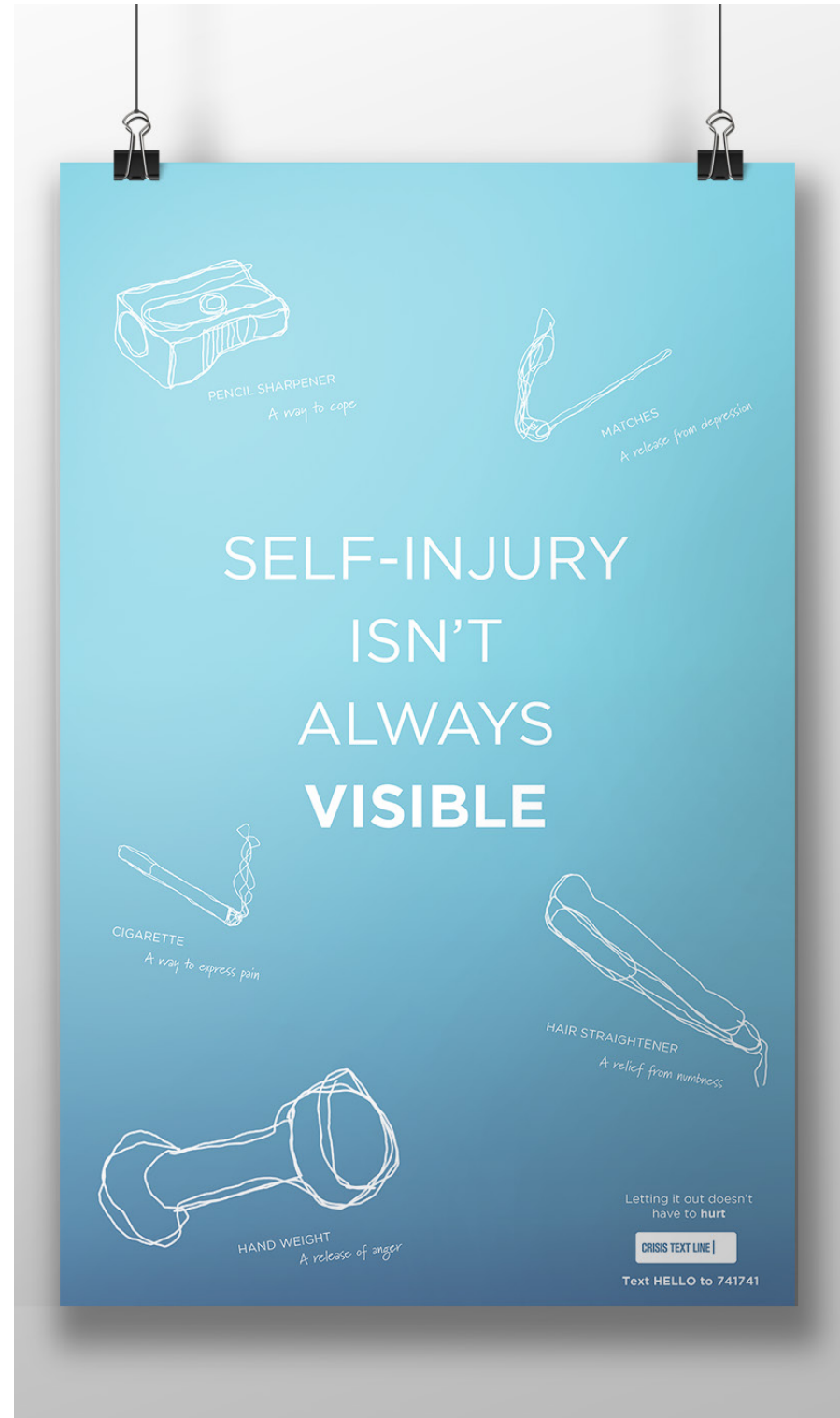
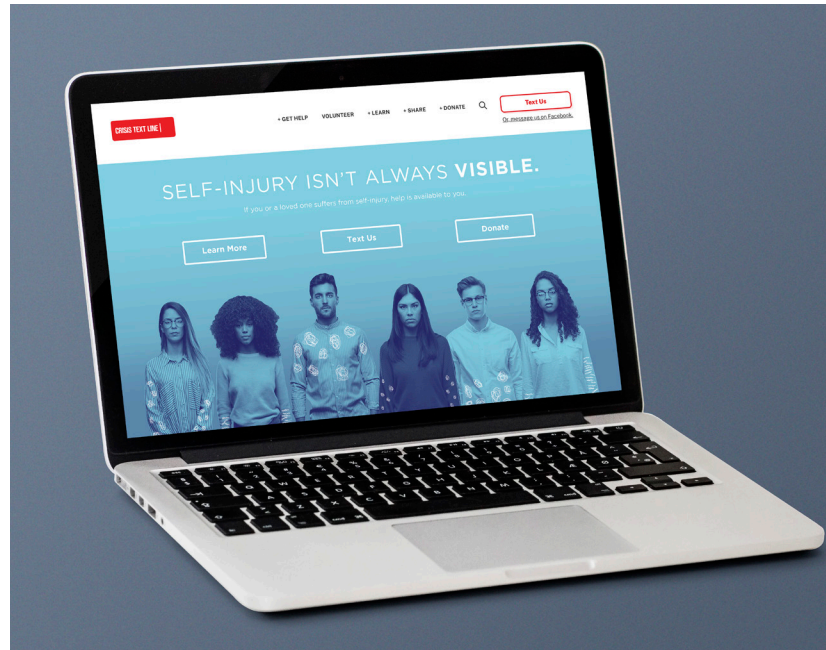
LETTING IT
OUT
DOESN'T HAVE TO
HURT

LETTING IT **OUT** DOESNT HAVE TO **HURT**

SELF-INJURY ISN'T ALWAYS **VISIBLE**.

LETTING IT **OUT** DOESNT HAVE TO **HURT**

FINAL MOCKUPS



FINAL MOCKUPS

SAFETY KIT

The unusual marketing campaign included is made up of multiple items that include safe alternatives to self-injury that can be handed out in a bag to those who are seeking help, and include all branded items.



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