# EVALUATION TOOL

For Suicide Prevention Video Programs
(used by American Association of Suicidology)

## PROGRAM INFORMATION:

<table>
<thead>
<tr>
<th>Video Title:</th>
<th>Date Produced:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distributed By:</td>
<td>Phone:</td>
</tr>
</tbody>
</table>

**Website:**

**Intended Audience:** (check all that apply)
- ES
- MS
- HS
- College
- Adult
- Seniors
- Rural
- Urban
- Professional
- Community Ed.
- Suicide Survivors
- All Cultures
- Other:

**Length of Video** ___________________________

**Primary Subject of Video:** ___________________________

**Purchase Price $ __________________**

**Rental Price $ __________________**

**Video to be used within a specific curriculum ____; or is adaptable to other programs ____**

## (A) Minimum Requirement Check List

### Content Requirements

1. The video clearly advocates preventing suicide.  
   - YES ☑ NO ☐

2. The information provided is accurate.  
   - YES ☑ NO ☐

### Practical Considerations

3. Video and sound quality are high.  
   - YES ☑ NO ☐

4. The video (or segments) are timed (15-30 min.+-) for classroom/workshop use.  
   - YES ☑ NO ☐

If questions 1-4 are all “yes,” it meets all minimum requirements.  
   - YES ☑ NO ☐

## (B) Quality Check List

If the video passed the Quick Check, rate it on a 1(poor), 2 (fair), 3 (good) to 4 (excellent) scale.

### Developmental Considerations and Cultural Appropriateness

<table>
<thead>
<tr>
<th>Item</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>5. The information is age-appropriate for the identified audience.</td>
<td>1 ☑ 2 ☐ 3 ☐ 4 ☐</td>
</tr>
<tr>
<td>6. The suicide prevention messages are clear and well presented.</td>
<td>1 ☑ 2 ☐ 3 ☐ 4 ☐</td>
</tr>
<tr>
<td>7. Video is sensitive to racial, ethnic, religious and/or gender differences.</td>
<td>1 ☑ 2 ☐ 3 ☐ 4 ☐</td>
</tr>
<tr>
<td>8. Stigmatization of suicide victims, attempters and/or survivors is avoided.</td>
<td>1 ☑ 2 ☐ 3 ☐ 4 ☐</td>
</tr>
<tr>
<td>9. Glamorization of suicide and suicidal behavior is avoided.</td>
<td>1 ☑ 2 ☐ 3 ☐ 4 ☐</td>
</tr>
<tr>
<td>10. Protective factors are promoted.</td>
<td>1 ☑ 2 ☐ 3 ☐ 4 ☐</td>
</tr>
</tbody>
</table>

### Potential for Affecting Viewers’ Skills, Attitudes & Behaviors

<table>
<thead>
<tr>
<th>Item</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>11. Effective suicide intervention skills are discussed and advocated.</td>
<td>1 ☑ 2 ☐ 3 ☐ 4 ☐</td>
</tr>
<tr>
<td>12. Appropriate intervention and help-seeking skills are modeled.</td>
<td>1 ☑ 2 ☐ 3 ☐ 4 ☐</td>
</tr>
<tr>
<td>13. Resource suggestions are included.</td>
<td>1 ☑ 2 ☐ 3 ☐ 4 ☐</td>
</tr>
<tr>
<td>14. A variety of presentation techniques are employed.</td>
<td>1 ☑ 2 ☐ 3 ☐ 4 ☐</td>
</tr>
<tr>
<td>15. The video includes printed guidelines for effective follow-up activities.</td>
<td>1 ☑ 2 ☐ 3 ☐ 4 ☐</td>
</tr>
</tbody>
</table>

Add scores for items 5-15.

If total is 25 or higher, the video is generally recommended.

**SCORE ________**

- 11-24 (not recommended)
- 25-35 (good)
- 36-44 (excellent)

Other factors influencing the decision of whether or not to recommend this video:

**Evaluated by:**

**Date:**