

# SOUTH KOREA: TO WRITE LOVE ON HER ARMS

INTERNATIONAL STRATEGIC COMMUNICATION PLAN

By: Bara Hur

COMM 539 - INTERNATIONAL STRATEGIC COMMUNICATION



19 April 2016

## CAMPAIGN DESCRIPTION

### ABOUT TO WRITE LOVE ON HER ARMS

To Write Love on Her Arms (TWLOHA) is an American non-profit movement dedicated to presenting hope and finding help for people struggling with depression, addiction, self-injury, and suicide. TWLOHA exists to encourage, inform, inspire, and also to invest directly into treatment and recovery.

TWLOHA seeks to connect people to treatment centers, websites, books, support groups and other resources. TWLOHA also encourages people to have honest conversations about the issues, and to live in community.

### WHY SOUTH KOREA?

At 29.1 per 100,000, South Korea's suicide rate is the highest among the 34 member countries of the Organization for Economic Cooperation and Development (OECD) (Kim and Yoon, 2013), and the second highest among all other countries in the world with only Lithuania – at 29.5 per 100,000 – having a higher rate of suicide than Korea (Yoon, 2015).

Being a nonprofit that hopes to help people struggling with depression, addiction, self-injury and suicide, and hopes to “reduce the suicide rate in America and around the world,” it's appropriate TWLOHA starts with South Korea, the country with the highest suicide rate.

Much of TWLOHA's efforts thus far have focused on awareness. A portion of the public communication campaign will continue to focus on generating awareness by creating a movement across Seoul using TWLOHA's usual methods, such as, selling merchandise to bring awareness to depression, addition, self-injury, and suicide. The public communication campaign in South Korea will build on TWLOHA's previous strategies and tactics to generate greater awareness and movement.

An additional component of the TWLOHA campaign would be to take it one step beyond TWLOHA's usual focus on generating awareness to focus on producing behavior change.

Thus far, TWLOHA has taken a rather passive approach to tackling suicide rates (for instance, solely focusing on generating awareness, and redirecting people to resources as opposed to providing their own resources).

Launching a TWLOHA campaign in South Korea presents a good opportunity for TWLOHA to take a new, more proactive direction to better accomplish their organization's mission and vision.

## CAMPAIGN DESCRIPTION

Suicide is the fourth leading cause of death in South Korea, following cancer, stroke, and cardiovascular disease. Therefore, suicide is considered one of the most serious and urgent public health and social issues in Korea.

## STRATEGIES TO PREVENT SUICIDE (STOPS)

TWLOHA currently has no reputation or activity in South Korea. Instead, South Korea has implemented Strategies to Prevent Suicide (STOPS) by Suicide Prevention International (SPI), a project that aims to reduce the rate of suicide. Core initiatives of the project aim to increase public awareness, improve media reporting of suicide, screen for persons at high risk of suicide, restrict access to means, and improve treatment of suicidal and severely depressed patients.

Although the South Korean government has implemented a national program via the STOPS project, its efforts are not great enough. For instance, the South Korean government's total national budget for suicide services is close to \$7 million. By comparison, Japan spends more than \$130 million on suicide programs, and they have seen strong results for their efforts (Kim, 2014).

Although the initiatives launched by the STOPS project are creative, well-meaning and have proven to be effective to a certain degree, there are ways that the project could be improved and the rate of suicide could be decreased at a greater rate with further intervention.

## OBJECTIVE

As mentioned previously, there are suicide prevention measures being taken to reduce the rate of suicide in South Korea; however, they have not been very effective in reducing suicide rates and South Korea remains one of the countries with the highest suicide rates.

The communication objective of this campaign is to:

**INCREASE DIALOGUE ABOUT SUICIDE HELP RESOURCES AMONG YOUNG MALE AND FEMALE STUDENTS AND BUSINESS PROFESSIONALS, AGES 10 TO 30 BY 30 PERCENT OVER THE COURSE OF ONE YEAR.**

## TARGET AUDIENCE

Statistics show that in South Korea suicide is the number one cause of death for citizens between the ages of 10 and 30 (Al Jazeera, 2015). Since suicide is the number one cause of death for South Korean citizens between the ages of 10 and 30, this public communication plan will focus on this group in particular.

This larger group will be segmented into two subgroups: (a) students, and (b) young business professionals.

Research shows that suicidal behavior increases under high stress. Further research shows that there is a direct correlation between overwhelming expectations on high performance at schools and in the workplace, affecting young students and business professionals.

Students were chosen as a subgroup because they are exposed to high levels of stress, making them more likely to have suicidal thoughts. Suicide is the leading cause of death among teens as relentless focus on education and overwhelming expectations on high performance on exams results in excessive levels of stress (Hu, 2015). Hu mentioned, "Results determine which universities students can get into, and since there are as few as three colleges (the SKY universities, consisting of Seoul National University, Korea University and Yonsei University) considered top tier by future employers, the competition is fierce and the stakes are sky high" (Hu, 2015).

Additionally, young business professionals were chosen as the second subgroup because they are also exposed to high levels of stress, putting them at higher risk of suicidal thoughts.

South Koreans work the longest hours of anyone in the world and face enormous pressure from bosses to perform (Killalea, 2016). Constant exposure to such strenuous work environments put people at higher risk of suicide.

## SITUATION

### COUNTRY PROFILE

#### INFRASTRUCTURE

---

### COMMUNICATION TECHNOLOGY

Communication technology in South Korea is advanced and has far reach.

The International Telecommunication Union (ITU) ranked South Korea the nation with the best communications infrastructure (Fitzpatrick, 2015). Not only is communications

infrastructure widely accessible, South Korea is also considered by many to be home to the fastest Internet connections in the world. *Business Insider* ranked South Korea as the country with the fastest Internet speeds, with an average Mbps speed of 22.2 (Speiser, 2015).

Despite already having the world's fastest internet, South Korea's SK Telecom is currently working on getting a fifth-generation mobile network, 5G to replace the current 4G LTE. South Korea's SK Telecom reportedly demonstrated 5G speeds of up to 19.1 gigabits per second (nearly 1,000 times faster than the 25 megabits-per-second offered by the 4G LTE) and would allow users to download a 2GB movie in fractions of a second (Boom, 2015).

For public relations practitioners, high internet speeds, connectivity and usage is noteworthy. There are implications for a high number of frequent active users that can increase the likeliness of a content going viral. Media platforms on the web, social media platforms, and blogs and forums on Naver would be one of the fastest ways to spread awareness as news travels fast in South Korea.

Our particular target audience, consisting of students and business professionals, can be reached via new media since they are tech-savvy avid-users of social media platforms and the Internet.

## SOCIAL STRUCTURE

---

### CONFUCIANISM

A foundational aspect of South Korean history and culture is rooted in its Confucian heritage. It evolved as new values, such as modern education, the vision of Western society and Protestant values, were introduced with the arrival of Christianity to Korea in 1884 (Ramirez and Rubio, 2010). As a result, the Western Christian ethic merged with and considerably modified the traditional Confucian ethic, and gave birth to a new Confucian ethic consisting of "collectively-oriented values of the East and the goal-oriented economic values of the West" (Ramirez and Rubio, 2010).

Still, there are strong remnants of Confucian values in South Korean culture.

Influenced by the remnants of its Confucian heritage, South Korean culture has a particular moral code emphasizing one's duty to make their elders proud and live-up to a certain standard set by not only their family members, but society as well. Confucian values also looks highly upon diligence and praises the act of working over capacity, pushing young students and business professionals to overachieve and often times, bite off more than they can chew just to impress their superiors.

Confucian values also emphasize stoicism and modesty, discouraging people from talking about their personal problems, and all the more when trying to confide in someone on an emotional level. Individual concerns easily become secondary.

South Korean culture also has a strong culture of shame. As a result, many young students and business professionals feel obligated to make their parents proud by living up to society's expectations, or else, risk disappointing them.

Preserving dignity, or "face," especially for the family, is also paramount. To avoid being stigmatized by society as someone with a mental illness, Koreans are less inclined to seek out professional help from a psychoanalyst (McDonald, 2011).

These attributes of the Confucian heritage in South Korean culture make it difficult for our target audience to seek help.

## EDUCATION

South Korea places a strong emphasis on education, a result of the traditional Confucian notion of "occupational hierarchy," which places intellectuals and public servants at the top of the hierarchy (Ramirez and Rubio, 2010).

Hu from NPR covered the intensity of the education system in Korea and its "All-Work, No-Play Culture." It is not unusual for a student to spend 14-hour days in classrooms, reflecting South Korean society's obsession with educational achievement.

Suicide is the leading cause of death among teens as relentless focus on education and overwhelming expectations on high performance on exams results in excessive levels of stress (Hu, 2015). Within a intensely competitive, results-driven culture, universities students are exposed to tremendous levels of stress and made vulnerable to risk of suicide.

Korean education is also reflective of larger Korean society and how it has a "best" for all aspects of life. As there are "best" schools (one of the SKY universities), there is also a "best" company to work for (working at a *chaebol* company). If you do not attend one of the best schools or get hired by one of the best companies, Korean society labels you as a second-hand member of society that did neither meet societal standards nor make the cut.

Korean society paves a one-way tracked, "most ideal" lifestyle, pressuring people to either be someone who lives up to the standards set or falls short. With the ideal standard being so specifically and narrowly defined, it is likely for many people to feel stressed as majority of society would not 'make the cut'.

When unable to meet the high standards set by society, the crushing disappointment felt by the individual due to feelings of personal failure could cause an immense amount of stress and lead to suicidal thoughts.

## FAMILY AND RELATIONSHIPS

South Korean society stresses close interpersonal relationships (Ramirez and Rubio, 2010). As a result, there is little to no culture of “small talk” outside of familiar niche social circles or familial relationships as commonly observed in the United States. Reaching out to strangers is considered awkward and uncommon. Koreans keep to their smaller, closer-knit social circles and do not regularly communicate with strangers, or people outside of their more intimate relationships.

This makes young students and business professionals have a difficult time talking about their problems to people outside of their usual social circles, barring individuals from reaching out to counselors or using suicide hotlines.

## CULTURAL PROFILE

### COLLECTIVISM AND INDIVIDUALISM

---

There has been an interesting meshing of the collectivism rooted in East Asian cultures and the individualism found in Western cultures in the past half century, producing a hybrid culture of the two in present-day Korea. As a society, the country seems to be a collectivist society. However, in one’s personal day-to-day routine, there is a strong sense of individualism.

Korea is currently more so a collectivist society than it is an individualistic society, so Koreans are likely to belong to one or more groups. As a mostly collectivist society, Koreans are unlikely to stand out and tend to be governed by the group norm. Additionally, in a collectivist society, “individuals get their identity from an affiliated organization or immediate family” and “emphasis is on belonging to a group and identity is derived from the social system” (Ihator, 2000). Koreans “avoid arguments or debates that have the potential to disrupt communication” (Ihator, 2000). Individuals may not want to talk about unpleasant topics and feel discouraged because they are worried about potentially bringing the rest of the group down. “Talking openly about emotional problems is still taboo,” said Dr. Kim Hyong-soo, a psychologist and professor at Chosun University in Kwangju (McDonald, 2011).

Being a collectivist society, word of mouth campaigns and product placement are likely to perform well. These tactics can be utilized to foster discussion about said topics, encourage reaching out for help, and create a more welcoming environment for open-dialogue.

## HIGH-POWER: TENSE AND COMPETITIVE SCHOOL AND WORK ENVIRONMENT

---

According to the Hofstede Power Distance Index (PDI), South Korea is a high-power country with a hierarchical society. As a high-power country, Korean society emphasizes people's status, power, and wealth. There are clear indicators of who is superior and subordinate in relationships.

Especially in the work force, the high-power culture easily leads to create “a macho corporate culture” (McDonald, 2011). This creates highly strenuous environments, increasing the risk for suicide.

### COMMUNICATION PROFILE MATRIX

### STRATEGIES

LAUNCH PROMOTIONAL CAMPAIGN TO GENERATE AWARENESS AROUND ISSUES, DESTIGMATIZE NEGATIVITY ASSOCIATED WITH TALKING ABOUT PERSONAL STRUGGLES, AND DEBUNK CONCEPT OF EQUATING SELF-WORTH WITH MEETING EXPECTATIONS

HAVE AUTHORITATIVE FIGURES USE STORYTELLING TO CONVEY THAT SEEKING HELP IS NOT A SIGN OF WEAKNESS TO INCREASE LIKELIHOOD OF INDIVIDUALS SEEKING PROFESSIONAL HELP, AND TO ULTIMATELY PRODUCE BEHAVIOR CHANGE

ESTABLISH PARTNERSHIP WITH SOUTH KOREAN GOVERNMENT TO LAUNCH NATION BRANDING CAMPAIGN TO FURTHER DESTIGMATIZE NEGATIVITY ASSOCIATED WITH TALKING ABOUT PERSONAL STRUGGLES AND PUSH POLICY REFORM TO INFLUENCE BEHAVIOR CHANGE

### KEY MESSAGES

Based on what is known about South Korea according to its country and cultural profiles, the campaign will design promotions around two key messages: “Happiness is not attained through perfection” and “Make me proud by being strong enough to ask for help.”

A campaign called, ‘Happyness’ will launch to promote the first message and emphasize that meeting the high standards set by society will never bring about happiness.

The second message will encourage people struggling with depression, self-harm, addiction and suicide to reach out and find help for the sake of their loved ones. Supporting messages would de-stigmatize the struggle against depression, self-harm, addiction and suicide as a struggle for the weak. Those who decide to be vulnerable and ask for help would be portrayed as strong as opposed to weak.

## TACTICS

### STRATEGY 1: HAPPYNESS CAMPAIGN

The STOPS project has not run a visible public awareness campaign. Having decided not to start a national campaign is a major lost opportunity.

As a collectivist society, South Koreans' behaviors are determined by trends. Starting a national campaign and making suicide prevention the new hot topic would make individuals want to be more proactive about being a part of the solution.

The national campaign would be called, the "Happyness" campaign. The word "Happiness" is intentionally misspelled to emphasize that perfection does not lead to happiness and people can and should be content with their imperfections. It aims to counteract the common cultural belief in South Korea that meeting lofty, seemingly impossible perfectionist ideals and expectations is what will lead to happiness.

The Happyness campaign will help to accomplish:

1. Greater public awareness of people struggling with depression, self-harm, addiction and suicide;
2. Foster a supportive culture of openness, empathy, and understanding so people would have more of an interest in those around them, and be more willing to listen to their difficulties; and
3. Create public pressure to scale up effective policies and suicide intervention, prevention and reduction programs.

Components of the campaign would include:

#### TACTIC 1: DIGITAL MEDIA

---

Increase public awareness about depression, addiction, self-harm and suicide by initiating more dialogue and conversations surrounding each topic across popular social media platforms, such as Naver and Daum blog and cafés, Instagram, Facebook, and Twitter.

Park Young-ki of the Korea Suicide Prevention Group also stated, "Most people commit suicide because they have trouble communicating and feel isolated" (Strother, 2012).

As a rule of thumb, when it comes to communication in the context of Korean culture, "less is more." However, written communication is the exception to that rule.

When it comes to written communication in media (i.e., Korean blogs, Instagram captions, newspapers, tweets, etc.), Koreans do not hold back punches. They are expressive. That is why starting the dialogue online would be most effective in getting people to talk about their problems.

One of the goals of the Happyness campaign is to help make people feel they are wanted as well as help them open up. Taking the campaign online, where Netizens are free and expressive, would be a great way to get the conversation started.

## **SOCIAL MEDIA: INSTAGRAM, FACEBOOK AND TWITTER**

TWLOHA can launch an Instagram account to post visually-appealing graphics paired with positive encouraging uplifting message, posting with hashtag, #happyness.

Korean graphic designers will spearhead the design team and produce designs that resonate with the unique South Korean cultural concept, **한** (pronounced, 'han').

Han is a unique Korean cultural trait which has resulted from Korea's frequent exposure to invasions by overwhelming foreign powers. Han denotes a collective feeling of oppression and isolation in the face of insurmountable odds (the overcoming of which is beyond the nation's capabilities on its own). It connotes aspects of lament and unavenged injustice (Yoo, 1988). Although it is a word that results from negative experiences, it does not necessarily have a negative connotation. It is a word that embodies the human spirit of vitality and perseverance.

The graphics will capture and communicate messages, concepts, ideas and complex emotions that resonate with a unique aspect of the human spirit and soul, combining aspects of the Korean spirit into its style and messaging, to produce clean yet deeply moving pieces.

Designs would also be "minimal yet expressive," common in the visual communication style in South Korean culture, and utilize "playful style characterized by bright, contrasting colors set on more neutral backgrounds, and clean typography" (Arshad, 2013).

## **SEARCH ENGINES: START A FORUM ON NAVER CAFÉ**

South Koreans tend to be more free in expression in written communication, so there will be a greater degree of honesty and vulnerability on online forums such as, Naver café. Starting a forum on Naver café will help initiate dialogue about said topics. This initiative can also help create a more open and safe environment where people from all social circles can feel they have a support group they can turn to when they are struggling. Also, since they can create anonymous usernames and conceal their identity, they won't feel stigmatized. Seeing there are people struggling with similar things will allow people to feel surrounded by people who are understanding, and not judgmental.

## TACTIC 2: CELEBRITY SPOKESPERSONS

---

South Korea as a strong collectivist society has people that are prone to following trends. Celebrities are highly regarded and are extremely influential because they are considered trendsetters.

According to a study, Korea experiences a surge of suicides after deaths of celebrities (Fu and Chan, 2013). Evidence from the study showed there was a strong correlation between celebrity suicides and suicide rates as there was an increase in the rate of suicide rates for nine weeks following celebrity suicides.

This goes to show how influential celebrities truly are in South Korean society.

Celebrity influence had a negative affect under these circumstances because they made committing suicide look trendy – using their large influence to make suicide more contagious than it already is.

However, celebrity influence can be used to TWLOHA's advantage to discourage people from suicide. Instead, celebrities can make talking about unpleasant topics a hot topic of discussion, set positivity as the new trend, and encourage people to seek help if necessary.

Celebrities could go on popular talk shows broadcast on national television to talk about sensitive topics.

Celebrities can post about their honest feelings to the public to show that everyone struggles – not to dismiss people's negative feelings but to create a community open to dialogue.

By utilizing celebrity endorsements by relatable peers, TWLOHA can convey that everyone is imperfect, even celebrities.

South Korean celebrities can write words of support and empowerment on their arms and post on their personal Instagram accounts with hashtag, #happyness to encourage the younger target audience with positive messaging.

Celebrities can redirect people to helpful resources by including numbers to suicide hotlines in the caption of their post.

T.O.P., the rapper of a famous boy band known as, Big Bang, who received wide media coverage for a failed suicide attempt, would be the ideal spokesperson for this campaign. He had suffered from depression but did not seek help, which led him to attempt suicide. He failed, and has made a stellar recovery since then, through the support of his fellow boy band group members, family, friends and fans.

Many Korean celebrities have successfully committed suicide. There may be more celebrities who are struggling in the shadows and have not sought help. Celebrities should be encouraged to speak up for this movement.

### TACTIC 3: HAPPYNESS SOCIAL EVENTS

---

The Happyness campaign would have an offline, non-digital component as well.

The social structure of South Korea puts an emphasis on already established familial relationships and social circles. South Koreans do not easily reach out to strangers.

Taking this into consideration, TWLOHA could host social events where people interested in the cause and/or struggling with depression, self-harm, addiction and suicide can come to relax, vent and get to know other people going through similar struggles.

Koreans can establish new social circles at these social events where they can build new close relationships and can feel comfortable interacting within, to create a safe open environment for dialogue. These social circles would be as a support group, giving South Koreans an outlet to vent, while also finding help.

Invitation would be by word-of-mouth. E-invites would be able to be shared via Kakao chat – a popular chat program similar to Line and WhatsApp and available for download on PCs, Macs, and mobile devices as an application. Sharing e-invites on Kakao, a personal chat platform, would maintain the word-of-mouth element; however, still having a social proponent to the application, sharing it on Kakao would also maintain the potential for these social events to be spread widely.

STRATEGY 2: “MAKE ME PROUD BY BEING STRONG ENOUGH TO ASK FOR HELP”

### TACTIC 1: USE STORYTELLING TO HIGHLIGHT INDIVIDUAL COURAGE

---

Media outlets could interview celebrities, as well as ordinary people who have struggled with depression, self-harm, addiction and suicide in the past and have since then recovered, or are still struggling with it now, to denounce the shame around struggling with mental illness.

A personal interview with T.O.P. about his struggle with depression, self-harm, addiction and suicide is strongly recommended.

The following key messages would be emphasized and reiterated:

1. It is more common than Korean society believes it to be, and it is not something to be ashamed of.
2. Vulnerability is not a sign of weakness, but a sign of true courage and strength.

## **TACTIC 2: MORE PERSONAL STORIES ON POPULAR TV SHOWS**

---

Hosting “masculine” figures, such as male athletes and bodybuilders, or authoritative figures, such as government officials, older celebrities and CEOs on popular TV talk shows, such as Happy Together, Radio Star, Strong Heart and Star King to talk about their struggles publicly can also encourage South Koreans be more willing to talk about their problems more openly, be able to better vent about their problems, and seek professional help.

“Ordinary” superiors and authority figures such as parents, teachers and bosses would also be encouraged when they see people like themselves echo the national campaign’s message, “Make me proud by being strong enough to ask for help.”

## **TACTIC 3: BREAKING DOWN STOIC GOVERNMENTAL STOIC AUTHORITY IMAGE THROUGH STORYTELLING**

---

Since South Korea is a high-power country, people put an emphasis on power relations. They feel a distance between the public and authoritative figures.

Sharing personal stories would not only close the distance in power relations, but also help foster a feeling of closeness to make the experience of sharing about personal struggles easier with other stoic and/or authoritative figures.

For instance, the current president of South Korea’s parents were assassinated when she was young. She could share about that difficult time in her life and talk about struggling with depression. She received negative feedback for seeming too distant and difficult to relate to by the South Korean public (i.e., wealthy, lack of empathy during Sewol tragedy). Talking about her experiences will make her seem more personable. She could speak about how she overcame that time to encourage the public.

## STRATEGY 3: NATION INITIATIVE

Furthermore, since South Korea is a high-power country, when a large authority figure like the South Korean government or the President says asking for help and having the courage to be vulnerable is commendable, it would have an influence over people in Korean society.

However, thus far, the Korean government and the STOPS project have only restricted access to means. For instance, the South Korean government reduced access to poisoning agents, such as monoxide from charcoal. Authorities also set up "safety-fences" – screen doors that open only when a train pulls in, along train platforms to prevent people from leaping to their deaths in front of subway trains. However, not enough has been done to reduce common stressors.

### TACTIC 1: NATION BRANDING

---

The nation branding campaign launched by TWLOHA would be both external as well as internal. The nation branding campaign would establish South Korea's global image, and also get South Koreans onboard the initiative to emulate the reputation it is trying to project to the rest of the world.

It may be difficult to convince the South Korean government to increase funding for the cause. However, the South Korean government may be more willing to increase their budget for suicide prevention and be willing to launch a nation branding campaign when they are convinced the campaign would be beneficial to the nation's reputation in the global arena.

With a history of nation branding campaigns and the most recent launch of its nation branding campaign, *'I.Seoul.U'*, South Korea is not unfamiliar to nation branding campaigns, and understand their importance.

Furthermore, South Korea already has a council specifically for nation branding, called, "The Presidential Council on Nation Branding, Korea." The purpose of the council is to right misconceptions about Korea, its culture, its products, and its people.

The South Korean government would be more likely to support this campaign when TWLOHA communicates this campaign would help to clear the misconception that South Korea is a stressful, miserable country with poor living conditions. Showing that South Korea is working to reduce its suicide rate would improve its reputation, and may even create an opportunity to establish a new global reputation as a happy society with a friendly and empathetic population willing to partake in open dialogue and be present for one another.

## TACTIC 2: PARTNERSHIP WITH SOUTH KOREAN GOVERNMENT FOR MASSIVE POLICY CHANGE

---

Exam results or college entrance are cited as the main suicide reasons by young adults. The stress remains high post-graduation, as the job market remains competitive as well. Perhaps policy reform can bring about changes in structure to reduce major causes of stress and ultimately, reduce suicide rates.

TWLOHA can partner with the Korean government's Ministry of Gender Equality and Family [여성가족부] and Ministry of Health and Welfare [보건복지부] to pass policies and programs.

Some of the policy reform can include:

- Pass law requiring every school and company have a trained, licensed and certified counselor (i.e., like every school has an academic counselor and every company having an HR manager) to provide counseling to those who seek help;
- Increase mandatory vacation days so employees do not have to '눈치 봐' (pronounced, noon-chi; meaning, being hypersensitive so as to not displease superiors);
- Increase price of soju (currently retailing on average of \$2 per bottle) to discourage people from consuming a major depressant that is fueling addiction and increasing chances of spur of the moment suicide attempts; and
- Suicide prevention programs educating students and employees about warning signs and the recommended appropriate course of action.

## EVALUATION

The success of this campaign would be determined by monitoring and evaluating pre- and post-campaign traffic across social and traditional media to see if there was a change in frequency and tenor around the topic of depression, addiction, self-injury, or suicide.

The ultimate success of this campaign would be determined by measuring the decrease in suicide rate. At the end of the campaign, we see if TWLOHA was able to successfully:

**REDUCE THE RATE OF SUICIDE AMONG YOUNG MALE AND FEMALE STUDENTS AND BUSINESS PROFESSIONALS, AGES 10 TO 30 BY 30 PERCENT OVER THE COURSE OF ONE YEAR.**

## Works Cited

- Al Jazeera. (2015). *South Korea: Suicide Nation*. Al Jazeera. Retrieved from <http://www.aljazeera.com/programmes/peopleandpower/2015/08/south-korea-suicide-nation-150827070904874.html>
- Boom, Daniel Van. (2015). "South Korean telco proclaims it will be world's first 5G network operator." C-Net. Retrieved from <<http://www.cnet.com/news/south-korean-telco-proclaims-itll-be-first-5g-network-operator/>>.
- Fitzpatrick, A. (2015). "This Country Has the Best Internet in the World." Time. TIME.
- Fu, K. W., & Chan, C. H. (2013). A study of the impact of thirteen celebrity suicides on subsequent suicide rates in South Korea from 2005 to 2009. *PloS one*, 8(1), e53870.
- Killalea, D. (2016). Which country drinks the most amount of alcohol per capita? *New.com.au* Retrieved from: <http://www.news.com.au/lifestyle/real-life/news-life/which-country-drinks-the-most-amount-of-alcohol-per-capita/news-story/5197f334dac288f10f21d56f903d3c94>
- Kim, Y. H. (2014). *South Korea's Struggle with Suicide*. New York Times. Retrieved from [http://www.nytimes.com/2014/04/03/opinion/south-koreas-struggle-with-suicide.html?\\_r=0](http://www.nytimes.com/2014/04/03/opinion/south-koreas-struggle-with-suicide.html?_r=0)
- Kim, S.-W., & Yoon, J.-S. (2013). Suicide, an Urgent Health Issue in Korea. *Journal of Korean Medical Science*, 28(3), 345–347. <http://doi.org/10.3346/jkms.2013.28.3.345>
- McDonald, M. (2011). *Stressed and Depressed, Koreans Avoid Therapy*. New York Times. Retrieved from: <http://www.nytimes.com/2011/07/07/world/asia/07iht-psych07.html>
- Ramírez, L. F., & Rubio, J. E. (2010). Culture, government and development in south korea. *Asian Culture and History*, 2(1), 71-81. Retrieved from <http://search.proquest.com/docview/839863740?accountid=8285>
- Speiser, M. (2015). "The 10 Countries with the World's Fastest Internet Speeds." Business Insider. Retrieved from <<http://www.businessinsider.com/fastest-internet-connection-speeds-2015-5>>.
- Strother, J. (2012). *Bridge Signs Used in South Korea Anti-Suicide Efforts*. PRI. Retrieved from <http://www.pri.org/stories/2012-09-27/bridge-signs-used-south-korea-anti-suicide-efforts>
- Yoon, M. (2015). *South Korea still has top OECD suicide rate*. Korea Herald. Retrieved from <http://www.koreaherald.com/view.php?ud=20150830000310>