Oct, 31, 2022 8-9amPST, 4-5pm PST

No Notes

March 17th, 2022 meeting: 8-9amPST, 4-5pm PST

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Meta SSI Advisor Group meeting, March 17th, 2022, Session#1 8-9 am PST (Scribe: Corri)

Attendees:

Michael Valdovinos
Lera Lindholt
Corri Johnson
Liz Lagone
Raj Darbar,
Mark Handel
Tom Gault
Anthony Payne
Daniel Herron

Advisors:

Craig Bryan
Frances Gonzalez
Lotte Rubaek
Sanchez Loyo Luis Miguel

Ysabel Gerrard
Thiago Tavares

Discussion Notes:

Michael: Intro for Craig Bryan

Our approach to content promoting SSI and Viral Events

Lera: Introduces Organic Content Policy, focusing on Suicide & Self-Injury policies. There is a tension a between safety and voice and there is some content which we remove, specifically around graphic depictions and promotion of SSI, which ties into our discussion topic today. We consider anything to be promotion that has an element of encouragement, coordination, speaks positively or provides instructions.

Examples - we see trends on our platforms which we call SSI viral events. We see profiles set up for the purpose of spreading this, but we also have individual content pieces. We don't have an exhaustive list but there is typically a challenge element and similarities of how it shows up on platform: 1) promotion content - which we remove 2) admission content - stating that you want to take part in the game, soliciting instructions, expressing an interest, we send resources but leave up the content so that the community can support / intervene 3) condemning content - interested in particular on feedback on this.

What is the risk of harm related to content that raises awareness or condemns these types of viral events? What action should we take? We still want to remove promotion, but interested in understanding the risk of harm of neutral or condemning content.

Craig: Have not seen this image before, initial curiosity. There is a possibility for neutral content to potentially lead people down a rabbit hole because of natural human curiosity. Should we remove? Is there a way to dilute it? Not necessarily removing, but surrounding it with other content, making it less salient to users.

Mike: Diluting content is an interesting idea, minimizing the strength of the content or image.

Ysabel: This is tricky to think about but initial thought were that these games weren't actually things but rather brought to life because they got a lot of media coverage and then schools and parents panicked. Gut extinct about removing all content, people will

be presented with nothing as opposed to information which might explain or provide contextual information about them. It could potentially do more harm than good to remove everything.

Mike: That's one of the challenges trying to strike the fine line because on the one hand, having a space for this to proliferate can on some levels encourage shares. But then total removal might not be the answer.

Lotte: Agree with the two comments already said. I also think that when I'm advising the news media in Denmark if they should mention a specific name of a suicide challenge with the intent of preventing, I advise them not mention the name because it creates more interest and curiosity and that could have the opposite effect. Makes adolescents more curious. Wouldn't allow mention of specific names, even in awareness posts.

Lera: Would you then say the content example on the right would be something you encourage to remove?

Lotte: Yes, that would be my first thought that I would remove anything specifically referencing a name of a challenge. I would think that all three categories in some ways draw attention to the challenge.

Thiago: Perspective in Brazil, the three examples of content were widely spread in the country and connected with a misinformation campaign, lots of misleading news. One of the vectors was a News Agency Sputnik from Russia to spread the Blue Whale challenge in Brazil. Not simple content, if a state sponsored, perhaps it's a broader phenomenon, and we should consider a big picture approach.

Mike: That's a concerning angle if there are intentional misinformation campaigns, and not just efforts by users but also state actors. That opens up a whole other window of how we might be looking at this. What kind of signals and information can we get when we see this type of challenge with those signals, would be interested to hear from you, reach out to us when something like this happens.

Lera: +1 to that, and it also speaks to the actor level aspect of this. We are seeing user level behavior that is overall dedicated to encouraging people to join that challenge.

Primary/Upstream SSI Resources

Mike: Early stage development of resources to be used in product and across a number of different programs and communications. Broadly discussing development of SSI

resources that upstream. Sometimes referred to a primary. This means reducing risk factors and promoting protective factors- socioemotional and DBT focused SSI resources to build and promote emotional insight, including emotion regulation and emotion self-management. We are most familiar with secondary prevention interventions, what we see quite frequently across tech. You have some examples from Meta in terms of how this shows up on our platforms, like checkpoint links to crisis counseling hotlines. SSI and mental health resources through our checkpoint, strategies with welfare checks. And then you have tertiary prevention, which is more so long term responses and plans to address after effects. We would love feedback to understand if we are headed in the right direction here.

We are trying to focus primary prevention efforts around two gaps that we see here: Self-Management and Self-Awareness resources. Under self-management we are looking at resiliency developments and the management of emotions and behaviors, what resources can we provide here. And then for self-awareness this is development of insights and one's emotions and values as well as one's strengths and challenges. This is leveraging some DBT work, but it's not meant to say that there might not be other areas we look at within Social and Emotional learning.

We know there is ample room to develop mental health literacy, particularly in at risk countries. We also want to look at distress tolerance, a deeper understanding, particularly at a time when people are experiencing intense emotional distress. We also will look into interpersonal effectiveness, we know the value of this and have plenty of research that supports this, and want to glean from best practices to develop resources. Emotion regulation is a critical component of the overall strategy that we are looking to develop in this area, building awareness and a process where folks are able to recognize and employ strategies when they are in intense emotional stress.

How is this landing with you, what are your thoughts on the selected areas? What are areas you might consider to build resources? How would envision surfacing these type of resources to user? What other factors would we consider at this early stage?

Sanchez Loyo: What can we do on promoting mental health in other levels, like interpersonal community? For example, what about spirituality, not religion but more about the spirit.

Mike: What comes to mind for me, plus one on the community and environmental factors. There's lots of sociocultural factors to consider and specific factors within different countries and regions, so we will this in mind and take back and evaluate along the process. Appreciate that feedback.

Craig: One thing we might be mindful of is a (Simon?) study that used low intensity interventions including DBT skill sets, they found that it increased rates of suicide attempts. The researchers have dissected that data and what they kept coming back to is it was something about the intervention. Hard to know what happened but it may not be the case that a treatment like DBT which is very intensive and time consuming and delivered with very high risk adults who have repeatedly attempted suicide, but maybe not as good when it's delivered in a broader based setting. So some of our best interventions are really good only for certain groups of people. For example, chemo may be really helpful for someone with cancer, but we might not want to give it to everyone. This is more so just a cautionary note, we keep doing more and more under the assumption that more is better than anything, but the US suicide rate is increasing.

Mike: That's great feedback, Craig. And what I wonder hearing this - is part of this the way in which the intervention is delivered. Based on the questions here, I wonder what folks think in regard to what we can glean from this information.

Craig: Need to recognize the level of intervention that an individual may need.

Frances: What kinds of data are you looking to collect? How will you let people know? What is the end goal? Are you hoping to create a place where people go to Facebook/Meta for this kind of support or intervention? Is this even appropriate to be coming Facebook?

Mike: The thought here is that we are exploring some of those questions, whether or not we have an opportunity to add to the existing resources. Psycho-educational resources that would be more upstream instead of waiting until we see content would need to be checkpointed. This is exploratory.

Frances: People may come to you for this because they don't know where else to go or resources aren't available. Is this a gap that is more systems based or related to other factors. There are a lot of other factors that effect mental health than learning how to play nice with someone.

Frances: Should Meta be the one who is doing this? How might these resources might be given to users? At the moment, resources are reactive, the behavior has to come first. If I think of an app like IG, it's really slick and popular, how would you suggest that you take on more of that educational role, where the education is given beforehand to the user? How would someone find it on the app? I'd be really interested to have a conversation about the uptake and clicks on resources that you're providing already.

Mike: This brings up a number of different thoughts, one of the tools that we link to in our checkpoint resources for SSI content is the emotional health hub, one of our in product landing pages. It has resources, tips, posts from mental health partners. I think of that as a psycho-educational tool. It might not be the easiest resource to get to, but it is surfaced through our checkpoint resources. They way I'm thinking about this is to broaden the set of tools we have in the emotional health hub. Make a better user journey and experience, broaden the resources in that hub. How do we get these resources out to stakeholders? How can you all be allies and partners to let folks know that these resources exist?

Lotte: Where I work, we are now testing an internet based treatment for non suicidal self injury and we are doing a lot of research to see if this is effective at all. If you were to make something like an intervention, it would be very important to do some research. Also, when it comes to internet based treatments, when you look at the research, it's important that it's therapist guided, so it doesn't just stand alone and so a user can interact.

Mike: If this is at all heading in the direction of treatment or intervention, this should absolutely involve therapists, but this isn't what we are trying to do here. More so looking for a robust set of tools around psycho-education resources, around distress tolerance and emotional regulation for example. In the development of those, maybe we need to consider others. The way we might speak to those tools.

Lotte: The areas you chose are relevant and those are the ones we focused on.

Mike: It sounds like we are aligned on that, great to hear. Want to make sure if there are any other thoughts or questions?

Liz: I'll just add this was a really interesting conversation. Thanks all for your thoughts.

Mike: Thanks Liz and Lera for the presentation. We are always thankful for your participation and collaboration. We look forward to working with you all. Please reach out if you have any follow ups. We look forward to reconvening sooner rather than later on any updates.

Meta SSI Advisor Group meeting, March 17th, 2022, Session#2 4-5 pm PST (Presenter and tote taker: Mike)

Attendees:

Mike Valdovinos
Karuna Nain
Liz Lagone

Advisors:

Dan Reidenberg
Karen Scavacini
Jo Robinson
Lotte Rubaek

Discussion Notes:

Mike: Briefs Meta's approach to content promoting SSI and Viral Events slides.

Dan: For some young people, this type of content encourages them to go find out more about it. Allowing this type of content to raise awareness invites them down the wrong path and we don't want to go down that path. Most young people know about viral challenges, and figuring out how to get them the right messages about what's out there is a good thing and helping them navigate the bad things-thats where there's opportunity, without directly getting them engaged in something that's going to hurt them.

Jo Robinson: Starting to do new version of Chatsafe guidelines and will put SSI viral challenges items out for consensus for expert feedback on how to manage SSI viral challenges content. Agrees with Dr. Dan that often young people are already aware of SSI viral challenges when they hear about it. Mainstream media draws more attention to SSI viral challenges and is frequently unhelpful in their approach.

Karen Scavacini: When SSI viral challenges arise on Meta platforms, there might be an opportunity to, in a healthier format, talk to children and young people and provide parents resources for not just viral challenges but also related issues.

Karen Scavcini: It's difficult to know where the line is between what is helpful and unhelpful. Having tools to help people raise awareness safely about many types of subjects would be helpful. Yellow September in Brazil promotes lots of talk about

suicide prevention and a difficult time, particularly for suicide survivors and families of loved ones lost to suicide.

Karuna: Asks experts that if you have any research with parents, families or young people that you can point to say leaving this type of harm up creates more harm, please do share with us.

Transition

Mike*:* Briefs upstream mental health resources

Dan: Shares mixed feelings about directly referencing DBT and might raise concerns for Congress who might interpret that we are moving in the direction of treatment related things and diagnosing and trying to influence young people. At the same time, indicates that upstream resources are really important.

Mike: Clarifies that we aren't taking a clinical approach and that we aren't moving in the direction of more direct clinical intervention. Rather, we are gleaning from offline best practices to inform our approach to developing online upstream resources.

Jo: Indicates this is just a framing issue, perhaps. Welcomes the thinking around this approach. Agrees that, in its final form, we should not associate any of this work too closely to clinical practice. Wonders if there is an opportunity to pilot this work in a contained capacity to see how it lands on users and get feedback. In developing the new Chatsafe guidelines, there is an opportunity to do a series of consults and feedback sessions with policymakers in Australia and can litmus test what they would think about offering more primary prevention resources on social media platforms.

Karen: Agrees that primary prevention resources are a good thing to have on our platforms. Thinks that thinking through access to these resources will be important. Asks what is the population that uses our FB safety center to find mental health resources, and how will we deliver upstream resources? Suggests we have a big picture that connects primary and secondary mental health resources in a more cohesive manner. Asks if these resources will be easily accessible?

Dan: Agrees with sentiments shared and says we are all saying it's important to do upstream work and to do more in this space.

Karen: The FB resource center needs to be more active and less passive, and make resources more relevant to young people using videos.

Jo: Concurs and indicates that in her work, she sees differences in the way young people want to see and receive mental health resources so that it speaks to them and are relevant for them.

Karuna: States that we don't always have access to all of this information, and challenging to have one resource that helps everyone is difficult, but we do and will index on safety and build tools that don't do more damage than good.

Jo: Suggest Orygen is considering studying the user journey in receiving their Chatsafe guidelines to better understand the user journey and the specific content, and that they dont know how people feel when they are exposed to Chatsafe content.

Dan: Mentions development of a new mental health continuum and will be sending this continuum to us to consider when developing upstream resources.

Mike; Closes the meeting and acknowledges that it's important to consider that primary SSI resources should index on safety and helping to create a life worth living, and agrees with all the feedback to include Dan's comments about mental health as a continuum.

Nov 4th, 2021 meeting: 8-9amPST, 6-7pm PST

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Meta SSI Advisor Group meeting, Nov 4, 2021, Session#1 8-9 PST (Scribe: Lera)

Attendees:
Antigone Davis
Michael Valdovinos
Liz Lagone
Vaishnavi J
Matt Denton
Raj Darbar
Lera Lindholt
Corri Johnson

Advisors:

Kiki Martire
Lotte Rubaek
Frances Gonzalez
Yasel
Victor Ugo
Lea Zeinoun
Scarlet Hemkes (113. NL)

Ysabel Gerrard

· Really interesting question. Just wondering around recommended content, are there time limits on when the content will be recommended? If it is being re-circulated, it may re-encourage content. Not certain it is dead content.

Kiki

· Anecdotally, I've heard of some sort of - experience of sharing is removed. Acknowledgement of having limited your sharing.

Lotte

· Why shouldn't they be provided resources if the post is older than 90 days?

Corri

· If the resources need to be tailored. Re-triggering.

Michael

· Notifying and weighing the trigger risk. Hard call.

Lotte

· Wouldn't consider it triggering material to see the resources. Understand you have some younger people feeling that, but generally would not consider that triggering.

Lotte

· Can you not share the content?

Corri

· Transparency.

Ysabel

· In a perfect word, something that explicitly breaks the rule something that content is still on the platform after 90 days. It just shouldn't be there. The content never should have been there. I get the principle of the question, after 90 days the content should be there, but the content shouldn't be there.

Liz

· Appreciate the point, well taken. There are enforcement misses. Always trying to improve of that.

Kiki

· Understood the prompt a bit more. Meet them as equals. We know you posted it a while ago, we need to create this as a safe space. Interstitial as a blurred. Potential to select to choose.

Lydia

· It is about the framing. Difference between new and old is difficult. Two weeks, three weeks, 90 days. Giving people the choice. Could you blur it out, could you give the date at when they posted it. Give them the option of when to view it, since it can be triggering.

Michael

· Interesting how to surface this to the individual. It is being made especially difficult, making informed decisions without having research that can suggest otherwise.

Victor

· How much of this would make them feel monitored? Why is this coming up to me now? People could potentially be uncomfortable. How do we know that it is not a concern to them.

Michael

· Certainly a good point, weighing the reality that we need to let people know that this is happening. There is also an option to challenge the removal. Extend the ability to be able to get resources. Take your comment seriously. Content focused as opposed to the individual. In the messaging comes across.

Frances

· Older than 90 days is a very broad timeframe. They may not be in that time frame anymore. People forget that their feeds are a historical record - people may forget that they have posted it. It would be as if we are going through people's closets.

Hannah

· Standard signposting

Lydia

· Signposting to the most helpful support resources. If it's happening more frequently, having set processes and policies in place that they can follow. Bigger question than language itself.

Antigone give state of affairs for rest of meeting

Meta SSI Advisor Group meeting, Nov 4, 2021, Session#2 6-7 PST (Scribe Mike)

Attendees:

Mike Valdovinos
Vaishnavi J
Liz Lagone
Jo Robinson
Dan Ridenberg
Sandra Wee(SOS Singapore)
Tze Jui Goh
Trakran Chensy

Vaishnavi: discussed leaked IG story and more specifically the research itself as an effort to better understand teen experiences online, safety, data commitment made to young people driven by upcoming regulatory efforts, etc—"all of this made the youth XFN cross-functional project"

- March 2021-leaked thoughts about <13 IG kids, lots of scrutiny for this
- Good we do this research, research written in shorthand for internal audiences, in order to push teams to make a commitment and decision
- IG youth leaks was research to push IG product to set up team dedicated for mental wellbeing—which succeeded
- Working to develop nudges to flag when you've been online for a while
- We need to be more transparent about the research we do, but for privacy and regulatory we cant share that data publicly-we support legislation for this to happen

Dr. Dan- supports Meta efforts underway, all industries go through similar challenges and obstacles like this.

- Media doesn't like to talk about the great things Meta has/does
- Meta doesn't promote the positive work they do enough
- The media will find any opportunity to attack, right or wrong
- All of these recent headlines was based on 40 people. That is not the world
- More work that needs to be done Meta has dedicated itself to learning and updating and trying to fix many of these problems-challenging space with lots of nuance
- There are many great things that happen, even along the SSI lines, that help people every single day-we (Save.org) get messages that it makes a difference

Dr. Jo

- Public doesn't see much of the good work Meta does

· People are keen to vilify social media for all sorts of things, including people's mental health and wellbeing
· Up against a bit of a tension inside the company that many on the outside don't understand
· More opportunity to deliver mental health and wellbeing interventions at scale, Meta could be much bolder

Mike

· Reiterates the opportunity to do more and speaks to broad efforts at the company
dedicated to doing proactive mental health work solely for users good

Liz

· Invites advisors to reach out offline for ideas to leverage the platform for mental health at large especially right now, mentioned the blood donations tool as an example

Trakarm

· Community admiration for taking these issues seriously and thanks us for a "marvelously" job and acknowledged the difficulty of this work

Dr. Dan

· Blood donation is very concrete and fairly simple from eng standpoint, the mental issues in wellness and MH are way bigger and way more complex, and aren't as many concrete ways to address them, we are not there yet

Vaishnavi

· Discussed assumptions about removing "likes" functions and that the social comparisons shifted vs not going away, and acknowledged the difficulties

Dr. Dan

· Social comparison exists outside of social media in a similar manner

Dr. Tze Jui Goh

· Appreciates us keeping her in the loop and indicated the importance of considering culture in product development.

Vaishnavi

· Discussed literacy differences around the world and the importance of building with these realities.

Dr. Jo

· Need to ask young people when designing. Also indicated that young people, depending on their level of mental health difficulties, will respond differently to MH content.

Mike transitions to content removal/ user messaging question:

Dr. Jo

· I'm not sure. People respond differently to how they respond to their content on platforms. Not sure if distinction between young and older people, or when people are doing well or not.
· Some people respond well to content being sent to them, others don't and don't like it
· People want to express how they feel on platforms, and they are starting to feel like getting this content is paternalistic and silencing amongst some young people

Dr. Dan

· Worries that while looking up his own orge Save.org he is surfaced SSI resources and has been on other calls with other orgs with similar challenges.
· On content removal message: Red could be triggering, red is alarm on, doesn't think the red box is a good idea

Dr Jo

· This is challenging because we are trying to build something at scale here, but building something that is very personal for some people. Maybe the message should be different and acknowledge that this post was old, "we know this has post has been around, and we've just been notified of it, we hope you're ok, if not you can find resources here, but we've had to remove the post—apologies for that."

Mike

· Agrees that updating the message to a message which acknowledges a wider breath of users who may or may not still be struggling, might be more appropriate

Dr. Tze Jui Goh

· Any feedback from users about their post being removed, or any research comparisons of different people?

Mike

· Not familiar with any specific research looking into Dr. Tze Jui Goh question.

Dr. Tze Jui Goh

· Suggests that different people likely respond differently to receiving the removal of old SSI content differently, and haven't engaged with these young people to see how they respond.
· Likely people in more distress will have more difficulty with being surfaced these resources

Mike

· Acknowledges Dr. Tze Jui Goh comments and adds that there likely is difference amongst people at high risk of suicidality vs people just thinking about death and how these resources and content removal messaging could feel.
· Thanks everyone for their time, attendance, and thoughtful and helpful feedback

June 10th meeting: 8-9amPST, 6-7pm PST

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Agenda

- Introductions (Experts, and introduce Mike)
- Facebook Updates (Matt, Deepali)
  - SSI Borderline Classifier
  - Non-Recommendable Accounts on IG
  - Turning off "Like" Function
- SSI Challenges Resources (Liz)
- Suicide Notes Discussion (Liz)
  - We need to be able to identify certain triggers in content that would indicate a post contains a suicide note. Are there specific components that would indicate a post is or is showing a suicide note?
  - If a post is itself a suicide note, is both imminence and credible intent of suicide implied?
  - How likely would it be that a suicide note would include mention of method or means by which someone intends to take their life?
  - Considerations to mitigate risk of over enforcement?
- Other Questions?

Meeting 1: 8am PST

FB Attendees:

- Liz, Mike, Matt, Holly, Naja, Max

Expert Attendees:

- Karen Scavacini, Vita Alere, Brazil
- Lydia Grace & Hannah, Samaritans UK

- John Draper, Vibrant, USA
- Ysabel Gerrard, UK
- Lotte, Denmark
- Trakarn, Samaritans Bangkok
- Dr. Yoshi, ICall, India

Detailed Notes

- Introductions (Experts, and introduce Mike)
  - John Draper update: "we were just awarded the opportunity to continue administering this grant for next 5 years, which will include imprelmentation of the new 3 digit number 988 for the national suicide prevetion line"
- Facebook Updates (Matt, Deepali)
  - SSI Borderline Classifier

  Matt:

  1. Brief history of borderline policy last year and have been building detection that meets requirements to take action
  2. Often, this borderline content doesn't break any rules but rather users are expressing their feelings, but want to detect this content so that we don't recommend it or less visible on IG.
  3. Classifier is built and undergoing testing on 10% of pop for few more weeks before potential rollout
  4. Once rolled out 100% maybe share updates on how it's doing

  - Non-Recommendable Accounts on IG

  Matt:

  1. In past, struggled with taking action on accounts but not on content
  2. For accounts its difficult because of regulations regarding health data and potentially building detection counts as diagnosis
  3. "Addressed this problem by combining with a lot of other problem areas" to not push people into this content and communities
- Liz: Turning off "Like" Function-showed function to this Zoom meeting group and comments "to give users to engage with content that feels better for them"
- SSI Challenges Resources (Liz)
  1. Rise, trends, challenges that are happening globally "that little is happening and disconnect" about how these are being reported in the media.
  2. Infographic partnership with Holly and The Samaritans to reduce impact on challenges (educators, youth, parents and media resources)
  3. "The way the media has been reporting these challenges potentially exacerbating these challenges" -Liz reviews slides with Zoom group
  4. Holly-"we thought it was really important to create assets that went to SSI and challenges, the problematic effect of normalizing these challenges through repeated exposure and modeling reinforcement and harm and suicidal behavior that's what kicked off infographic and one pager..."

5. Liz-"feel free to add logos however you see fit on your websites" and generally use of infographics. Liz mentions to let her know before next Friday for suggested edits/changes to infographics
6. Hanna "want to run focused groups with youth"--clarity around where to guide youth to report concerning comments
7. John--comment about adding language around stories of folks who have "gotten through self injury, no longer self injuring and what they do to cope"feels it might be helpful, Liz agrees.
8. Holly-infographics will reside in FB safety center wel- being section, post on FB Safety page, ad credits for distro, working through partners to share these infographics
9. Karen- ideates about 10 of Sept, Brazil suicide prevetion day for infographics sharing--work with media to spread this with media before September suggestion Holly supports and plans to do something similar. Possible workshop with media.
10. Aparna: suggestion on wording of "challenge" and making it "cooler" on infographics for youth
11. Lotte: question about having infographics for media specific around SSI. Liz--we are publicly demoting news articles that were not following standards. Liz supports putting together something general for the media.

- Suicide Notes Discussion (Liz)
  - We need to be able to identify certain triggers in content that would indicate a post contains a suicide note. Are there specific components that would indicate a post is or is showing a suicide note?
  - If a post is itself a suicide note, is both imminence and credible intent of suicide implied?
  - How likely would it be that a suicide note would include mention of method or means by which someone intends to take their life?
  - Considerations to mitigate risk of over enforcement?

Discussion flow:

- Ysabel and Liz: discuss standardizing specificity around trigger identification and suicide notes in content after Ysabel clarification question.
- John: brings up the desire to get more data to answer these questions. Data around recurring themes, info, specific information around words used to test hypotheses around desire and intent. Data to identify trends. Brings up the reality of passive suicidal ideation.
- Karen asks for examples of posts that reference suicide. Brazil Pres. posted suicide note of another referencing lockdown stress
- Lotte/Mike mention symbolic or ambiguous pictures or refrences about suicide and not just text only suicide notes additing to complexity beyond just text or written suicide note formats.
- Karen: brings up refrence to FB groups that alert othres to whose died to suicide and posts suicide notes.

- John: mentions desire for de-identified FB/IG data for better answering suicide notes discussion.
- Liz mentions new wellbeing and safety data sharing initiative for research> will look into it this initiative and follow up with research support/data for this group
- Lotte: suggests a person with SSI lived experience join the group
- Other Questions?
  - How can FORT help support this effort?

Meeting 2: 6pm PST

FB Attendees: Mike, Liz

Expert Attendees:

- Jo--yes
- Dr. Dan--yes
- Janice--yes
- Tze Jui--yes
- Dr. Sanchez--yes

Detailed Notes

- Introductions (Experts, and introduce Mike)
- Facebook Updates (Liz updates)
  - SSI Borderline Classifier
  - Non-Recommendable Accounts on IG
  - Turning off "Like" Function

SSI Challenges Resources (Liz)

Discussion Flow:

Rise, trends, challenges that are happening globally "that little is happening and disconnect" about how challenges are being reported in the media.

Infographic partnership with Holly and The Samaritans to reduce impact on challenges (educators, youth, parents and media resources)

"The way the media has been reporting these challenges potentially exacerbating these challenges" -Liz reviews slides with Zoom group

Liz invites SMEs to use infographics and to let us know if we want resources translated.

Lis "SMEs on challenges our ways to support with resources.

Jo-Chatsafe 2.0 guildnes update, considering consensus activity about how platforms can address these challenges and would like to include these resources into Chatsafe 2.0 resources

Would like to sit with SSI, IG team to discuss FB, IG challenges and integrate those lessons learned for Chatsafe 2.0

--Liz to send Challenge resources to expert attendees when finalized

Dr. Dan brings wonders if youth will be able to understand “report any content that concerns you”-Liz states that Samaritans also mentioned this similar potential disconnect in language and youth understanding and this is being updated

--Dr. Sanchez would like Spanish version SSI Challenges Resources

Suicide Notes Discussion (Liz)

- We need to be able to identify certain triggers in content that would indicate a post contains a suicide note. Are there specific components that would indicate a post is or is showing a suicide note?
- If a post is itself a suicide note, is both imminence and credible intent of suicide implied?
- How likely would it be that a suicide note would include mention of method or means by which someone intends to take their life?
- Considerations to mitigate risk of over enforcement?

Discussion flow:

Jo- Is there any research that has reviewed online suicide notes to look at what they look like?

Dr Dan- a couple of published studies online comparing them to traditional suicide notes but not enough to say conclusive evidence that you're going to find a trigger in a social media format of a note that would be all that helpful

20-25% completers leave suicide notes

Current empirical evidence might not be helpful in identifying triggers

Liz-”clear plan, method, statement of intent, those are all we would consider. I wonder how common it would be for someone to include the intended method in a note”

Tze Jui- her preliminary research hard to identify online suicide notes, online notes are brief and fleeting and can suggest worsening mental state but not intent to commit suicide

Jo- “what might a note look like that would be good to characterize or understand better and then what is a reasonable response for that type of content and what does an escalation response look like. Suicide is very difficult to predict with the best clinical instruments...we aren't very good at predicting who is or who isn't at risk and what's a good response look like for a company like FB...this is what we will include in the next Chatsafe 2.0....and come up with best practice guidelines ”

Dr. Dan-Intent and immanence, “we don't want to turn off communication about what's going on from them. And if we get to this place where its defined as a suicide note and gets put in that bucket, and maybe it gets taken down were going to start shutting down communication that gives us any opportunity to help somebody so we need to find that balance between how do let people communicate whats going on without them communicating something that is potentially very close to something that could hurt somebody else or themselves with it.”

Jo-need to balance harm to individual from removing a suicide note vs potential harm for distress

Liz-"feels policy is in right place with issues being brought up"

Dan- Should a note be removed after a suicide has been confirmed? As it currently stands, these notes or videos are taken down. Balancing contagion vs guilt. All of this is related to the impact of notes.

Liz-in the near future would love to "hit a pause button and hear how were doing" from these meetings attendees

Jo- In AUS, asking some of "these questions to youth. What can the platforms do to keep you safe and facilitate these kinds of conversations" Chatsafe to work through roundtables with youth, parents, SSI people and bringing all of that together for consensus and guidance

Youth in AUS seem to be saying that FB and IG are doing a relatively good job and actually "FB and IG are the platforms they go to to be supported online" and other platforms like Reddit, Tik Tok where they go to when they don't want to be safe

Dan and Jo part of International Assoc of suicide prev, and Chatsafe 2.0 will be holding a world congress and hosting panel end of year in AUS and would like FB AUS at the panel to "discuss/maybe a bit of a debate" these issues

Dan-the white paper written for Live is under review w/FB and will get with Karuna to see where it's at and will then put it out to industry-98% done just need FB comms--Liz will connect with Karuna to inquire about next steps-waiting on whether FB wants to be "front and center"