I want to clarify my priorities
by defining my goals and the path to reach them

THEORY OF CHANGE

What is the problem you are trying to solve?

29% of people with suicidal ideation will go on to make a suicide attempt.

Who is your key audience?

People with chronic suicidal ideation, particularly those who dissociate.

Additional audience: People in a circumscribed episode of ideation Or people trying to keep anything top of mind

What is your entry point to reaching your audience?

-General search
-App store search
-Referred from mental health practitioner

What steps are needed to bring about change?

Best practice is not to try and remove the ideation; app provides reminders that they do not want to act on it on a given day.

What is the measurable effect of your work?

User does not attempt suicide

measurable effect?

User has fewer days with suicidal ideation

measurable effect?

User is more educated on their condition

What are the wider benefits of your work?

Having a prior attempt is the best predictor of not dying of suicide

wider benefits?

User shares app with outhers who need it

wider benefits?

User can educate others

What is the long-term change you see as your goal?

It's not really aimed at change — it's more along the lines of "harm reduction" in that it is a tool trying to prevent the more severe consequences of the syptom.

KEY ASSUMPTIONS

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STAKEHOLDERS