## The STARR Site Certification

### Benefits to Sites

- Leverage a greater network by engaging in the community and advocacy.
- Increase subject retention and overall research success by promoting empathy and communication between site staff and patients.
- Increase site staff’s overall job satisfaction and commitment by encouraging awareness and involvement in the bigger picture.
- Standardize suicide-prevention best practices.
- Recognition on STARR Website
- Participation in STARR Podcasts
- By becoming certified through the STARR Site Certification program, Sponsors and CRO’s are able to immediately identify research sites adhering to the STARR standards and best practices.

### Benefits to Sponsors

- Access to build relationships for collaboration with advocacy and community organizations.
- Standardized best practices around site operations.
- Access to resources to educate the public around the benefits of clinical research.
- Programs that offer an opportunity to support local advocacy organizations.
- Channel through which to honor/celebrate the research participants.
- Access to STARR Coalition community of thought-leaders and stakeholders to tackle common challenges faced in mental health clinical research.
- Promoting clinical research as an option for all.

### Benefits to CRO’s

- Access to resources to educate site staff and enhance studies.
- Standardized best practices around site operations.
- Access to STARR Coalition community of thought-leaders and stakeholders to tackle common challenges faced in mental health clinical research.
- Neutral-party access to advocacy and community organizations.
- Easily identify sites that adhere to the best practices and certification standards
- Recognition on STARR Website
- Participation in STARR Podcasts

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**Project RockSTARR:**
Building relationships between those volunteering to participate in clinical research trials, local advocacy organizations, and clinical research sites is beneficial to all of those involved and offers both immediate and long-term returns. With Project RockSTARR, Sponsors set the donation amount; screened study participants select the advocacy group for the donation; the research site staff deliver the checks to local advocates. Win-win-win.

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**STARR 911:**
Suicide completion rates have surged to a 30-year high. In the US alone, over 121 individuals complete suicide on a daily basis, with many more going unreported. STARR 911 is a simple process that, when implemented at sites and call centers, will save lives.