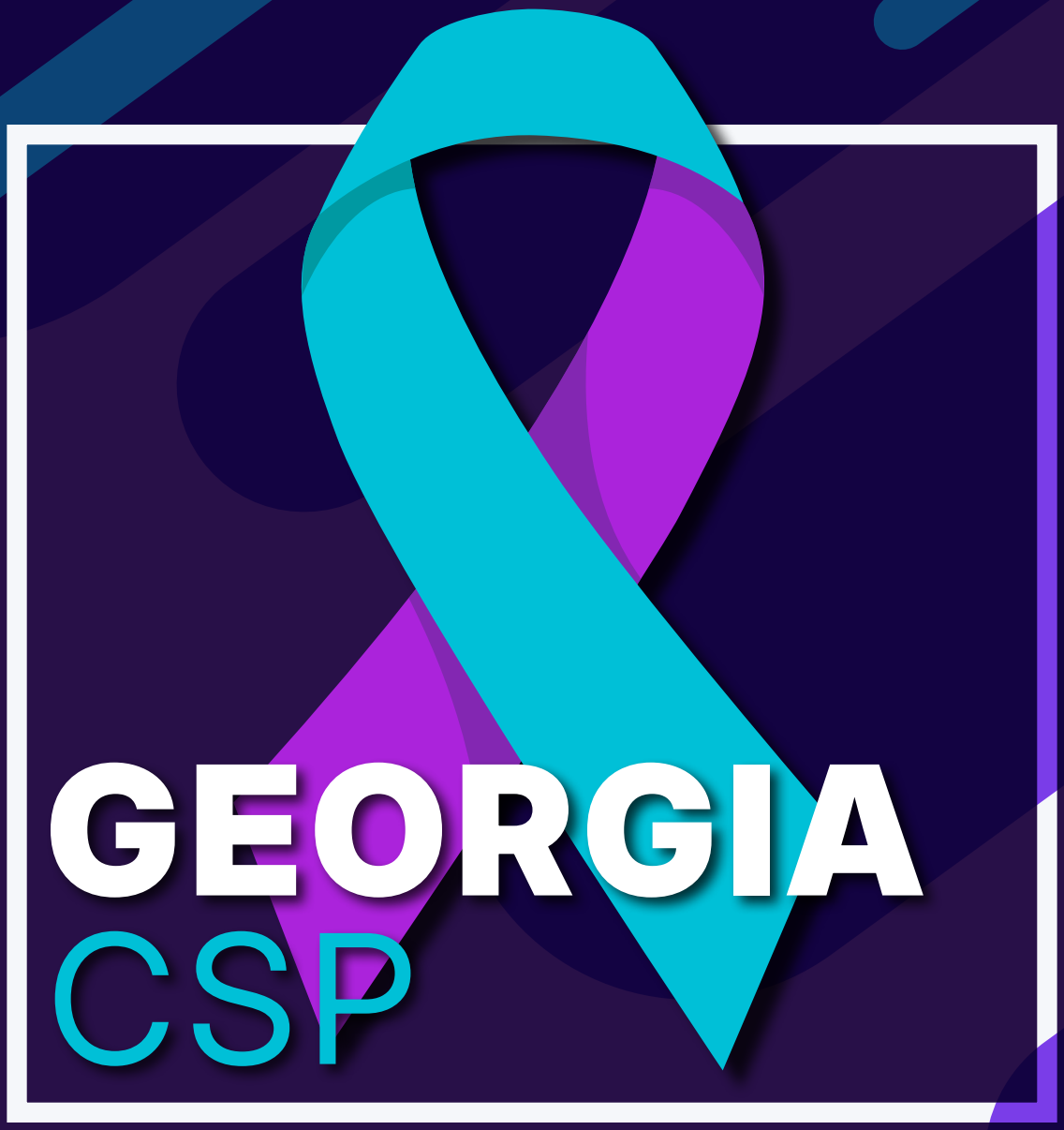
2026



Suicide Prevention Month Campaign Kit

ACKNOWLEDGEMENT PAGE

This Suicide Prevention Campaign Kit was developed in partnership with the Georgia Department of Public Health, Injury Prevention Program, as part of Georgia's Comprehensive Suicide Prevention efforts.

This work is supported by funding from the Centers for Disease Control and Prevention (CDC) Comprehensive Suicide Prevention Program. Georgia's CSP initiative works to strengthen comprehensive, data-informed approaches to suicide prevention and reduce suicide-related morbidity and mortality across the state.

DEVELOPED BY

CARS | Center for Applied Research Solutions

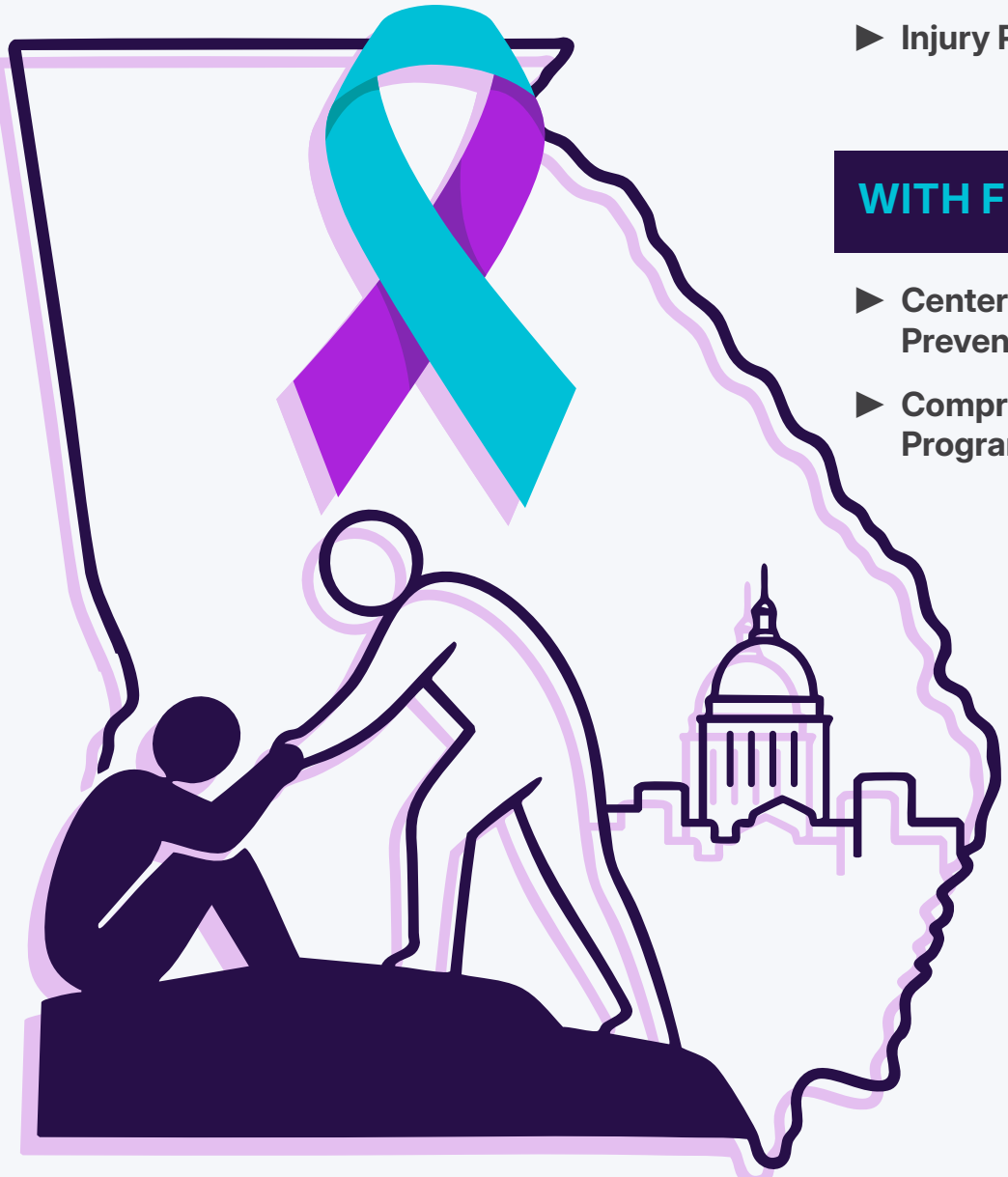
the collaborative for Child, Family, & Community Wellbeing

IN PARTNERSHIP WITH

- Georgia Department of Public Health
- Injury Prevention Program

WITH FUNDING FROM

- Center for Disease Control and Prevention
- Comprehensive Suicide Prevention Program



CAMPAIGN OVERVIEW + PARTNER USE GUIDE



ABOUT THIS CAMPAIGN

Suicide Prevention Month is an opportunity to move beyond awareness and help people understand the role we can all play in preventing suicide.

This campaign provides practical, evidence-informed resources to support conversations about suicide prevention, strengthen communication, help people respond when they are concerned about someone, and connect communities with additional resources.

Campaign materials are informed by the **CDC's Suicide Prevention Resource for Action** and reflect a comprehensive approach to prevention.

The campaign also incorporates the **National Action Alliance for Suicide Prevention's Framework for Successful Messaging**, with an emphasis on communication that is strategic, safe, hopeful, and actionable.

WHO THIS CAMPAIGN IS FOR

Campaign materials are designed to be adaptable and may be used by:

- Community-based and youth-serving organizations
- Schools, colleges, and educational partners
- Behavioral health and healthcare organizations
- Public health agencies and professionals
- Faith and community leaders
- Parents, caregivers, and families
- Youth and young adults
- Other partners working to strengthen community health and well-being

KEY CAMPAIGN MESSAGES

Suicide prevention is more than responding to a crisis.

Prevention can happen across communities, organizations, relationships, and systems.

Connection matters.

Supportive relationships and environments can strengthen well-being, reduce isolation, and make it easier to seek help.

We can learn how to respond.

Knowing how to start a conversation, listen, and connect someone with additional support can help when we are concerned about someone.

How we communicate about suicide matters.

Safe, thoughtful communication can promote hope, encourage help-seeking, and help people understand the actions they can take.



WHAT'S INCLUDED

Suicide-Safe Messaging Guide

A practical tool for applying the National Action Alliance for Suicide Prevention's Framework for Successful Messaging. The guide includes message checks, exercises, and examples to help users develop safer and more effective suicide prevention communications.

I'm Worried About Someone. What Can I Do?

A quick-reference conversation map with practical guidance for checking in with someone, asking directly about suicide when concerned, bringing in additional support, and continuing connection.

Ready-to-Use Presentation + Talking Points

An adaptable introduction to comprehensive suicide prevention for community audiences. The presentation includes detailed speaker notes, engagement opportunities, safe-messaging guidance, information about 988, and resources for continued learning.

Suicide Prevention Communications Toolkit

A collection of additional suicide prevention communication resources, social media content, campaign examples, and materials from national suicide prevention and mental health organizations.

Put the Campaign to Work

Use the full campaign or select the resources that best fit your audience and setting. You might:

- Share the conversation map with staff, families, community members, or partners.
- Use the Suicide-Safe Messaging Guide when developing communications about suicide.
- Customize the presentation for a staff meeting, training, community conversation, or partner event.
- Explore the Communications Toolkit for additional messages, campaign resources, and ready-to-share content.

Materials may be adapted with local resources, examples, and organizational information. When modifying suicide prevention content, continue to follow suicide-safe messaging guidance and verify that resource information is current.

Thank you for being part of this work.

Suicide prevention is a shared effort, and every conversation, connection, and action can help strengthen the communities where we live, work, learn, and care for one another.

— The Collaborative for Child, Family, & Community Wellbeing Team

SUICIDE-SAFE MESSAGING QUICK GUIDE

A SUICIDE PREVENTION MESSAGING CHECK

A practical tool for applying the Action Alliance Framework for Successful Messaging

Before You Share

Public messages about suicide can shape what people understand about suicide prevention, help-seeking, and hope.

Before sharing a public-facing message, consider what you are communicating and what someone may take away from it.

This Quick Guide helps you apply the National Action Alliance for Suicide Prevention's ***Framework for Successful Messaging*** as you develop or review suicide prevention communications. It complements, rather than replaces, the Action Alliance's comprehensive guidance and resources.

New to the Framework?

Start by exploring the Action Alliance Framework for Successful Messaging, then use this Quick Guide to put the framework into practice.

A note about doing this work

People come to suicide prevention work through many paths. For some, the work is also personal. You may have experienced suicidal thoughts, supported someone who was struggling, or lost someone to suicide. As you use this guide, pay attention to what you need.

Step away when needed, invite someone else into the review process, or return to the message later.



THE FRAMEWORK AT A GLANCE

The **Framework for Successful Messaging** was developed by the National Action Alliance for Suicide Prevention to help people communicate publicly about suicide in ways that support suicide prevention goals. The Framework is organized around four key components: Strategy, Safety, Positive Narrative, and Guidelines.

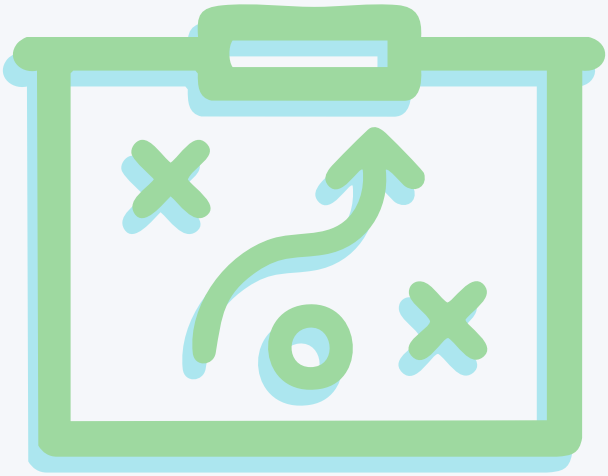
The overview below provides a brief introduction to each component. It is not a substitute for the full Framework. The Action Alliance provides additional guidance, resources, and examples to help communicators understand and apply each component.

Before using the Quick Checks in this guide, we encourage you to explore the Action Alliance's full Framework and return to it whenever you need additional guidance.

Explore the Action Alliance Framework for Successful Messaging

STRATEGY

Click here for resource.



START WITH THE WHY, WHO, AND WHAT.

Before focusing on the words, graphic, or communication channel, make sure the purpose of your message is clear.

Ask:

- Why are we sharing this message?
- Who are we trying to reach?
- What do we want this audience to know, feel, or do after seeing it?
- Does the message include a realistic and meaningful call to action?
- Have we provided the information or resources people need to take that action?

CONSIDER WHAT YOUR MESSAGE COULD COMMUNICATE UNINTENTIONALLY.

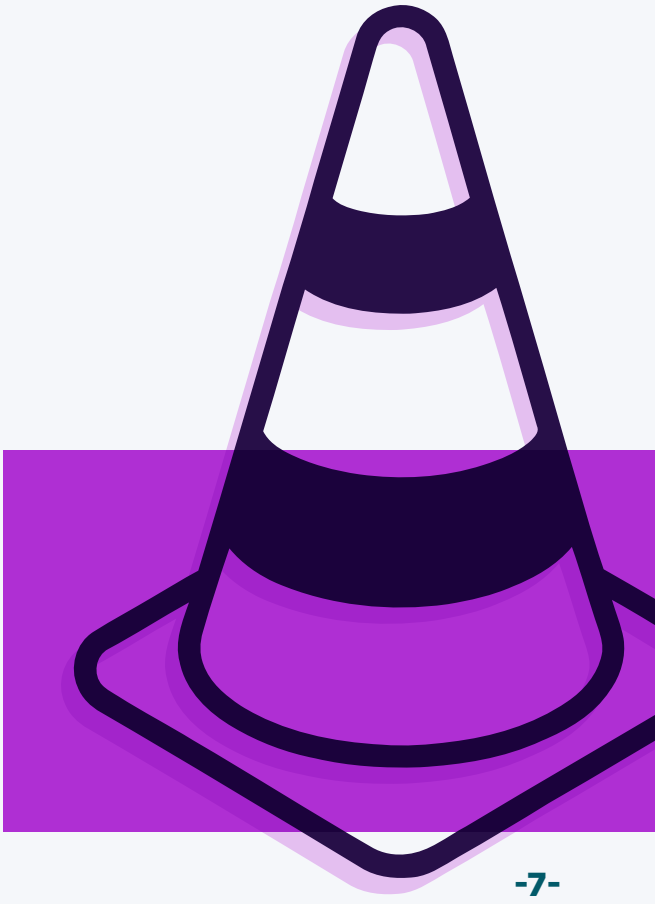
Messages about suicide can have effects we did not intend. Review your content through the eyes of someone who may be vulnerable or struggling.

Ask:

- Does the message avoid unnecessary or graphic details about suicide methods?
- Could any words, images, statistics, or headlines unintentionally sensationalize suicide?
- Could the message make suicide seem more common, expected, or inevitable than it is?
- Does the message avoid oversimplifying suicide or attributing it to a single event or circumstance?
- If data are included, is enough context provided to help the audience understand what the numbers mean?
- Have we considered how someone experiencing suicidal thoughts might interpret this message?

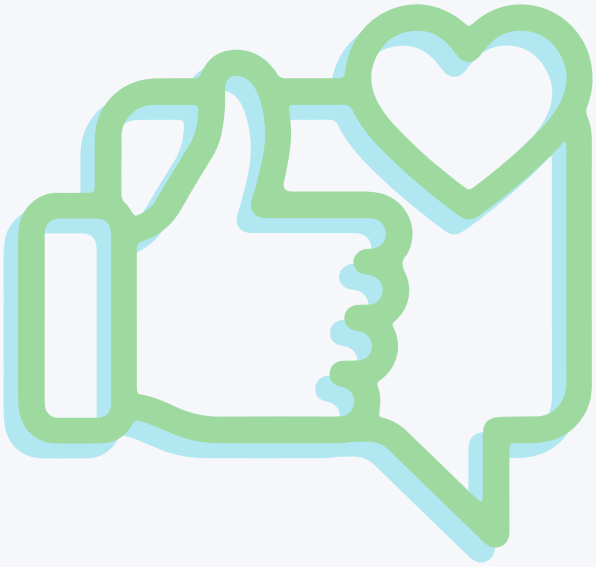
SAFETY

Click here for resource.



POSITIVE NARRATIVE

Click here for resource.



DON'T STOP AT THE PROBLEM. SHOW THAT PREVENTION AND HELP ARE POSSIBLE.

Messages about suicide often focus heavily on the size or seriousness of the problem. Effective prevention communication also helps people see solutions, resources, actions, and reasons for hope.

Ask:

- Does the message communicate that **suicide is preventable?**
- Does it show that help and support are available?
- Does it include actions people, families, organizations, or communities can take?
- Where appropriate, does it highlight help-seeking, coping, connection, recovery, effective prevention, or people making a difference?
- Does the audience leave with something constructive they can do or share?

CHECK FOR GUIDANCE SPECIFIC TO YOUR MESSAGE.

Different audiences, topics, communication channels, and situations may require additional considerations.

Before sharing:

- Check whether specific messaging guidance applies to your **audience, topic, or communication channel.**
- Review applicable organizational policies or communication standards.
- Confirm that crisis, support, and referral information is **current and accurate.**
- When sharing data, verify the source, timeframe, population, and context.
- When appropriate, ask someone else to review the message before it is released.

GUIDELINES

Click here for resource.





GO DEEPER WITH THE FRAMEWORK

This overview is only a starting point. Explore the Action Alliance's full Framework for Successful Messaging, including additional guidance, examples, and resources, before using this guide to review your own message.

Explore the Action Alliance Framework →

SEE THE FRAMEWORK IN ACTION

Before you check your own message, it may help to see what applying the Framework can look like.

The examples below start with common approaches to suicide prevention messaging and demonstrate how small, intentional shifts can change what an audience takes away. These aren't scripts or "right" and "wrong" messages. Instead, use them to notice what changed—and why—before turning to your own message.

SHIFT 1:

FROM PROBLEM → PREVENTION + ACTION



STARTING MESSAGE

Suicide is a growing crisis affecting families and communities everywhere. We must stop this epidemic before more lives are lost.

WHAT COULD WE STRENGTHEN?

The message communicates urgency but leaves the audience primarily with the seriousness of the problem. We can also bring in prevention, hope, and meaningful action.

TRY THE SHIFT

Suicide is preventable, and each of us can play a role. Strengthening connection, learning to recognize when someone may need support, and knowing where to turn for help are meaningful ways we can help build safer, more supportive communities.

WHAT CHANGED?

The issue is still taken seriously, but the audience is also given hope, agency, and a role in prevention.

SHIFT 2:

FROM STATISTIC → DATA + MEANING + ACTION



STARTING MESSAGE

Suicide rates increased XX% among [population] in Georgia. These alarming numbers show that we have a serious problem.

WHAT COULD WE STRENGTHEN?

The statistic tells us what happened, but not what the information means for prevention. We can add context and a meaningful path forward.

TRY THE SHIFT

Georgia data show a XX% increase in suicide rates among [population] from [year] to [year]. Understanding where risk is increasing can help communities focus prevention efforts where they are most needed. These findings can help inform strategies that strengthen connection, increase support, and help identify people who may be at risk.

WHAT CHANGED?

The data remain central, but the audience can now see why the information matters and how it can help guide prevention.

SHIFT 3:

FROM RESOURCE PROMOTION → CONNECTION + CLEAR NEXT STEP



STARTING MESSAGE

September is Suicide Prevention Month. If you or someone you know is in crisis, call or text 988.

WHAT COULD WE STRENGTHEN?

The message provides an important resource, but it can also encourage people to reach out earlier and understand when the resource may be useful.

TRY THE SHIFT

You don't have to wait for a crisis to reach out for support. If you're worried about yourself or someone you care about, help is available. Call, text, or chat 988 to connect with the 988 Suicide & Crisis Lifeline.

WHAT CHANGED?

The resource remains clear, while the message also encourages help-seeking and gives people a clearer reason to reach out.

NOW, CHECK YOUR MESSAGE

You've seen how small, intentional shifts can change what a message communicates. Now, have the message you're developing or reviewing in front of you.

The four Quick Checks that follow will help you apply Strategy, Safety, Positive Narrative, and Guidelines to your own work.

QUICK CHECK: STRATEGY

GET CLEAR ON YOUR GOAL

Want to go deeper?

Explore the Action Alliance's guidance and resources on Strategy, including how to define your audience, goals, and call to action.

Read more about Strategy →



Now, take a look at the message you're developing or reviewing. Before you focus on the wording, ask yourself: **Can I clearly name who this message is for and what I want them to take away from it?**

Complete the sentence:

After seeing this message, we want ...

_____

(specific audience)

to _____.

(What do you want them to know, feel, or do?)

Try to be specific. "Raise awareness" may describe the general purpose of your communication, but it doesn't tell you what you want your audience to do with that awareness.

For example:

Less specific:

We want community members to be more aware of suicide prevention.

More specific:

We want parents and caregivers to recognize that asking directly about suicide is an appropriate way to respond when they are concerned about a young person.

Not quite there yet?

If it's difficult to complete the sentence, try these follow-up questions:

Who most needs this message?

Instead of "everyone" or "the community," can you identify a more specific audience?

What should be different after they receive it?

Should they understand something they didn't know? Feel more confident taking an action? Know where to find help? Start a conversation? Share a resource?

What is one realistic next step?

If your message asks people to act, is the action clear and something this audience can reasonably do?

Now try the sentence again:

After seeing this message, we want ...

_____

to

_____

Ready to move on?

Read your message one more time with that sentence in mind.

Does the message you're sharing support the goal you just identified?

☐ **Yes** — My audience and intended takeaway are clear, and the message supports both.

☐ **Not yet** — I need to adjust my audience, goal, or message before moving forward.

Source: National Action Alliance for Suicide Prevention, Framework for Successful Messaging

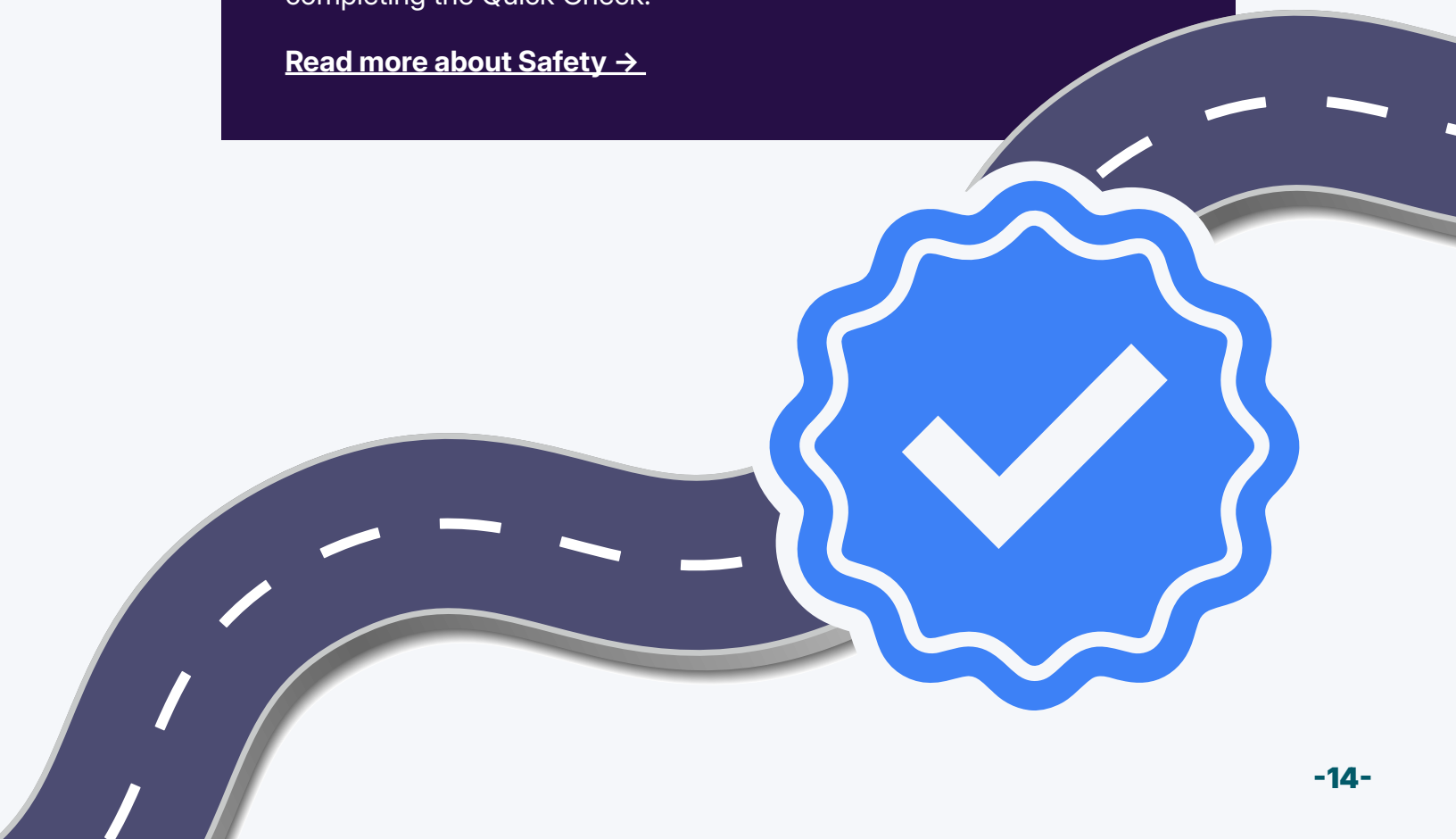
QUICK CHECK: SAFETY

CREATE SOME DISTANCE

Want to Go Deeper?

Explore the Action Alliance's guidance and resources on Safety before completing the Quick Check.

Read more about Safety →



When you've spent time developing a message, it can be difficult to see it as someone encountering it for the first time. You may also bring your own personal or professional experiences with suicide to this work. You don't need to set those experiences aside.

Instead, try creating some distance from your draft so you can notice things you may not have seen while developing it.

Choose one or more ways to look at your message again:

Put it down, then come back.

If time allows, step away from the message before reviewing it for safety. Even a short break can help you notice language, images, or assumptions you stopped seeing while developing it.

Change how you encounter it.

Read the message aloud. Print it. Look at the graphic on your phone instead of your computer. Read the headline without the accompanying caption. A small change in format can help you notice what stands out.

Look at one element at a time.

Instead of asking, "Is this message safe?" review the headline, image, statistics, language, and call to action separately. What does each element contribute? Could any one of them communicate something you didn't intend?

Invite another person to review it.

When possible, ask someone who was not involved in developing the message to take a look. You might ask:

- What is the first thing you take away from this message?
- Was there anything that gave you pause?
- What does this message leave you feeling, thinking, or wanting to do?

Now, take another look.

What stands out to you now that you didn't notice before?

Is there a word, image, statistic, headline, or detail you want to reconsider?

Something caught your attention?

You don't necessarily need to start over. Go back to the specific part of the message that gave you pause and ask:

Do we need it?

What purpose does it serve? Would the message still accomplish its goal without it?

Can we communicate it differently?

Could you make the same point without unnecessary detail, sensational language, or imagery that could cause harm?

Does it need more context?

Information can be accurate and still leave the wrong impression when presented alone. What additional context would help your audience understand it?

What could we add?

Would adding hope, prevention, support, or a clear next step change what someone takes away from the message?

What, if anything, will you change?



Ready to move on?

Read the message one more time without assuming your audience knows what you intended.

Could someone encounter this message on its own and still understand that suicide is preventable and support is possible?

- ☐ **Yes** — I'm comfortable with what the message communicates, including to someone who may be vulnerable.
- ☐ **Not yet** — I want to revise the message or consult additional guidance before moving forward.

Source: National Action Alliance for Suicide Prevention, Framework for Successful Messaging



QUICK CHECK: POSITIVE NARRATIVE

LOOK BEYOND THE PROBLEM

Want to Go Deeper?

Explore the Action Alliance's guidance and resources on **Positive Narrative** and how suicide prevention messages can emphasize hope, prevention, solutions, and actions.

Read more about Positive Narrative →

You don't need equal amounts of problem, hope, and action in every message. But if the problem is easy to find and hope or action is difficult to identify, take another look at what your audience may be left with.

For this check, **get hands-on with your message.** Print it and grab three different colored pens or highlighters, or open the draft on your computer and use three different highlight colors.

Choose one color for each:

CHALLENGE — Where does your message describe the problem, concern, risk, or need?

HOPE — Where does your message show that suicide is preventable, support is available, or positive change is possible?

ACTION — Where does your message give the audience something meaningful they can do?

Now, mark up your message.

When you're finished, **look at the page before you start rewriting anything.**

What do you notice?

Which color stands out most?

Is one color difficult—or impossible—to find?

What does that tell you about what your audience may take away from the message?

Remember, **balance does not mean equal space.** A message can focus primarily on a problem and still contribute to a positive narrative. The question is whether your audience is left only with the seriousness of the problem—or whether they can also see that prevention, support, or positive action is possible.

Ask Yourself

If hope is hard to find:

What could help your audience see that prevention or positive change is possible? Could you point to effective prevention, connection, coping, help-seeking, recovery, available support, or people and communities making a difference?

If action is hard to find:

Does this particular message need a call to action? If so, what is one realistic thing this audience can do? That might mean starting a conversation, checking in with someone, learning more, connecting with a resource, building a skill, or strengthening support in their community.

If hope and action are already there:

Are they meaningful? Phrases like *"there is hope"* or *"help is available"* may be encouraging, but consider whether your audience understands **why there is reason for hope, what support is available, or what they can actually do next.**

Try the Shift

If your review uncovered something you want to strengthen, choose one part of your message. You don't have to rewrite everything.

Current message:

Now ask:

What small shift could help someone see what is possible or what they can do?

Try the shift:

Ready to Move On?

Take one final look at your message—and at the colors you used.

Given the purpose and format of this message, am I comfortable with what my audience is being left with?

- ☐ **Yes** — The message communicates what it needs to while contributing to a sense that prevention support, or positive action is possible.
- ☐ **Not yet** — The problem is doing most of the work. I want to strengthen what the message communicates about hope, prevention, support, or action before moving forward.

Source: National Action Alliance for Suicide Prevention, Framework for Successful Messaging



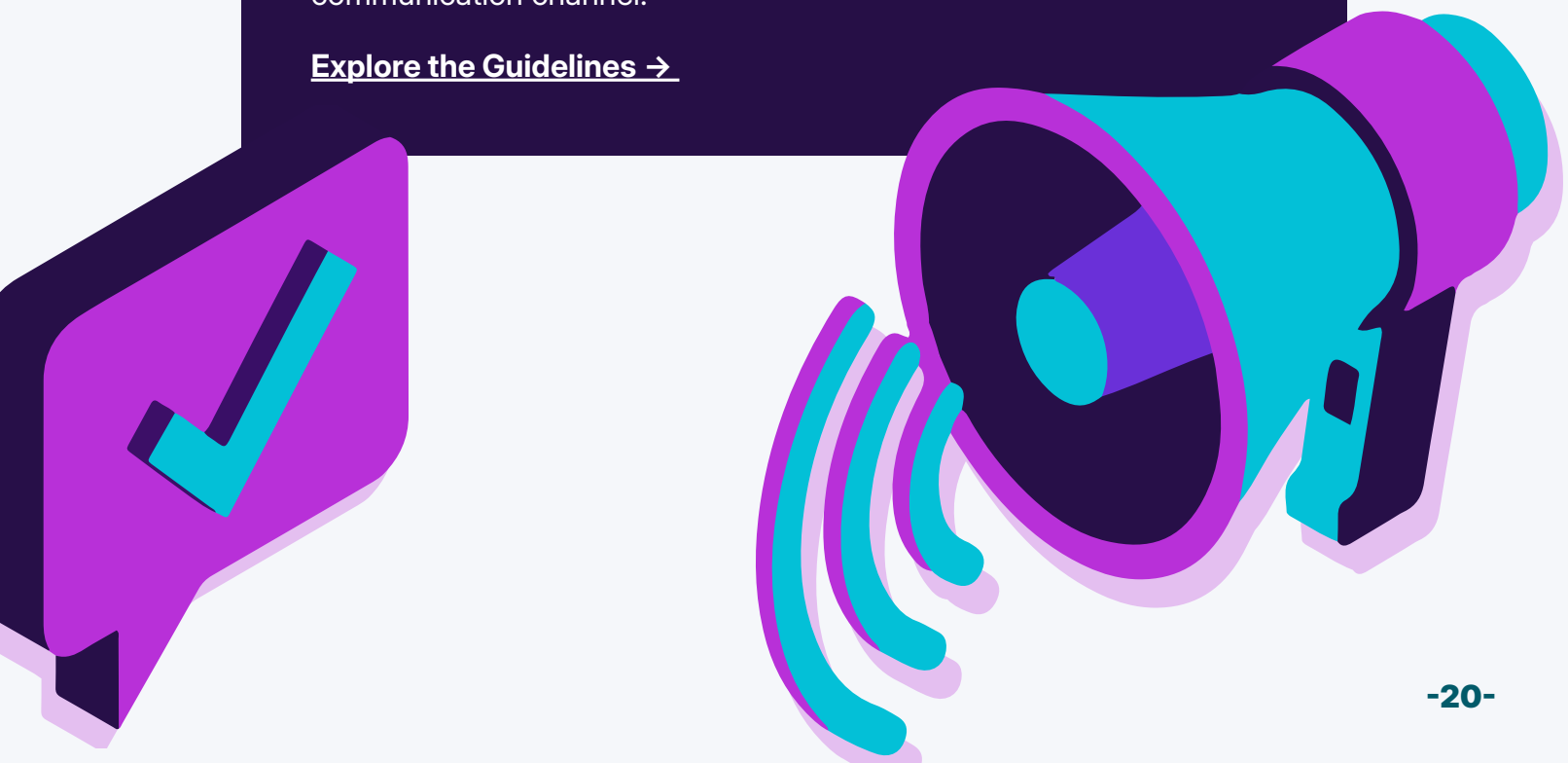
QUICK CHECK: GUIDELINES

WHAT DOES YOUR MESSAGE NEED?

Want to Go Deeper?

Explore the Action Alliance's **Guidelines** to identify additional recommendations that may apply to your audience, topic, or communication channel.

Explore the Guidelines →



Some messages may require additional guidance because of what they contain, who they are intended for, or where they will be shared.

Take one last look at your message. Check anything that applies:

- [ ] It includes suicide or suicide attempt data.
- [ ] It discusses a suicide death or loss.
- [ ] It includes a personal story or lived experience.
- [ ] It discusses suicide methods or means.
- [ ] It includes crisis, treatment, or support resources.
- [ ] It is intended for a specific population or community.
- [ ] It will be shared broadly through social media, media, or another public channel.
- [ ] There is something else I am not completely sure how to handle:

_____

Did you check anything?

That doesn't mean you shouldn't share your message. It means there may be additional guidance that can help you communicate it thoughtfully. Review the Action Alliance Guidelines and any other trusted guidance relevant to your topic, audience, or communication channel before moving forward.

One More Check: Verify What Can Change

Before you share, take a moment to confirm:

- [ ] Crisis and support information is current and accurate.
- [ ] Links and QR codes work.
- [ ] Data include the correct source, population, geography, and timeframe.
- [ ] Contact information is current.
- [ ] Any necessary permissions or approvals have been obtained.

Ready to Move On?

Have I checked the guidance that applies to this message and verified the information someone may rely on?

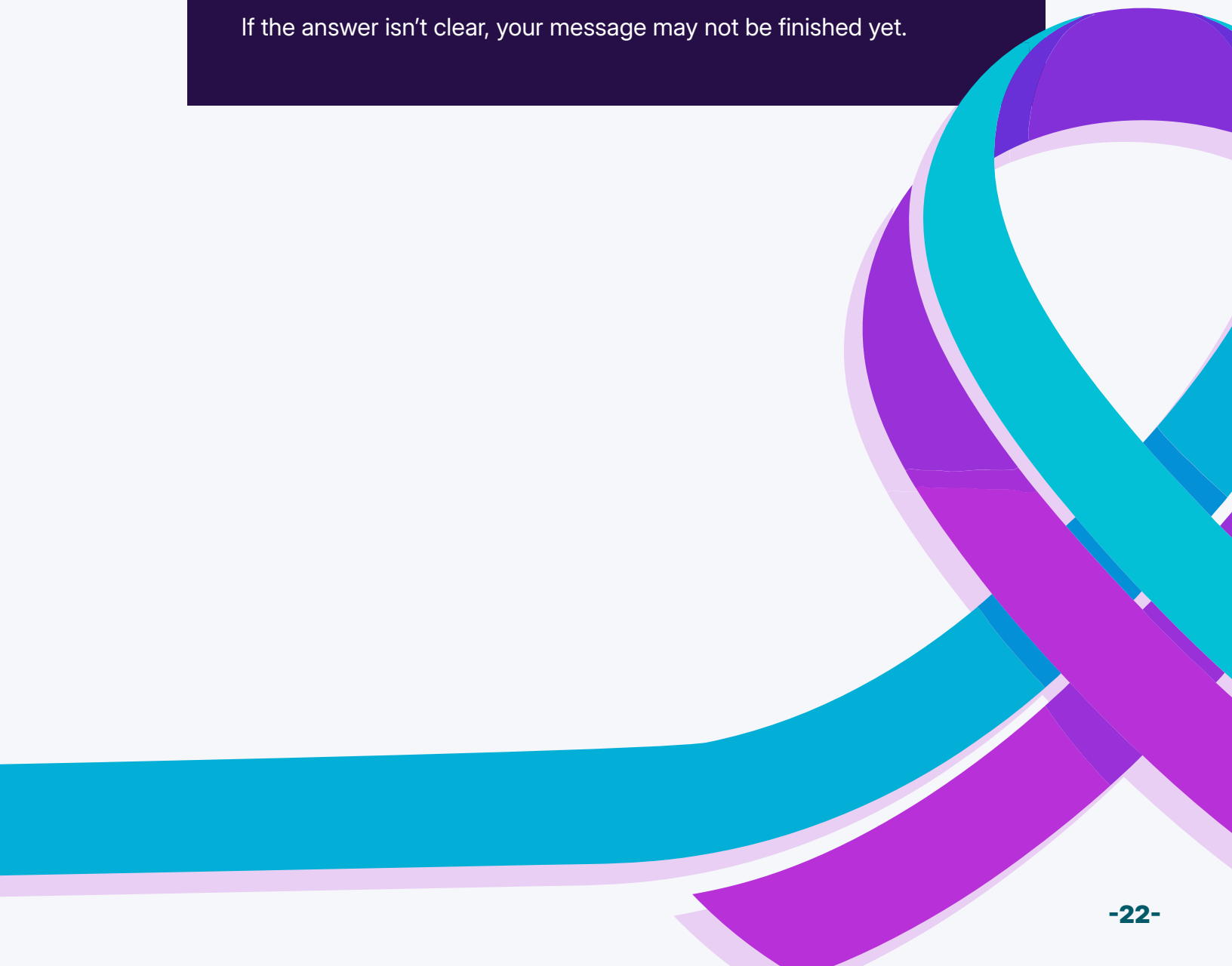
- [ ] **Yes** — I'm ready to move forward.
- [ ] **Not yet** — I know what I need to check before sharing.

Source: National Action Alliance for Suicide Prevention, Framework for Successful Messaging

ONE LAST CHECK:

If someone who is struggling sees this message, what are we leaving them with? Hope? A meaningful next step? A way to help someone else? A resource? A sense of connection?

If the answer isn't clear, your message may not be finished yet.



See the Framework in Action

Small shifts can change what an audience takes away from a message. The examples below are not intended as scripts or as the only way to communicate these ideas. Instead, they demonstrate how **Strategy, Safety, Positive Narrative, and Guidelines** can shape a stronger public message.

SHIFT 1:

FROM PROBLEM → PREVENTION + ACTION



STARTING MESSAGE

Suicide is a growing crisis affecting families and communities everywhere. We must stop this epidemic before more lives are lost.

APPLY THE FRAMEWORK

What could we strengthen?

The message communicates urgency, but it focuses almost entirely on the problem. It does not tell the audience what role they can play, what actions are effective, or where hope and prevention enter the story. Words emphasizing crisis and epidemic may also unintentionally heighten alarm or contribute to perceptions that suicide is inevitable or increasingly common everywhere.

Try adding: prevention + hope + a realistic action.

Shift the Message

Suicide is preventable, and each of us can play a role. Strengthening connection, learning to recognize when someone may need support, and knowing where to turn for help are meaningful ways we can help build safer, more supportive communities.

What changed?

The message still acknowledges suicide as an important public health issue, but the audience is also given **hope, agency, and practical ways to participate in prevention.**

SHIFT 2:

FROM STATISTIC → DATA + MEANING + ACTION

STARTING MESSAGE

Suicide rates increased XX% among [population] in Georgia. These alarming numbers show that we have a serious problem.



APPLY THE FRAMEWORK

What could we strengthen?

A statistic alone tells people what happened, but not necessarily what it means or what they can do with the information. Describing data primarily as "alarming" can also leave audiences with fear or helplessness rather than understanding and action.

Try adding: context + prevention implication + next step.

Shift the Message

Georgia data show a XX% increase in suicide rates among [population] from [year] to [year]. Understanding where risk is increasing can help communities focus prevention efforts where they are most needed. Strengthening connection, improving access to support, and helping people recognize and respond to suicide risk are important parts of a comprehensive prevention approach.

What changed?

The data remain visible, but the message helps the audience move from "this number is concerning" to "this information can help guide prevention."

Remember: Always verify the source, timeframe, population, and context before publishing suicide-related data.

SHIFT 3:

FROM RESOURCE PROMOTION → CONNECTION + CLEAR NEXT STEP

STARTING MESSAGE

September is Suicide Prevention Month. If you or someone you know is in crisis, call or text 988.

APPLY THE FRAMEWORK

What could we strengthen?

Providing an accurate crisis resource is important, but the message can do more than provide a number. Consider the campaign goal and audience. Is the message only for someone currently experiencing a crisis—or can it also help people recognize their role in supporting others, seeking help earlier, or strengthening connection?

Try adding: audience + encouragement + clear purpose for the resource.



Shift the Message

You don't have to wait for a crisis to reach out for support. If you are worried about yourself or someone you care about, help is available. The 988 Suicide & Crisis Lifeline provides free, confidential support by call, text, or chat. You can also reach out to a trusted person, healthcare provider, counselor, or other source of support in your community.

What changed?

The resource remains clear, but the message also encourages help-seeking, broadens pathways to support, and reminds people that reaching out can happen before a crisis.

Keep the Framework Close

The Action Alliance Framework for Successful Messaging is a research-based resource designed for anyone communicating publicly about suicide or suicide prevention.

Use this messaging check as a practical companion—and return to the full Framework for additional guidance, examples, and resources as you develop your communications.

Strategy. Safety. Positive Narrative. Guidelines.

Explore the Action Alliance Framework for Successful Messaging



QUICK REFERENCE

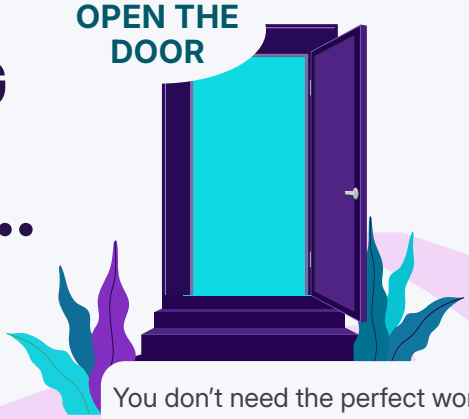
I'M WORRIED ABOUT SOMEONE. WHAT CAN I DO?

A quick guide to starting a conversation and finding support

You don't need to know for certain that someone is thinking about suicide before reaching out. If something feels different, or you're simply concerned, **start with connection.**

SOMETHING DOESN'T FEEL RIGHT...

OPEN THE DOOR



TRY

"You haven't seemed like yourself lately. **How are you doing?"**

You don't need the perfect words. Let them know you've noticed and that you care.

IF YOU'RE WORRIED ABOUT SUICIDE, ASK ABOUT SUICIDE DIRECTLY

TRY

"Are you **thinking about suicide?"**

ASK DIRECTLY

Asking someone directly if they are thinking about suicide does not increase suicidal thoughts or behavior.

STAY CALM

and give them time to answer...

WHAT DID THEY SAY?

YES / MAYBE / STILL CONCERNED

STAY IN THE CONVERSATION
Listen more than you talk. Take what they tell you seriously.

TRY

"THANK YOU FOR TELLING ME."

HELP MAKE THE MOMENT SAFER
Reducing access to lethal means can create time and distance during a suicidal cirisis.

BRING IN SUPPORT
A friend, family member, trusted adult, faith leader, or another supportive person.

NO

YOU CAN STILL KEEP THE DOOR OPEN
A "no" doesn't mean you have to convince them that something is wrong or keep asking until you get a different answer.

TRY

"OKAY. I WANTED TO ASK BECAUSE I CARE ABOUT YOU."

CHECK AGAIN IF STILL CONCERNED
Encourage connection with supportive people or reach out for additional guidance yourself.



One conversation doesn't have to do everything.

Check in again. Send the text. Make the call. Sit together.
Help them stay connected to people and supports that matter to them.

TRY

"I'VE BEEN THINKING ABOUT YOU. HOW ARE YOU DOING TODAY?"

"WHAT SUPPORT HAS BEEN HELPFUL SINCE WE TALKED?

"HOW HAVE YOU BEEN SINCE WE LAST TALKED?"

WHAT ABOUT YOU?

Supporting someone who is struggling can affect you too.

Source: This resource draws from suicide prevention guidance and evidence from the Centers for Disease Control and Prevention (CDC) Suicide Prevention Resource for Action, 988 Suicide & Crisis Lifeline, National Institute of Mental Health (NIMH), and Substance Abuse and Mental Health Services Administration (SAMHSA).

FIND SUPPORT

988 SUICIDE & CRISIS LIFELINE

CALL OR TEXT

988

Free and confidential support is available 24/7.

Visit the 988 Suicide & Crisis Lifeline →

NOT SURE WHERE TO TURN?

Scan the QR code to explore national suicide prevention, crisis, and behavioral health resources.

QR RESOURCES CARD

EXPLORE MORE RESOURCES

The resources below can support continued learning, communication, planning, and connection to support. This is not intended to be a comprehensive directory. Resources are organized by purpose to help you find what may be most useful to you.

SUICIDE PREVENTION MONTH CAMPAIGN & COMMUNICATION RESOURCES

01

National Child Traumatic Stress Network (NCTSN) — National Suicide Prevention Awareness Month

Resources focused on suicide prevention and awareness, with particular relevance for children, youth, families, and those who support them.

National Child Traumatic Stress Network: National Suicide Prevention Awareness Month Resources

02

National Institute of Mental Health (NIMH) — Digital Shareables on Suicide Prevention

Ready-to-share graphics and messages with evidence-informed suicide prevention information.

National Institute of Mental Health: Suicide Prevention Digital Shareables and Resources

03

Centers for Disease Control and Prevention (CDC) — Suicide Prevention Campaign Brainstorm Book

A practical campaign-planning resource with exercises to help identify campaign goals, audiences, messages, messengers, and communication approaches.

Centers for Disease Control and Prevention: Suicide Prevention Campaign Brainstorm Book (PDF)

04

Substance Abuse and Mental Health Services Administration (SAMHSA) — Suicide Prevention Month Toolkit

Digital materials and resources for supporting Suicide Prevention Month communication and outreach.

Substance Abuse and Mental Health Services Administration: Suicide Prevention Month Toolkit

05

SAMHSA — 988 Day Digital Toolkit

Shareable resources specifically designed to increase awareness and understanding of the 988 Suicide & Crisis Lifeline.

Substance Abuse and Mental Health Services Administration: 988 Day Digital Toolkit

06

988 Suicide & Crisis Lifeline — National Suicide Prevention Month Resources

Campaign materials for promoting 988 and encouraging conversations about suicide prevention and help-seeking.

988 Suicide & Crisis Lifeline: National Suicide Prevention Month Campaign Resources

07

The Jed Foundation (JED) — It's OK to Say Suicide

A campaign encouraging direct, caring conversations about suicide and helping people learn how to support someone who may be struggling.

The Jed Foundation: It's OK to Say Suicide Campaign

08

American Foundation for Suicide Prevention (AFSP) — National Suicide Prevention Week Social Media Messages

Ready-to-use messages for social media and awareness activities during National Suicide Prevention Week.

American Foundation for Suicide Prevention: National Suicide Prevention Week Social Media Messages

09

American Foundation for Suicide Prevention (AFSP) — Social Shareables

Downloadable graphics and messages for sharing suicide prevention information across social media and other communication channels.

American Foundation for Suicide Prevention: Suicide Prevention Social Media Graphics and Messages

10

National Action Alliance for Suicide Prevention — National Response Social Shareables

Shareable communication materials developed to support safe and constructive public messaging about suicide prevention.

National Action Alliance for Suicide Prevention: National Response Social Media Resources

11

National Alliance on Mental Illness (NAMI) — Suicide Prevention Month

Awareness information and resources for individuals, families, organizations, and communities participating in Suicide Prevention Month.

National Alliance on Mental Illness: Suicide Prevention Month Resources

12

Mental Health First Aid — Suicide Prevention Awareness Month Resource Guide

Information and resources for recognizing concerns, supporting others, and participating in suicide prevention efforts.

Mental Health Fist Aid: Suicide Prevention Awareness Month Resource Guide

SUICIDE PREVENTION GUIDANCE, STRATEGIES & TRAINING

13

Centers for Disease Control and Prevention (CDC) — Suicide Prevention Resource for Action

CDC's comprehensive suicide prevention resource outlining seven evidence-informed strategies and approaches communities can use to help prevent suicide.

Center for Disease Control and Prevention: Suicide Prevention Resource for Action

14

Suicide Prevention Resource Center (SPRC)

A national resource center offering suicide prevention guidance, training, tools, research, and resources for states, communities, organizations, and practitioners.

Suicide Prevention Resource Center: Guidance, Training, and Prevention Resources

15

National Action Alliance for Suicide Prevention — Framework for Successful Messaging

Guidance for developing public suicide prevention messages using four interconnected components: Strategy, Safety, Positive Narrative, and Guidelines.

National Action Alliance for Suicide Prevention: Framework for Successful Suicide Prevention Messaging

16 U.S. Department of Health and Human Services — 2024 National Strategy for Suicide Prevention

The federal government's national framework for guiding coordinated suicide prevention priorities and action across the United States.

U.S. Department of Health and Human Services: 2024 National Strategy for Suicide Prevention

17 Sources of Strength

A strength-based, upstream prevention approach focused on protective factors such as connection, healthy coping, help-seeking, resilience, and belonging.

Sources of Strength: Suicide and Resilience Resources

18 CALM — Counseling on Access to Lethal Means

Training and resources that support conversations about reducing access to lethal means during periods of suicide risk.

CALM: Counseling on Access to Lethal Means Training and Resources

19 QPR Institute — Question, Persuade, Refer

Gatekeeper training designed to help people recognize suicide warning signs and connect someone who may be at risk with support.

QPR Institute: Question, Persuade, Refer Suicide Prevention Gatekeeper Training

RESOURCES FOR SCHOOLS, YOUTH & FAMILIES

20 Suicide Prevention Resource Center — Schools

School-focused suicide prevention information, tools, and guidance for developing comprehensive approaches to prevention.

Suicide Prevention Resource Center: School-Based Suicide Prevention Resources

21 Rural Health Information Hub — School-Based Suicide Prevention Programming

Information about school-based approaches to suicide prevention, with particular attention to rural communities.

Rural Health Information Hub: School-Based Suicide Prevention Programming

22

Teen Line

Peer-based support connecting teens with trained teen listeners, along with additional mental health information and resources.

Teen Line: Teen Peer Support and Mental Health Resources

23

ParenTeen Connect

Videos and resources from Committee for Children designed to help parents and caregivers communicate and strengthen relationships with teens, with content available in English and Spanish.

ParenTeen Connect: Parent and Caregiver Resources for Communicating with Teens

24

The Trevor Project

Crisis support, suicide prevention, mental health information, and peer-support resources for LGBTQ+ young people.

The Trevor Project: Crisis Support and Mental Health Resources for LGBTQ+ Young People

25

My Safety Plan

An interactive resource that helps individuals develop a safety plan identifying coping strategies, supportive people, professional resources, and steps for creating a safer environment.

My Safety Plan: Interactive Suicide Prevention Safety Planning Tool

FINDING MENTAL HEALTH & COMMUNITY SUPPORT

26

Findhelp

A searchable directory for locating free and reduced-cost community resources, including behavioral health, food, housing, transportation, and other supports.

Findhelp: Search for Free and Reduced-Cost Community Resources

27

Latinx Therapy

A bilingual mental health resource offering a therapist directory and educational content intended to help reduce stigma and increase access to culturally responsive mental health support.

Latinx Therapy: Billingual Therapist Directory and Mental Health Resources

28 Inclusive Therapists

A mental health directory focused on connecting people with therapists who provide culturally responsive and identity-affirming care.

Inclusive Therapists: Culturally Responsive and Identity-Affirming Mental Health Care Directory

29 Mental Health America — Mental Health Screening Tools

Free online screening tools that can help people explore whether they may be experiencing symptoms of a mental health condition and identify possible next steps.

Mental Health America: Online Mental Health Screening Tools

30 Black Mental Health Alliance

Education, training, referral resources, and other initiatives supporting the mental health and well-being of Black communities.

Black Mental Health Alliance: Mental Health Education, Training, and Referral Resources

CRISIS & IMMEDIATE SUPPORT

31 988 Suicide & Crisis Lifeline

Call or text **988**, or use online chat, for 24/7 crisis support. People can contact 988 for themselves or because they are concerned about someone else.

988 Suicide & Crisis Lifeline: 24/7 Phone, Text, and Online Chat Support

32 Veterans Crisis Line

Veterans, service members, and those who support them can dial 988 and press 1, text 838255, or use online chat.

Veterans Crisis Line: Crisis Support by Phone, Text, and Online Chat

33 Crisis Text Line

Free, 24/7 text-based crisis support. In the United States, text **HOME to 741741.**

Crisis Text Line: Free, 24/7 Text-Based Crisis Support

For an **immediate life-threatening emergency,** call **911** or seek emergency medical assistance.

Resource information can change. Visit the linked organization for the most current information about programs, services, eligibility, and contact options.

POWERPOINT + TALKING POINTS

ABOUT THIS PRESENTATION

This ready-to-use presentation provides an introduction to **comprehensive suicide prevention** for community audiences. It is designed to support public health professionals, community partners, educators, and others who may be called upon to introduce suicide prevention as part of their work.

The presentation draws from the **CDC's Suicide Prevention Resource for Action** and the **National Action Alliance for Suicide Prevention's Framework for Successful Messaging**, along with other relevant suicide prevention resources.

Slides may be used as provided or adapted for different audiences and settings. **Detailed speaker notes** provide suggested talking points that should be edited as needed, as well as prompts for incorporating local examples, engaging the audience, and connecting participants with additional resources.

BUILT-IN PRESENTER SUPPORT

The PowerPoint also includes **hidden presenter-support slides** with guidance for preparing and adapting the presentation, applying safe-messaging practices, and creating opportunities for audience participation.



Download the PowerPoint + Talking Points

SUICIDE PREVENTION COMMUNICATIONS TOOLKIT

The **Suicide Prevention Communications Toolkit** brings together ready-to-use and adaptable content from national suicide prevention and mental health organizations. Explore social media messages, campaign resources, prevention information, and examples that can help support your communication **efforts throughout Suicide Prevention Month and beyond.**

Explore the Suicide Prevention Communications Toolkit →

