

Together
WE CAN
help **STOP**
SUICIDE

Partner Toolkit

National Suicide Prevention Week 2021
September 5 -11

afsp.org/nspw



**American
Foundation
for Suicide
Prevention**



Table of Contents

Introduction	3
Events Calendar	5
Tools for Spreading the Word	8
Spread Awareness with New Merchandise	10
Spread Awareness on Social Media	12
Spread Awareness Across Digital	15
Spread Awareness Over the Radio	16
Appendix	20
#StopSuicide Actions	21
Messaging + Talking Points	22

Introduction

National Suicide Prevention Week and National Suicide Prevention Month provide an important opportunity to educate the public about suicide prevention and make difference for those impacted by suicide. AFSP's community is an important part of this effort, and we can't do it without you! This toolkit provides an overview of how you can help amplify the message of AFSP's campaign for National Suicide Prevention Month (NSPM) in September, National Suicide Prevention Week (NSPW) from Sept. 5-11 and help us continue the dialogue through October.

Campaign Theme: Together, We Can Help #StopSuicide

People have become increasingly comfortable talking about their mental health, particularly this past year. But the topic of suicide - when it comes up - is still scary for many people to think about.

It's time to deepen the conversation.

Some are afraid that by asking someone if they're having thoughts of suicide, it will put the idea in their head, or push them to take their lives. (Which research shows is not true.) Some are worried that they won't know what to do, or how to help, if the person tells them, "Yes - I am thinking about suicide."

It's only by learning more about what leads someone to suicide, the ways we can help to prevent it, and what resources are available - and not being afraid to ask when we're worried about someone, or for help when we need it ourselves - that we can empower our communities to address this leading cause of death.

We all have mental health. It's time we take the next step, ask more deeply about what someone is experiencing, and if we need it, find help together.

Together, we can help #StopSuicide.

Introduction

Campaign Creative Direction

We have partnered with Jessica Goldsmith (@chickofalltrade), a Brooklyn-based illustrator and graphic designer, to bring this important message to life. Through the “Together, We Can Help #StopSuicide” campaign it’s our hope that we inspire people to start a conversation - and go a little deeper. When we stay connected and share our stories of hope and healing, we can help prevent suicide.

Here’s a preview of the creative artwork to share with others or follow @AFSPnational and share across social media, through emails, at in-person events, and more!

Download the complete package of assets [here](#).





Events Calendar

Events Calendar

AFSP will be hosting a variety of free virtual events throughout the month of September and October. Please consider joining these events and sharing them with others.

For ongoing event updates and details for how to join, visit afsp.org/nspw.

World Suicide Prevention Day Virtual Event

Join us on World Suicide Prevention Day - Friday, September 10 - for an all-day Facebook Live event featuring a #RealConvo Concert, Ask Dr. Jill, and panel conversations on mental health and suicide prevention. Tune in from 12p.m. -8 p.m. ET on <https://fb.me/e/1z7lMwyrK>.

We will be joined by celebrities, influencers, artists, and experts who will share what suicide prevention means to them. Guests include:

- Gary Gulman, Stand-up Comedian
- Jessica Goldsmith, Illustrator & Designer
- Courtney B. Vance, Actor
- Dr. Alfiie, Pioneering psychologist, scientist, media contributor, author and speaker
- Dayna Geldwert, Policy Programs and Well-Being, Instagram
- And others across policy, research, entertainment and more!

How to Participate

- Promote the event on your social networks to recruit viewers
 - Promotional assets, such as social media graphics and email invitations, can be found [here](#)
- Share the official Facebook Live Event on your own channels and invite your friends: <https://fb.me/e/1z7lMwyrK>
- Clear your schedule to tune in!
- Host an in-person watch party with your local community and post a picture on social media using #StopSuicide and tag @AFSPnational.

Events Calendar

Upcoming October Events

Sound Mind Brooklyn Bowl Event

If local, please join us at Brooklyn Bowl in Brooklyn, NY on Thursday, October 21 for an in-person event with one of our partners, Sound Mind. Attendees can listen to music from a variety of musicians and continue the #RealConvo about suicide prevention and mental health.

Audacy Hollywood Bowl

If local, please join us at Hollywood Bowl amphitheater in Los Angeles, CA on Saturday, October 23 for a concert and pop-up activation our national partner, Audacy. Attendees will hear from musicians and have the opportunity to stop by AFSP's pop up installation to learn more about the importance of talking about suicide. Proceeds from the event benefit AFSP.



Tools for Spreading the Word

Tools for Spreading the Word

Help us Spread the Word!

The success of this campaign depends upon the active participation of all members of the AFSP community. What can you do? The following is an overview of ongoing ways you can help spread the word and stay engaged throughout September and October, including:

- Spread Awareness with New Merchandise
- Spread Awareness on Social Media
- Spread Awareness Across Digital
- Spread Awareness Over the Radio
- Public Policy Proclamation + Letter to the Editor

Tools for Spreading the Word

Spread Awareness with New Merchandise

New Apparel Collection

We have collaborated with Self-Care Is For Everyone on a collection of Together, We Can Help #StopSuicide merchandise. This collection includes a variety of styles and colors featuring our campaign artwork.

PURCHASE APPAREL [HERE](#).

Materials for Local Sharing

Flyers and Posters:

We have produced a suite of flyers and posters that you can purchase featuring the key campaign art. These pieces feature a QR code that drives to NSPW campaign webpage, where people can learn more about AFSP, how to have a #RealConvo and get involved!

Stickers:

In addition to flyers and posters, we have created stickers featuring the NSPW campaign artwork and message Together, We Can Help #StopSuicide.

Postcards:

To encourage deeper conversations, we have created an interactive postcard featuring the NSPW campaign artwork. This postcard features a QR code that drives to our #RealConvo webpage, where you can find conversation starters, tips, and guidance talking about mental health with others.

PURCHASE YOUR POSTERS, STICKERS AND POSTCARDS [HERE](#).

Tools for Spreading the Word

Apparel Preview



Spreading the Word

Spread Awareness on Social

Join us in sharing our #StopSuicide content through your own social media channels during the month of September and especially during National Suicide Prevention Week (September 5-11) and World Suicide Prevention Day (September 10)! To highlight the specific actions you are taking, please use the hashtag #StopSuicide. Below is a sample list of content we encourage you to share.

We encourage you to promote the campaign using our social media graphics, downloadable [here](#).

Follow @AFSPnational on social media and reshare our campaign posts:

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)

RSVP and invite others to the official World Suicide Prevention Day Facebook live event: <https://fb.me/e/1z7lMwyrK>



Spreading the Word

Facebook

Post Copy Option 1: National Suicide Prevention Month

Today is the start of #NationalSuicidePreventionMonth! We all have mental health. It's time we take the next step, ask more deeply about what someone is experiencing, and if we need it, find help together. Join us and @AFSPnational all month long as we share simple steps to encourage our friends, family, and communities to work together to help #StopSuicide. <https://afsp.org/nspw>

Post Copy Option 2: National Suicide Prevention Week (Sept. 5-11)

In recognition of #NationalSuicidePreventionWeek, I'm joining @AFSPnational to encourage everyone to have a #RealConvo with a friend, family member or someone in your community who may be struggling with their mental health. It's only by learning more about what leads someone to suicide, the ways we can help to prevent it, and what resources are available that we can work together to #StopSuicide.

Post Copy Option 3: Leading up to World Suicide Prevention Day (Week of Sept. 6)

Don't forget -- this Friday is #WorldSuicidePreventionDay! Join @AFSPnational for a Facebook Live event from 12pm to 8pm ET featuring a concert, celebrity artists, and partners - all coming together to help #StopSuicide. Learn more: <https://fb.me/e/1z7IMwyrK>

Post Copy Option 4: Leading up to World Suicide Prevention Day (Week of Sept. 6)

This Friday, tune in to @AFSPnational's Facebook Live event from 12pm to 8pm ET in honor of #WorldSuicidePreventionDay. The event will bring together celebrity artists, partners, and mental health professionals, and will feature a free virtual concert and panels on mental health, suicide prevention, and more. Join us as we help #StopSuicide - register for reminder notifications here: <https://fb.me/e/1z7IMwyrK>

Post Copy Option 5: World Suicide Prevention Day (Sept. 10)

Today for #WorldSuicidePreventionDay, I'm joining @AFSPnational for a Facebook Live event from 12pm to 8pm ET, bringing together communities across the country in an effort to #StopSuicide. The event will feature inspiring conversation about mental health and suicide prevention and will include musical performances and guests from our partner community. Go to <https://fb.me/e/1z7IMwyrK> to join us!

Spreading the Word

Twitter

Post Copy Option 1: National Suicide Prevention Month

Today marks the start of #NationalSuicidePreventionMonth. Join us and @AFSPnational as we share ways we can work together to help #StopSuicide. <https://afsp.org/nspw>

Post Copy Option 2: National Suicide Prevention Week (Sept. 5-11)

For #NationalSuicidePreventionWeek, we're joining @AFSPnational to encourage everyone to have a #RealConvo with someone who may be struggling with their mental health. By learning more about what leads someone to suicide, we can help to prevent it. #StopSuicide.

Post Copy Option 3: Leading up to World Suicide Prevention Day (Week of Sept. 6)

For #WorldSuicidePreventionDay, join @AFSPnational on 9/10 for a Facebook Live event that will bring together communities across the country to help #StopSuicide. Appearances include @MsRebeccaBlack, @andersoncooper, @HayleyKiyoko, @IAmJariJones + more! Check out afsp.org/nspw

Post Copy Option 4: World Suicide Prevention Day (Sept. 10)

For #WorldSuicidePreventionDay today, join @AFSPnational for a Facebook Live event from 12-8pm ET to bring together communities to help #StopSuicide. Appearances include @MsRebeccaBlack, @andersoncooper, @HayleyKiyoko, @IAmJariJones + more! Check out afsp.org/nspw for more

Instagram

Post Copy Option 1: National Suicide Prevention Week (Sept. 5-11)

In recognition of #NationalSuicidePreventionWeek, we're joining @AFSPnational to encourage everyone to have a #RealConvo with those who may be struggling with their mental health. It's only by learning more about what leads someone to suicide, the ways we can help to prevent it, and what resources are available that we can help #StopSuicide. Visit the #LinkInBio for more info!

Post Copy Option 2: World Suicide Prevention Day (Sept. 10)

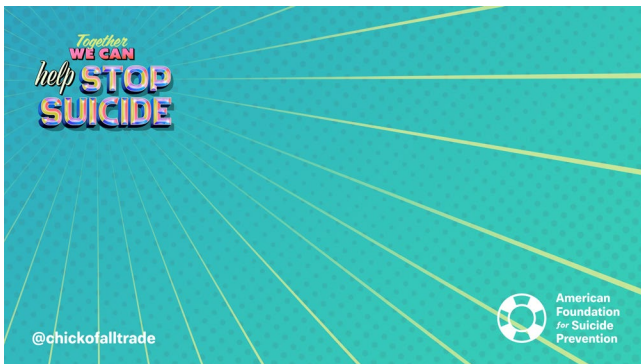
For #WorldSuicidePreventionDay today, join @AFSPnational for a Facebook Live event from 12-8pm ET, where communities from across the country will be coming together to spread the word and help #StopSuicide. Visit the #LinkInBio for more info on how to tune in.

NOTE: Be sure to add the following link in your bio, <https://fb.me/e/1z7lMwyrK>

Spreading the Word

Spread Awareness Across Digital

Join us in sharing our #StopSuicide content through your own digital platforms during the month of September. Whether you want to change your background for Zoom calls, customize your email signature for the month or invite others to attend the WSPD Live event with an invite, we've put together a sample of digital assets you can leverage, all of which can be found [here](#).



A large vertical digital asset with a teal background and yellow radiating lines. At the top, it says "YOU'RE INVITED!" in white. Below that, "World SUICIDE PREVENTION Day LIVE" is written in large, colorful, stylized fonts. The event details "12 P.M. - 8 P.M. ET SEPTEMBER 10" and "FACEBOOK @AFSPNATIONAL" are listed in white. A paragraph of text invites people to join the Facebook Live event. At the bottom right is the American Foundation for Suicide Prevention logo and name.

Spreading the Word

Spread Awareness Over the Radio

If your organization has relationships with radio stations who donate airtime for Public Service Announcements, please work with them to facilitate PSAs in support of National Suicide Prevention Week/Month. Please find suggested messaging below.

World Suicide Prevention Day Promotion

15-second

Join the American Foundation for Suicide Prevention on September 10, World Suicide Prevention Awareness Day, for an inspiring all-day virtual event, starting at 12pm Eastern on Facebook Live @AFSPnational.

15-second

September 10 is World Suicide Prevention Awareness Day. Join the American Foundation for Suicide Prevention for an all-day virtual event at 12pm Eastern on Facebook Live @AFSPnational. Together, we can help #StopSuicide.

30-second

September 10 is World Suicide Prevention Awareness Day. Together, we can help #StopSuicide. Join the American Foundation for Suicide Prevention for an all-day virtual event filled with inspiring conversations and guidance, as well as special guests from the world of entertainment. We'll bring together communities across the country to help make a difference. Tune in on September 10, from 12 to 8pm Eastern, on Facebook Live @AFSPnational.

30-second

We all have mental health, just as we all have physical health. But it's time to deepen the conversation. It's important that we know how to talk about suicide, and connect ourselves and our loved ones to help if ever we need it. September 10 is World Suicide Prevention Awareness Day. Join the American Foundation for Suicide Prevention for an all-day virtual event at 12pm Eastern on Facebook Live @AFSPnational. Together, we can help #StopSuicide.

30-second

September is National Suicide Prevention Awareness Month. Together, we can help #StopSuicide. It's important that we know how to talk about suicide, and connect ourselves and our loved ones to help if we ever need it. Join the American Foundation for Suicide Prevention for an inspiring all-day virtual event filled with conversation and entertainment, starting at 12pm Eastern on Facebook Live @AFSPnational. Learn more at A-F-S-P dot com, slash N-S-P-W.

Spreading the Word

Community Walks Promotion

15-second

September is National Suicide Prevention Awareness Month. Together, we can help #StopSuicide. Walk to make a difference and raise awareness and funds. Join the Out of the Darkness Community Walks at [A-F-S-P dot org](https://www.afsp.org), slash Walks.

30-second

September is National Suicide Prevention Awareness Month. Together, we can help #StopSuicide. Join others in your community who are walking to save lives, honor loved ones, and raise awareness and funds. Be a part of the American Foundation for Suicide Prevention's Out of the Darkness Community Walks. Walk to stop suicide, and make connections that will last a lifetime. Learn more and register today at [A-F-S-P dot org](https://www.afsp.org), slash Walks.

Spreading the Word

Spread Awareness via Letter to the Editor

AFSP furthers our mission of saving lives by advocating for federal and state level legislation that addresses disparities in access to mental health care and suicide prevention resources.

One way to reach out to your public officials is by publishing a "Letter to the Editor." See [here](#) for drafted letters driving people to Walks and a letter to encourage people to virtually attend the September 10 event.

Below is an overview of how to send a letter to an editor of your local media outlets.

How to Send a Letter to an Editor

- Letters usually run from 150 to 250 words.
- Call your local newspaper for length limit and submission information. There often is a special e-mail address specifically for submissions (e.g., letters@newspaper.com).
- The following draft is about 200 words. You can "make it your own" by filling in personal information about why you are advocating for mental health. Be sure to stay within the length limit.
- Put the letter in the text of the e-mail. Do not send it as an attachment, or it will not be accepted.
- Include your name, city or town, and a daytime phone number (preferably cell phone) so a paper can verify information.
- A newspaper may propose edits or cuts to shorten it. That is fine, as long as the meaning of the message does not change.
- Letters should be submitted as soon as possible to allow for timely publication.
- If your letter is printed and posted on the Internet, please email pr@afsp.org with a link to the story.

Spreading the Word

Letter to the Editor Template

Dear Editor,

September is National Suicide Prevention Awareness Month. This is a time for each of us to reach out to those around us and take steps to prevent suicide. The American Foundation for Suicide Prevention's theme for the month is "Together, we can help #StopSuicide."

[PERSONALIZE YOUR MESSAGE]

One action I'm taking this month to help #StopSuicide is contacting my public officials and urging them to prioritize funding for the National Suicide Prevention Lifeline and our local crisis call centers. In July 2022, the new 988 number will be fully operational as the universal phone number for the National Suicide Prevention Lifeline. This easy-to-remember three-digit number will increase access to vital mental health and suicide crisis supports. Calls are also projected to increase substantially when the 988 number goes fully live. NOW is the time to provide the funding to support our local crisis centers to meet the needs of more 988 callers.

Together, we can ensure that everyone in crisis has access to care should they need it.

Together, we can help #StopSuicide.

Sincerely,

[NAME]



Appendix

#StopSuicide Actions

#StopSuicide Actions

There are important actions we can each take to prevent suicide. Please help educate your communities by sharing on your chapter and personal social channels, and resharing from @AFSPnational social platforms.

For Yourself

- Open up to someone you trust about any struggles with mental health you have been coping with.
- Schedule a check-up to talk to a doctor about your mental health, as well as your physical health.
- Add crisis resource numbers to your phone and encourage a loved one to do the same.

For the People in Your Life

- Let people in your life know you're a safe person to talk to about mental health, and actively listen and engage when someone comes to you for help.
- Connect with a friend, family member, or person in your community who you think might be struggling with their mental health.

For Your Community

- Advocate for mental health and suicide prevention policies that ensure that everyone in your community has access to mental health care, suicide prevention training, and funding for local crisis resources.
- Get involved with your local AFSP chapter and help transform your community into one that's smart about mental health, where everyone has support when they need it.

Talking Points

Toolkit Messaging

CDC data

- Suicide deaths saw a decline in 2020. [Provisional data](#) from the CDC on suicide deaths for the year 2020 declined from 47,511 to 44,834 (5.6%) between 2019 and 2020. This decrease is encouraging from an overall population level; however, it is important for people to keep in mind that these data do not include suicide rates and are not final.
 - COVID-19 and associated mitigation efforts such as physical distancing do not alone cause suicide. Suicide is complex, risk is dynamic, and an individual's personal risk factors combined with precipitants such as evolving experiences with isolation, depression, anxiety, economic stress, and suicidal ideation, and access to lethal means may lead to periods of increased risk.
- This decrease in the total number of suicide deaths may not be a decrease in suicide deaths for all groups as the pandemic has had a disproportionate effect on particular populations. We do not yet have the data to consider suicide in specific populations based on demographic factors such as age, gender, and racial/ethnic background or social determinants such as income, access to health care, and stressors that minoritized communities may experience.
- We may not understand the entire impact of COVID-19 on suicide deaths for another year or longer as the impact of COVID-19 may last beyond the pandemic and suicide mortality data take time to collect and analyze in a meaningful way. Additionally, we know there can be a time lag in the manifestation of distress even months after the acuity of a traumatic or stressful period is over.
- Early data from states, such as Florida, Massachusetts, Utah, and Hawaii, show that the overall suicide rates declined or saw no change in 2020, compared with previous year. This early data helps dispel this common misconception.
 - In [Florida](#), suicide rates in 2020 saw a 13 percent drop from the previous year, and a 16 percent drop from 2018
 - Reports suggest that suicide rates in [Massachusetts](#) from March-May of 2020 were in line with the expected range based on recent years' trends
 - In [Utah](#), the number of suicide deaths did not increase in the first 39 weeks of 2020; the number of suicide deaths is consistent with the previous three years
 - Suicide rates in [Hawaii](#) decreased to 124 suicides from April through December 2020, which is lower than the 150 suicides in the same nine-month periods from 2015 to 2019
- A June report from the CDC looked at trends in emergency department (ED) visits for suspected suicide attempts by age group and sex during three time periods during the COVID-19 pandemic. Key findings from this report, include:
 - During February-March 2021, when compared to the same time period in 2019, there was a 39% increase in ED visits for suspected suicide attempts among youth aged 12-17 years.
 - ÷ The increase for females aged 12-17 years was 51%
 - ÷ The increase for males aged 12-17 years was 4%
 - Young people (aged 18-24 years) did not see a similar increase as adolescents

Talking Points

Toolkit Messaging

Understanding suicide and the COVID-19 pandemic

- According to provisional mortality data, suicide rates in 2020 decreased when compared to 2019, however, more data is needed to better understand the impact of the pandemic.
 - The suicide rate among young persons aged 15-24 years during this same period saw no significant change
- Certain communities and populations (i.e., American Indian/Alaska Native, Black, Latinx, LGBTQ) have been disproportionately impacted by the pandemic and may be experiencing different suicide-related trends than the general population
 - We need more data and research to identify and examine trends among these specific populations
- Just like we have been protecting our physical health during the pandemic, we must also be taking care of our mental health
 - Acting now can help prevent negative mental health impacts of the pandemic

Warning signs

- While there is no single cause for suicide, there are risk factors and warning signs which may increase likelihood of an attempt. Learning them can save lives.
- Something to look out for when concerned that a person may be suicidal is a change in behavior or the presence of entirely new behaviors. This is of sharpest concern if the new or changed behavior is related to a painful event, loss, or change. Most people who take their lives exhibit one or more warning signs, either through what they say or what they do. Warning signs include the following:
 - Talk: Killing themselves, feeling hopeless, having no reason to live, being a burden to others, feeling trapped, unbearable pain
 - Behavior: Increased substance use, withdrawal from usual activities, changes in sleep patterns, aggression, fatigue, giving away prized possessions
 - Mood: Depression, anxiety, loss of interest, irritability, humiliation/shame, agitation/anger, relief/sudden improvement

Talking Points

Toolkit Messaging

Social connectedness and caring connections remain critical

- When people are going through a challenging situation such as financial strain or health issues, it can feel like they are alone. One of the simplest and most helpful things we can do is to talk about what we're experiencing. Open, honest conversations about mental health and the factors influencing it can open up opportunities for support, protect our mental health, and build resiliency.
- Research indicates that a sense of belonging and social connectedness improves physical, mental, and emotional well-being. In fact, connectedness is a proven protective factor against suicide.
- A person does not have to be a health care professional to help someone who might be struggling. Everyone can play a role in supporting others by staying connected and offering resources.
 - Being connected takes many forms—whether through phone calls, virtual meetups, texts, or sending and posting messages via social media platforms to share words of support, listen without judgement, and, if needed, connect a person with resources and help.
 - There are resources available to help individuals stay connected, even during this time of physical distancing.

Support + resources

- If you fear you or someone you love may be at risk for suicide, do not wait for a crisis to occur and get professional help right away. If you are worried about someone else, let them know you'll be there for them no matter what, that your love is unconditional, and that you'll help them get the support they need to get through this challenging time.
 - In a crisis situation, call the National Suicide Prevention Lifeline at 1-800-273-TALK or text the Crisis Text Line by texting 'TALK' to 741741 to speak or text with a trained counselor who can provide guidance on the most appropriate next steps and resources. Calling 911 is best for situations when self-harm is occurring or is about to occur.
- When seeking help for your child, you can start by contacting your school's counseling office and/or your child's primary care provider to discuss the situation and to get a referral if needed.

Talking Points

Toolkit Messaging

JAMA Psychiatry

- Suicide, a leading cause of death with devastating emotional and societal costs, is a generally preventable cause of death and a critical global public health issue. The COVID-19 pandemic may increase the risk of population suicide through its effects on a number of well-established suicide risk factors.
- With the added physical and mental health, social, and economic burdens imposed by the pandemic, many populations worldwide may experience increased suicide risk. Data and recent events during the first six months of the pandemic reveal specific effects on suicide risk. However, increases in suicide rates are not a foregone conclusion even with the negative effects of the pandemic.
- COVID-19 presents a new and urgent opportunity to focus political will, federal investments, and global community on the vital imperative of suicide prevention. Suicide prevention in the COVID-19 era requires addressing not only pandemic-specific suicide risk factors, but also pre-pandemic risk factors.
- There are actionable steps that policy makers, health care leaders, and organizational leaders can take to implement evidence-based strategies tailored to the COVID-19 environment and mitigate suicide risk during and after the pandemic. These opportunities include:
 - Making federal investments in and implementing policies that break down barriers to suicide prevention strategies
 - Giving healthcare providers the training, tools, resources, and institutional support necessary to identify signs of suicide risk, make accurate assessments and treatment decision, and implement interventions that can have a dramatic life-saving impact
 - Improving mental health and suicide prevention for those within marginalized communities, including people with unmanaged mental health conditions, those at high-risk for suicide, the socioeconomic disadvantaged, as well as BIPOC and sexual minorities

Talking Points

Toolkit Messaging

Additional Messaging

- Everyone has different experiences with their own mental health, and their own preferred methods of care and support. It's important that we all remain open and ready to listen to others' points of view and perspectives, especially during this challenging time.
- A survey conducted by The Harris Poll (September 2020) on behalf of AFSP and other mental health organizations has revealed the importance of making suicide prevention a national priority as a result of the COVID-19 pandemic. Key findings from the survey include:
 - 81% believe it's more important than ever before to make suicide prevention a national priority
 - 93% of respondents overwhelmingly believe that suicide can be prevented
 - 66% of Americans are ready and willing to have open conversations about mental health, and they are feeling more empathetic
 - 78% think that mental health and physical health are equally important. For those who don't, mental health (15% vs 8% for physical) is nearly 2Xs more likely to be important and has even grown in priority since 2018 (11% mental health; 9% physical health)
- In the era of COVID-19, as we all try to protect our mental health and cope with uncertainty, it's more important than ever that we be there for each other and take steps to prevent suicide. You don't have to be a mental health professional to make a difference. There are simple things we can all do to safeguard our mental health, and you don't have to do it alone. AFSP's #KeepGoing social media campaign highlighted the simple things we can all do to safeguard our mental health not only during National Suicide Prevention Week, but every day, including:
 - Learn how to care for and protect your own mental health
 - Have a #RealConvo with someone in your life
 - Reach out to your public officials to demand smart mental health legislation
 - Bring suicide education and support programs to your school, workplace, and community
 - Share the warning signs and learning what research tells us about suicide
 - Add crisis resources to your phone, and encourage friends and family to do the same
 - Connect suicide loss survivors to healing resources
- Suicide is not a simple issue to solve nor one in which there's a one-size-fits-all approach, but we all can play a role in preventing suicide by safeguarding our own and others' mental health, educating one another on mental health and suicide, as well as providing resources for particular communities, minoritized populations, and others where there's a disproportional impact of the pandemic.
 - **Minoritized Communities:** Health disparities have been prevalent for decades and have been even more exacerbated by the COVID-19 particularly when it comes to mental health in medically underserved communities. LGBTQ, American Indian, Alaska Native, Black and Latinx and other communities continue to face elevated suicide risk and long-standing cultural and socioeconomic barriers, such as limited access to mental health care or limited information about how to access resources and get help. These disparities cannot continue and it is incumbent on political leaders and the medical community to take the necessary steps to create a mental health care system that is equitable for everyone.

Thank You!



**American
Foundation
for Suicide
Prevention**