

September is Suicide Prevention Awareness Month!

National Suicide Prevention Week
September 10th-16th, 2017

World Suicide Prevention Day
September 10th, 2017

Ideas for Suicide Prevention Awareness

The following national and international associations have awareness resources, activities, and other ideas that can be implemented across settings:

- American Association of Suicidology (AAS): [National Suicide Prevention Week Resources](#)
- Suicide Prevention Resource Center (SPRC): [Suicide Prevention Month Ideas for Action](#)
- International Association for Suicide Prevention (IASP): [Cycle around the Globe 2017](#) to raise awareness about suicide and help raise funds to support suicide prevention efforts in PA!
 - [What YOU Can Do to Support World Suicide Prevention Day](#)
 - [How to Write a World Suicide Prevention Day Press Release](#)
 - [IASP Facts & Figures PowerPoint](#)
- National Action Alliance for Suicide Prevention: [National Day of Prayer for Faith, Hope, & Life](#) for faith communities

Social Media

Social Media Campaigns:

- The National Action Alliance for Suicide Prevention is [bringing together its partners](#) to highlight existing campaigns focused on “being there” for others:
 - [#BeThe1To](#)
 - [#BeThere](#)
 - [Take 5 to Save Lives](#)
- The National Action Alliance for Suicide Prevention: [Thunderclap Campaign](#)
- Association for Behavioral Health and Wellness: [Stamp Out Stigma](#)

Sample Social Media Posts (to be copied or adapted):

- *Today is World Suicide Prevention Day. Reach out to a friend and let them know you care. #PreventSuicidePA <https://www.facebook.com/events/1054474904622617/>*
- *This year’s World Suicide Prevention Day theme is “Take a minute, change a life.” We want you to know that there are resources available and people who want to help are here for you. If you or a loved one is in need of crisis support call 1-800-273-TALK (8255) (or you can insert local crisis number). #PreventSuicidePA*



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- Today is World Suicide Prevention Day – Take a minute, change a life. There is always help available. Visit <http://www.preventsuicidepa.org/> to learn more.
- Did you know Facebook has a way to reach out to a friend who may be in crisis? If you are concerned about a post you can contact your friend directly, or have Facebook send them a message that help is available. Learn more here:
<https://www.facebook.com/fbsafety/photos/a.197686146935898.42079.125459124158601/1041262189244952/?type=3&theater> [specific to Facebook]
- Consider changing your Facebook or Twitter image:



Safe Reporting/Media Guidelines

- [Recommendations for Reporting on Suicide](#): This guide important points for covering suicide, “do’s and don’ts” for safe reporting, and suggestions for online media/message boards/bloggers. Additional information can be found at <http://reportingonsuicide.org/>.
- [Safe and Effective Messaging for Suicide Prevention](#): Evidence-based recommendations from the Suicide Prevention Resource Center (SPRC).
- [Framework for Successful Messaging](#): The National Action Alliance has provided this framework for public messaging (e.g., posters, PSAs, social media, websites, etc.) to ensure that suicide-related messages are safe, strategic, positive, and in line with best practices.
- The following resources have been developed to assist schools, families, and communities in how to support youth in navigating challenging media/online content:
 - 13 Reasons Why
 - [Talking Points](#) developed by SAVE, the JED Foundation, and the Pennsylvania Youth Suicide Prevention Initiative (PAYSPI)
 - [Considerations for Educators](#) by the National Association of School Psychologists (NASP)
 - Blue Whale Challenge
 - [Tips and Resources](#) from the Center for School Mental Health (CSMH)
 - Statements by the [American Foundation for Suicide Prevention](#) (AFSP) and the [American Association of Suicidology](#) (AAS)



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Crisis Resources

National:

- National Suicide Prevention Lifeline: **1-800-273-TALK (8255)** or visit <http://www.suicidepreventionlifeline.org/>
- Crisis Text Line: **TEXT 741-741** or visit <http://www.crisistextline.org/>

Pennsylvania:

- [List](#) of Crisis Intervention contact information by county
- [List](#) of County CASSP and Children's Behavioral Health Contact Persons
- [County Task Force Resources](#): By county, available contact information is provided for crisis, the Suicide Prevention Task Force, local chapter of AFSP, and other local mental health/suicide prevention resources.

National and State Organizations

National:

- American Association of Suicidology (AAS): <http://www.suicidology.org/>
- American Foundation for Suicide Prevention (AFSP): <https://afsp.org/>
- Suicide Prevention Resource Center (SPRC): <http://www.sprc.org/>

Pennsylvania:

- Prevent Suicide PA: <http://preventsuicidepa.org/>
- Jana Marie Foundation: <http://www.janamariefoundation.org/>
- Aavidum: <http://aavidum.com/cms/>

State Initiatives

- In June 2014, [Act 71](#) was passed in the Commonwealth of Pennsylvania as House Bill 1559. The law requires every school entity to 1) adopt suicide prevention policies and procedures; and 2) provide 4 hours of suicide prevention training to educators in grades 6-12 every 5 years. Schools must also integrate youth suicide prevention and awareness programming for students.
- The Garrett Lee Smith “[Suicide Prevention in Pennsylvania Schools and Colleges Initiative](#)” is a five-year grant awarded to the Pennsylvania Office of Mental Health and Substance Abuse Services (OMHSAS). The project targets youth ages 10-24 and provides awareness, training, and screening activities within schools, colleges, and behavioral health agencies throughout the commonwealth.
- For over 30 years, the [Pennsylvania Network for Student Assistance Services](#) (PNSAS) and school Student Assistance Programs (SAP) have partnered to address youth suicide prevention/intervention efforts in the commonwealth. Together, PNSAS, the Garrett Lee Smith Initiative, Act 71, and Prevent Suicide PA are working with school SAP teams to build a stronger safety net for our youth. This safety net includes early identification of observable risk behaviors, the SAP process for referrals, school and community supports/resources, and school/district youth suicide prevention policies and procedures.

