



# National Suicide Prevention Week

“Suicide claims the lives of over 4000 people age 15-24 every year, and is now the second leading cause of death for our youth.” (AAS)

A publication of the Center for Leadership Education in Maternal and Child Public Health

We hope you find this health observance Quick-Guide helpful! Roll over text to find live links, or Google search the organization and material. Most messages, materials, and facts can be adapted to fit other audiences not specifically depicted here.

## Social media

### Hashtag

#SuicidePrevention  
#UOK  
#NSPW  
#EndSuicide  
#SelfiesAgainstStigma

### Facebook

American Association of Suicidology  
American Foundation for Suicide Prevention  
National Suicide Prevention Lifeline ‘1-800-273-TALK (8255)’

### Twitter

@AASuicidology  
@800273TALK  
@afspnational

### YouTube

AmericanAssocSuicid  
AFSPNational

### Instagram

@afspnational  
@preventyouthsuicide

Social media can be a great tool for finding up-to-date resources and facts. Follow leading organizations to find out what they are doing, share their posts, and join in national chats.

One of the easiest ways to find more resources is to search the hashtag for this observance. This can be done on almost all social media sites. Include it in any posts you create.

*Please share these documents and consider tagging the Centers: @UMN\_MCH and @SahrcUMN.*

## Print, post, or share

### American Association of Suicidology (AAS)

Know the Warning Signs of Suicide  
2015 National Suicide Prevention Week: Media and Information Kit  
Information & Media Kit  
NCPYS/AAS Resources: Fact sheets, videos, more  
U OK? Program  
Youth Advisory Board  
National suicide facts and statistics  
Infographics  
Lesbian, Gay, Bisexual and Transgender resources  
Information and resources for survivors: Attempt, loss, and clinician

### American Foundation for Suicide Prevention

National Suicide Prevention Week resources  
For the media  
Out of the Darkness Walks  
Understanding Suicide  
Preventing Suicide  
Research

### National Suicide Prevention Lifeline

Map of Lifeline Network awareness efforts  
Words to Live By graphics (download)  
For youth: You Matter  
Download the logo  
Materials to download, print, and share  
Reasons to Call video gallery  
Find a crisis center  
Send an e-card  
Suicide prevention toolkit

If available, use logos and other graphics to enhance your posts, emails, or websites. Visuals help catch people’s attention and often have higher engagement numbers. Use available facts from these organizations to create quick and easy posts for social media or a newsletter. Many also provide templates for press releases and other modes of communication.

### Training Video

For more information, check out our training video: <http://z.umn.edu/qgvid>

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