



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! 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
- 2016 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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