

National Suicide Prevention Week 2020

Partner Toolkit



American
Foundation
for Suicide
Prevention

#Keep going



Table of Contents

<i>Introduction</i>	3
<i>Spreading Awareness</i>	4
• Video Challenge.....	4
• Social Networks.....	5
• Events Calendar.....	6
• Public Policy.....	7-8
• PSAs.....	9
<i>Safe Reporting Guidelines</i>	10



Introduction

#KeepGoing Campaign

Introduction

This toolkit provides an overview of how our partners can participate in the AFSP National Suicide Prevention Week (NSPW) campaign, **#KeepGoing**. On the #KeepGoing website at <http://afsp.org/keepgoing>, there is a **calendar** with virtual activities and events happening during NSPW that everyone can participate in. The [website](#) features resources, personal stories, social media graphics, and a calendar of events planned throughout the month of September you can participate in.

AFSP's Social Media: [@AFSPnational](#)

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

Campaign Overview: #KeepGoing

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. From learning the warning signs for suicide and what to do if you are worried someone is struggling, to advocating for smart suicide prevention legislation, to having a #RealConvo about your own or others' mental health, to bringing education programs to your community, we can all learn new ways to help each other save lives. **Together, we #KeepGoing.**

#KeepGoing Actions

During National Suicide Prevention Week (September 6-12) we have developed daily actions each of us can take. Please help us amplify on your own channels by resharing from @AFSPnational on all platforms.

- **Sunday, September 6** - Learn how to care for your own mental health
- **Monday, September 7** - Have a #RealConvo with someone in your life
- **Tuesday, September 8** - Reach out to your public officials to demand smart mental health legislation
- **Wednesday, September 9** - Bring suicide education and support programs to your school, workplace, and community
- **Thursday, September 10** - Share the warning signs, and learn what research tells us family to do the same
- **Friday, September 11** - Add crisis resources to your phone, and encourage friends and family to do the same
- **Saturday, September 12** - Connect suicide loss survivors to healing resources

Spreading Awareness

Video Challenge



In advance of NSPW, we are gathering videos about how people keep going. We would love for you and your organization's members to participate by making your own video (or photo) and share with your friends and colleagues on social media!

Video instructions

- Keep video to 15-30 seconds
- Hold your phone vertically and, if it makes sense for your message, smile :)
- Record the video in a well lit, quiet area
- Look at the camera and say, "I keep going by _____" (Example: I keep going by exercising and meditating every day")

Photo instructions

Take a picture of yourself on social media (Facebook, Twitter and Instagram, and Instagram Story) holding up a sign that says, "Keep Going."

Sharing on social media

Please be sure to tag @AFSPnational and use the dedicated hashtags #KeepGoing, #TogeththerToFightSuicide, and #StopSuicide. Here is a message you could use:

- *As we all continue to protect our mental health & cope with uncertainty, it's important that we #KeepGoing one day at a time to support one another & take action to prevent suicide. I #KeepGoing by **[insert action item here]**! How do you #KeepGoing? #TogeththerToFightSuicide*

Spreading Awareness Social Networks



Similar to our efforts during Mental Health Awareness Month in May, it is our hope that our partners will join us during our #KeepGoing campaign by sharing the actions we have outlined for NSPW, as well as prevention resources via social media channels.

As always, we welcome you to share content from @AFSPnational. View [here](#) for the visual assets to accompany social posts.

Facebook

Post Copy Option 1 (Post on Sept. 6)

- Today begins #NationalSuicidePreventionWeek. Join us and @AFSPnational as we share actions to #KeepGoing, from learning the warning signs for suicide to advocating for smart suicide prevention legislation. We can all learn new ways to save lives.

Post Copy Option 2 (Post on Sept. 10)

- In recognition of #WorldSuicidePreventionDay, we're joining @AFSPnational to empower everyone to #KeepGoing by supporting one another and taking steps to prevent suicide. Anyone can make a difference!

Instagram

Post Copy Option 1 (Post on Sept. 6)

- It's more important than ever that we be there for each other and take steps to prevent suicide. This #NationalSuicidePreventionWeek, we're joining @AFSPnational in sharing ways to manage our mental health and support one another. Together, we #KeepGoing.

Post Copy Option 2 (Post on Sept. 10)

- This #WorldSuicidePreventionDay, #KeepGoing with us and @AFSPnational. By learning the warning signs, advocating for smart legislation, and having a #RealConvo, we can all play a role in preventing suicide and saving lives.

Twitter

Tweet Copy Option 1 (Post on Sept. 6)

- In honor of #NationalSuicidePreventionWeek, we're joining @AFSPnational in spreading awareness about the warning signs for suicide and learning new ways to help save lives. Together, we #KeepGoing.

Tweet Copy Option 2 (Post on Sept. 10)

- As we all continue to protect our mental health & cope with uncertainty, it's important that we #KeepGoing one day at a time to support one another & take action to prevent suicide.
#WorldSuicidePreventionDay



Events Calendar

September

Below is a list of virtual events currently scheduled during the month of September. Continue to **check afsp.org/keepgoing for updates**. Please consider joining these events and sharing them with your networks, employees, other partners, neighbors, etc.

September 5-September 13 | All Week
#KeepGoing Streaming Campaign on [Tiltify](#)

September 8, 2020 | 2:00pm ET

Twitter Chat

Led by @AFSPnational and co-hosted with American Association of Suicidology, Human Rights Campaign, The Jed Foundation, Movember Foundation, and National Alliance on Mental Illness. Follow along using #KeepGoing

September 10, 2020 | 3:00pm ET

AFSP's Allies in Action Live Awards Ceremony

Follow along with @AFSPnational on [Facebook](#)

September 17, 2020 | 3:00pm ET

AFSP Elevating Voices for Long-Lasting Change Town Hall series

For our third [Town Hall](#), "Preventing Suicide in BIPOC Communities: Ways Forward," Dr. Christine Moutier will lead a moderated one-hour discussion focused on policy opportunities and initiatives, with audience Q&A on [Facebook Live](#). Guest panelists include:

- *Congresswoman Bonnie Watson Coleman: Chair, Congressional Black Caucus Task Force on Black Youth Suicide*
- *Michael Lindsey, Ph.D., MSW, MPH: Executive Director, NYU's McSilver Institute for Poverty Policy and Research and Constance & Martin Silver Professor of Poverty Studies; Chair, Working Group of Congressional Black Caucus Task Force on Black Youth Suicide*
- *Nikki Pitre: Coeur d'Alene Tribe, Executive Director at the Center for Native American Youth at the Aspen Institute*

Spreading Awareness

Public Policy



Advocating for legislation that supports mental health at the federal and state level, such as mandatory suicide prevention training and policies for schools to mental health parity in insurance coverage, is critical in furthering our mission of saving lives.

One way to reach out to your public officials is by publishing a “Letter to the Editor.” Below is an overview of how to send a letter to an editor and an example e-mail template can be found on the next page.

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 draft below is about 200 words. You can “make it your own” by filling in personal information about why you are advocating for suicide prevention. 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 aobrien@afsp.org with a link to the story.
- Good luck!!!

Spreading Awareness

Public Policy (cont.)



Outreach E-mail Template

Dear Editor,

September is Suicide Prevention Month and it's more important than ever that we be there for each other and take steps to prevent suicide. The [American Foundation for Suicide Prevention's](#) theme for the month is to #KeepGoing, by taking simple actions to safeguard our mental health and save lives. From learning the warning signs for suicide and what to do if you are worried someone is struggling, to bringing education programs to your community, we can all learn new ways to help each other save lives.

One action I'm taking is to urge my public officials to prioritize suicide prevention and mental health. When someone is in acute crisis, it's hard for them to think clearly, and even reaching out for help can be a struggle. For this reason, it is vital that Congress pass the National Suicide Hotline Designation Act (H.R.4194/S.2661) to make a three-digit number for the National Suicide Prevention Lifeline a reality. This legislation will provide the funding and resources needed by crisis centers across the country that support those struggling with their mental health and thoughts of suicide.

In this time of uncertainty, we all need to find new ways to connect and support each other.

Together, we #KeepGoing.

Sincerely,
[NAME]

Spreading Awareness



PSAs

If your organization has relationships with radio stations who donate airtime for Public Service Announcements, please find suggested messaging below.

15 second version

There are simple steps we can all take to prevent suicide, from learning the warning signs, to having a real conversation with a friend. Learn more from the American Foundation for Suicide Prevention, at [A-F-S-P dot org slash Keep Going](https://www.afsp.org/keepgoing).

30 second version

Right now, it's more important than ever that we be there for each other. There are simple steps we can all take to care for our mental health and prevent suicide. From learning the warning signs and knowing what to do if you are worried about someone, to having a real conversation with a friend, to bringing education programs to your community, we all have a role to play in saving lives. Together, we #KeepGoing. Learn more from the American Foundation for Suicide Prevention, at [A-F-S-P dot org slash Keep Going](https://www.afsp.org/keepgoing).

Safe Reporting

Guidelines for Media



Research shows that the media may influence suicide rates by the way they report on suicide. Evidence suggests that when the media tell stories of people positively coping in suicidal moments, more suicides can be prevented. We urge all members of the media working on these stories to refer to the [Recommendations for Reporting on Suicide](#) for best practices for safely and accurately reporting on suicide.

Additionally, AFSP has a dedicated webpage for journalists, which includes statistics, resources, and guidance for covering the topic: afsp.org/for-journalists.

If you receive any media inquiries and need help addressing them, please reach out to Alexis O'Brien, PR Director at the American Foundation for Suicide Prevention at 347-826-3577 or aobrien@afsp.org.