

September is Suicide Prevention Awareness Month!

National Suicide Prevention Week
September 9th-15th, 2018

World Suicide Prevention Day
September 10th, 2018

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): [World Suicide Prevention Day Brochure](#) and [World Suicide Prevention Day Suggested Activities](#), with toolkits, presentation slides, and imagery also available [here](#).
- American Foundation for Suicide Prevention (AFSP): Countdown, events, and social media campaigns for National Suicide Prevention Week are available [here](#).

Ideas for schools:

- Prevent Suicide PA is launching its 7th annual high school PSA contest for suicide prevention on World Suicide Prevention Day (September 10th), with submissions due by Friday, November 16th. A letter for schools, contest rules, and submission guidelines are available [here](#) – consider engaging students to create a poster, audio clip, or video!
- Promote suicide prevention by displaying free, downloadable posters designed by high school students from past PSA contests, or show 60-second suicide prevention PSAs to students during homeroom or advisory to start important conversations. Past year submissions are available [here](#).
- Have staff participate in an online suicide prevention course, available free through Prevent Suicide PA's [Online Learning Center](#).
- Have conversations about how school-based suicide prevention efforts align with other school-based initiatives, such as SAP and multi-tiered systems of support such as PBIS. Use this [guidance document for administrators](#), available for download on the PaTTAN website.

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](#)

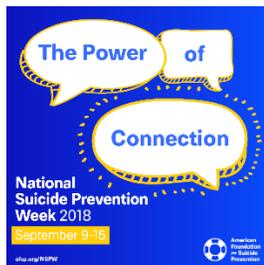


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- The American Association of Suicidology (AAS): Preventing suicide every day through the [#AAS365 campaign](#)

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

- *Today is World Suicide Prevention Day. Learn the warning signs to help #stopsuicide. #PreventSuicidePA*
- *For Suicide Prevention Awareness Month, we want you to know that there are resources available and people who care about you. If you or a loved one is in need of crisis support call 1-800-273-TALK (8255) or text PA to 741-741. #PreventSuicidePA*
- *#BeThe1To offer hope. Connect with those you care about. Together, we can #stopsuicide. Visit <http://www.preventsuicidepa.org/> to learn more.*
- *Take 5 to save lives: 1) learn the signs, 2) do your part, 3) practice self-care, 4) reach out, 5) spread the word. #nationalsuicidepreventionweek #aas365*
- Consider changing your Facebook or Twitter image during National Suicide Prevention Week or World Suicide Prevention Day:



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.



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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 PA to 741-741** or visit <http://www.crisistextline.org/>
 - Click [here](#) for a downloadable flyer to share within your school or organization.

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/>
- The Trevor Project: <https://www.thetrevorproject.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 and to help prioritize suicide prevention in Pennsylvania schools and communities.

