

In support of National Suicide Prevention Awareness Week and World Suicide Prevention Day, Each Mind Matters: California's Mental Health Movement is excited to share materials and resources that can assist you in planning activities and events in your county and community. This year we are encouraging a special focus on men in the middle years and have provided a range of tools including a data briefing, hand-outs, a presentation and a drop-in article to support outreach to this population.

**Link for 2017 Suicide Prevention Toolkit:** [http://secure-web.cisco.com/1RL9nyh31pQAmudGNEMLiCoe2\\_kQydAgJ5nRvADBLEHcNZ51YEwxQnceK10TVLTPQ2wUfJPRrYNgBSAUM-hgiSFptDSaLmZIVCOvYRmwEwr-8MwLOktBdzzJ4mT6KsQgENhAQOsqGEukuOSoUBSUmOUhMzywFmtZmaxc392Ipen1zkuHn1k6HOMaomD2Qjur8mA5kkHknI8CpdmelUEkd-YamP1MZPvy1S4McyXzDr6OzPeP6RXOM1m1pg59GYDPLbEX8SkIeS5GeNiuY71MdjPL0yAT0zTGoWOCqZjBbwnMIxmvlv-P1WUcgreascDBJyFyXk62YBbGkkFiPESGQwB0x4feD7NzMd4Kvs6FVvKV4A7595hulwSICLIMr4IPkAhxLCIUvIjgy4QQXzgxfg/http%3A%2F%2Fwww.eachmindmatters.org%2Fspw2017%2F](http://secure-web.cisco.com/1RL9nyh31pQAmudGNEMLiCoe2_kQydAgJ5nRvADBLEHcNZ51YEwxQnceK10TVLTPQ2wUfJPRrYNgBSAUM-hgiSFptDSaLmZIVCOvYRmwEwr-8MwLOktBdzzJ4mT6KsQgENhAQOsqGEukuOSoUBSUmOUhMzywFmtZmaxc392Ipen1zkuHn1k6HOMaomD2Qjur8mA5kkHknI8CpdmelUEkd-YamP1MZPvy1S4McyXzDr6OzPeP6RXOM1m1pg59GYDPLbEX8SkIeS5GeNiuY71MdjPL0yAT0zTGoWOCqZjBbwnMIxmvlv-P1WUcgreascDBJyFyXk62YBbGkkFiPESGQwB0x4feD7NzMd4Kvs6FVvKV4A7595hulwSICLIMr4IPkAhxLCIUvIjgy4QQXzgxfg/http%3A%2F%2Fwww.eachmindmatters.org%2Fspw2017%2F)

The Toolkit (and email below) are organized into the following sections and resources and suggested activities can be used throughout the year, not just during Suicide Prevention Week!

- General Suicide Prevention Tools including social media posts, a drop-in article, proclamation template, and banner graphics.
- Coaster and Coffee Sleeve Activity
- Resources for Men in the Middle Years including a drop-in article, data briefing, talking points, presentation, and resource hand-out.
- Gun Shop Activity
- Tools for Messaging about Suicide Prevention
- Involving Young People including a drop-in article about 13 Reasons Why, school-based activity suggestions, and a "13 Reasons Why Not" activity tip sheet.

## **Suicide Prevention Tools- General Public**

The [Know the Signs \(KTS\)](#) campaign is an effective way to promote suicide prevention in your community. The campaign encourages community members to know the warning signs of suicide, find the words to offer support to someone, and reach out to local resources.

- View all suicide prevention materials and resources that are available for free download from the new Each Mind Matters Resource Center at [EMMResourceCenter.org](http://EMMResourceCenter.org)
- Share the [tip sheet](#) for ideas to use statewide resources to augment your activities and communications around Suicide Prevention Week and beyond.
- Share the drop-in article "Suicide Prevention is Everyone's Business" that can be customized or used as-is, for placement in newsletters, blogs and local media.
- Work with your board of supervisors to issue a Proclamation for Suicide Prevention Week. A template is provided in the toolkit.

- Post and tweet! Use pre-written [Facebook and Twitter posts](#) and graphics. A selection of social media posts are also provided in [Spanish](#).
- Use one of these digital banners to customize your suicide prevention emails and materials or post them on your website.
  - Suicide Prevention Week 2017 ([PNG file](#)) ([JPEG file](#))
  - Suicide Prevention Month 2017 ([PNG file](#)) ([JPEG file](#))
  - #Bethe1to Know the Signs, Find the Words, Reach Out ([PNG file](#)) ([JPEG file](#))
- Refresh yourself on some helpful [guidelines](#) when posting about suicide prevention on social media.
- Whenever you reach out to or respond to local news, share [these recommendations](#) for reporting on suicide. And be sure to review the [Making Headlines](#) for tips to work with the news media.

## Coaster and Coffee Sleeve Activity

Suicide Prevention Week is an opportunity to emphasize that everyone can play a role in suicide prevention. View the [Activity Tip Sheet](#) and reach out to local businesses in your community.

- Ask a local coffee shop to use the Know the Signs branded coffee sleeves.
- Ask local restaurants and bars to hand-out the Know the Signs branded coasters.
- Share a Know the Signs poster and brochure for additional information and share why suicide prevention matters and how everyone can play a role.

## Men in the Middle Years

Data tells us that middle-aged and older adults die by suicide at higher rates and in larger numbers than youth. Although men in the middle years (MIMY)—that is, men 35–64 years of age—represent 19 percent of the population of the United States, they account for 40 percent of the suicides in this country. We encourage you to use and share these resources:

- Men and Means Webinar Recording and Slides (from August 8, 2017): [http://secure-web.cisco.com/15I7OV9iGuPB5KffN9SKePWwKIOChmp7v4Oinw9hDVDFBg8j3mqG\\_VcoYKfs\\_Q-Y9m9ZZq\\_oBnJgAylMDGz8QZHI4qqGt0vjYKhj8B\\_2CUC8ittqGRJXm2UWAHJtmXV2LZjDw6rI2ODr6RQx\\_rlrqBVxY2tuT4Sf1we\\_AGXqrcPKk8i-tOg5E5djy3gKbPeRI8z0mnRXSapYDaZw57TmiUj3JEwzQVGwBQuLK55ucALI4Q\\_0wtyqPjR7WzCTBV4wNWHMDLHp-fMBdS-f5VMUThQAB1FKtVNfrNCIgmrd0eqNXXmU\\_XNFTAQXi1WQalfNCcQ\\_6SCNAzVKqLOO7ZVqk4Z-0IGVTdxUPi\\_P44QCOVndKDliP6wLvnAXdlwsBcxoq1h6PYrO3jLeLufpQlg/http%3A%2F%2Ffemmre-sourcecenter.org%2Fresources%2Fsuicide-prevention-skills-building-men-and-means](http://secure-web.cisco.com/15I7OV9iGuPB5KffN9SKePWwKIOChmp7v4Oinw9hDVDFBg8j3mqG_VcoYKfs_Q-Y9m9ZZq_oBnJgAylMDGz8QZHI4qqGt0vjYKhj8B_2CUC8ittqGRJXm2UWAHJtmXV2LZjDw6rI2ODr6RQx_rlrqBVxY2tuT4Sf1we_AGXqrcPKk8i-tOg5E5djy3gKbPeRI8z0mnRXSapYDaZw57TmiUj3JEwzQVGwBQuLK55ucALI4Q_0wtyqPjR7WzCTBV4wNWHMDLHp-fMBdS-f5VMUThQAB1FKtVNfrNCIgmrd0eqNXXmU_XNFTAQXi1WQalfNCcQ_6SCNAzVKqLOO7ZVqk4Z-0IGVTdxUPi_P44QCOVndKDliP6wLvnAXdlwsBcxoq1h6PYrO3jLeLufpQlg/http%3A%2F%2Ffemmre-sourcecenter.org%2Fresources%2Fsuicide-prevention-skills-building-men-and-means)
- [A drop-in article](#) that can be customized or used as-is, for placement in local media, newsletters and blogs reaching seniors.
- [A “Suicide Prevention 101” presentation \(PDF file\)](#), tailored to include information about suicide prevention for men in the middle years, for use at a local event or presentation.
- [Talking Points and Data Briefing: Why Suicide Prevention Matters for Men in the Middle Years](#)
- [Suicide prevention resources for men hand-out](#)

- [“The Rock”](#)- a 30 second radio spot specifically designed to reach family and friends of men.

## Gun Shop Activity

Gun ownership is concentrated in the very same population that has the highest rate – and number- of suicides. According to a [Pew Research Center study](#) that tracks national trends in gun ownership, three-quarters of gun owners are male, and 82% are white. The Gun Shop Project was developed as a partnership between the [New Hampshire Firearms Safety Coalition](#) and the [Means Matter Campaign](#). The goal is to join suicide prevention and firearm communities around the common goal of keeping people who may be at risk of suicide safe.

In support of this year’s toolkit emphasis on suicide prevention for men, we encourage you to consider an activity to implement a local version of the Gun Shop Project in your community. The [Activity Tip Sheet](#) provides a step by step approach to implementing this activity in your local community. Please email me if you would like to receive files that can be customized with your logo and local resources.

## Messaging about Suicide Prevention

When crafting your messages about suicide prevention, take a second look and make sure they align with safe and effective messaging recommendations by reviewing our [Messaging Matters](#) tip sheet.

- The National Action Alliance Framework for Successful Messaging is a great starting point for strategizing your suicide prevention messaging. Learn more at [suicidepreventionmessaging.org](#) or listen to the recording of the Each Mind Matters webinar: [Messaging about Suicide Prevention](#).

## Invite Young People to Play a Role in Suicide Prevention

From social media to the Sunday paper, classrooms to kitchen tables, Netflix’s show “13 Reasons Why” is provoking lots of conversation. As the choruses of praise and protest get louder and louder, they spotlight the undeniable truth that we *weren’t* talking enough about suicide and suicide prevention before. Below are a few tools to begin these much-needed conversations about mental health and suicide prevention.

As a starting point take a look at the [ideas for school-based suicide prevention activities](#), an overview of a [13 Reasons Why Not activity](#), and share this [drop in article](#): One Good Reason to Talk About “13 Reasons Why”: To Help Save a Life.

- The [Suicide Prevention 101 Prezi](#) provides information about the warning signs for suicide and how to provide support intertwined with short youth-produced films.
- The [Directing Change Program & Film Contest](#) encourages young people ages 14-25 to create 60-second films about suicide prevention and mental health. Host a local screening, encourage young people to submit a film to the contest, or host a local screening, or ask your local movie theater to show a film. To view and download films and find several suicide prevention resources for schools and young people, visit [DirectingChange.org](#).
- [Active Minds Suicide Prevention Month 2017](#) is encouraging supporters to highlight the reasons they speak up about mental health and suicide prevention by using the hashtag #ReasonsISpeak and cumulating in Active Minds National Day Without Stigma. A cornerstone of Active Minds Suicide Prevention Month is their blog series, which features the stories of suicide attempt survivors and survivors of suicide. For blogs, social media events and Twitter chats visit [ActiveMinds.org/SuicidePrevention](#).

As your plans for Suicide Prevention Week develop add them to the [Each Mind Matters \(EMM\) events page](#), especially if the events are open to the public and/or you would like others in your county and state to know about them.

Finally, Each Mind Matters has integrated two national suicide prevention efforts into the Toolkit and we encourage you to check them out:

- [Take 5 to Save Lives](#) – We encourage you to check-out and share the social media posts, drop-in articles and posters in their toolkit.
- [#Bethe1to](#) – You will see the #Bethe1to theme integrated into our toolkit this year. This effort by the National Suicide Prevention Lifeline encourages all of us to share the message cards on their website and use the hashtag. And of course, always include the National Suicide Prevention Lifeline or a local campaign in your outreach efforts.