

YOU ARE NOT ALONE

Suicide Prevention Awareness Month 2020

Guide for NAMI Partners and Ambassadors



National Alliance on Mental Illness

YOU ARE NOT ALONE



Sharing your story is not only helpful for your own mental health journey, it's also a great way to let others know they are #NotAlone.

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QUESTIONS?

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SUICIDE PREVENTION AWARENESS MONTH

September is National Suicide Prevention Awareness Month — a time to share resources and stories in an effort to shed light on this stigmatized, and often taboo, topic. We use this month to reach out to those affected by suicide, raise awareness and connect people to treatment services. It is also important to ensure that individuals, friends and families have access to the resources they need to discuss suicide prevention.

While suicide prevention is important to address year-round, Suicide Prevention Awareness Month provides a dedicated time to come together with collective passion and strength around a difficult subject. The truth is, we can all benefit from honest conversations about mental health conditions and suicide, because just one conversation can change a life.

Throughout September, NAMI will continue to amplify its “You Are Not Alone” campaign, which builds awareness with digital tools and storytelling that make connection possible during a climate of physical distancing. The NAMI community is always here to help, reminding everyone that you are not alone.

If you ever feel alone
because of your
mental illness, the
NAMI community
is here for you.
#NotAlone

YOU ARE NOT ALONE

If you are looking for someone to talk to about how you're doing, the NAMI HelpLine has created a directory of Warmlines you can call. #NotAlone
nami.org/warmline-directory

HOW TO ENGAGE ONLINE WITH YOU ARE NOT ALONE

NAMI.org Personal Stories

Throughout the month of September, we will feature personal stories about how suicidal ideation/behaviors or suicide prevention have affected people's lives or what the message of "You Are Not Alone" means to them. Personal stories are brief, informal snapshots of lived experience, making them unique from pieces published on the NAMI Blog. By sharing these stories, we aim to raise awareness and make people feel less alone in their mental health journeys. nami.org/yourstory

Please share the link with your networks, and they could be featured on nami.org/personal-stories and NAMI social media channels.

NAMI Blog

During the month of September, the NAMI Blog will focus on preventing and preparing for a crisis, as well as how to respond in the aftermath. New posts will be added weekly. Be sure to check out the NAMI Blog at nami.org/Blogs/NAMI-Blog and look for posts on our social media featuring quotes from our authors.

SOCIAL MEDIA

Content posted on Instagram, Facebook and Twitter will highlight facts about suicide and key resources for support. We will also feature videos with members of the NAMI community telling their personal stories that we invite you to share.

It is important to reference crisis resources throughout the month. Here are some suggested social posts featuring helpful information:

- The National Suicide Prevention Lifeline (@800273TALK) offers free, confidential crisis counseling 24/7/365 - and you don't have to be in crisis to call. #SPM20 #NotAlone
- @CrisisTextLine is free 24/7 mental health support at your fingertips. Text "NAMI" to 741741 for help. #SPM20 #NotAlone
- Crisis episodes related to mental illness can be incredibly difficult. To help navigate through them, NAMI created this downloadable guide available in English and Spanish: nami.org/crisisguide #SPM20 #NotAlone

We also encourage you to post relevant content on the following days:

- **Sept. 6-12** Suicide Prevention Awareness Week
- **Sept. 10** World Suicide Prevention Day

Hashtags to Use: #SPM20 or #NotAlone

HOW TO SPREAD AWARENESS

There are different ways to get the word out about Suicide Prevention Awareness Month and Week as well as World Suicide Prevention Day to start having open and honest conversations surrounding the topic of suicide. Here are some things you can do as a NAMI Partner or Ambassador to raise awareness:

NAMI Partners

- Create a leadership video message to employees about Suicide Prevention Awareness Month and the importance of taking care of and addressing your mental health
- Offer fact sheets for employees to post and share (see [Fast Facts](#) section)
- Share NAMI's Mini-Guide graphics to employees on World Suicide Prevention Day highlighting suicide warning signs, risk factors and how to support someone in a crisis (see [Suggested Graphics](#) section)

NAMI Ambassadors

- Create a social video about Suicide Prevention Awareness Month and the importance of addressing this important subject and encourage fans and followers to make their own videos
- Create and share social media posts with facts about suicide (see [Social Media](#) section for examples)
- Check out NAMI's social media for helpful posts and resources to like and share
- Create a social campaign using donation buttons on YouTube, Facebook, Instagram or TikTok in honor of Suicide Prevention Awareness Month and NAMI's work

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SUGGESTED GRAPHICS FOR SUICIDE PREVENTION AWARENESS MONTH

Download graphics and logo files to share on social media accounts as posts, cover images, website hero images or to add to existing messaging.

High-quality files (and additional graphics) can be downloaded from: nami.org/Get-Involved/Awareness-Events/Awareness-Resources

The grid contains the following graphics:

- Graphic 1:** A blue square with the text "YOU ARE NOT ALONE" and "Raise awareness for suicide prevention and treatment, know the risks and warning signs for suicide and what to do in a crisis." with a link to nami.org/suicidepreventionmonth.
- Graphic 2:** A teal square with the text "YOU ARE NOT ALONE" and "Raise awareness for suicide prevention and treatment, know the risks and warning signs for suicide and what to do in a crisis." with a "LEARN MORE" button.
- Graphic 3:** A teal square with the text "YOU ARE NOT ALONE" and "Raise awareness for suicide prevention and treatment, know the risks and warning signs for suicide and what to do in a crisis." with a link to nami.org/suicidepreventionmonth.
- Graphic 4:** A teal square with the text "YOU ARE NOT ALONE" and "Raise awareness for suicide prevention and treatment, know the risks and warning signs for suicide and what to do in a crisis." with a "LEARN MORE" button.
- Graphic 5:** A teal square with the text "YOU ARE NOT ALONE" and "How to Support Someone in a Crisis" with a "SWIPE TO LEARN MORE" button and a link to nami.org/suicidepreventionmonth.
- Graphic 6:** A teal square titled "About Supporting Someone in a Crisis" with text: "When a suicide-related crisis occurs, friends and family are often caught off-guard, unprepared and unsure of what to do. The behaviors of a person experiencing a crisis can be unpredictable, changing dramatically without warning." and a link to nami.org/suicideprevention for more information.
- Graphic 7:** A teal square titled "Supporting Someone in a Crisis" with a list of tips: "Talk openly and honestly. Don't be afraid to ask questions such as, 'Have you had thoughts of ending your life?'" "Calmly ask simple and direct questions such as, 'Can I help you call your psychiatrist?'" "If there are multiple people around, have one person speak at a time" "Express support and concern".
- Graphic 8:** A teal square titled "Supporting Someone in a Crisis" with a list of tips: "Remove means such as guns, knives or stockpiled pills" "Don't argue, threaten or raise your voice" "Don't debate whether suicide is right or wrong" "If you are nervous, try not to fidget or pace" "Be patient".
- Graphic 9:** A teal square with the text "YOU ARE NOT ALONE" and "Risk Factors for Suicide" with a "SWIPE TO LEARN MORE" button and a link to nami.org/suicidepreventionmonth.
- Graphic 10:** A teal square titled "About Risk Factors for Suicide" with text: "Research has found that 46% of people who die by suicide had a known mental health condition. Several other things may put a person at risk of suicide as well." "Knowing the risk factors and warning signs can assist you in finding help for yourself, a loved one or a friend." and a link to nami.org/suicideprevention for more information.
- Graphic 11:** A teal square titled "What are the Risk Factors?" with a list: "Age. Suicide is the 2nd leading cause of death for people aged 10-34" "A family history of suicide" "A history of trauma or abuse" "Gender. Although more women than men attempt suicide, men are nearly 4x more likely to die by suicide" "A serious or chronic medical illness".
- Graphic 12:** A teal square titled "What are the Risk Factors?" with a list: "Prolonged stress" "A recent tragedy or loss" "Access to firearms" "Substance misuse or overuse. Drugs and alcohol can result in mental highs and lows that exacerbate suicidal thoughts" "Intoxication. More than 1 in 3 people who die by suicide are found to be under the influence of alcohol".
- Graphic 13:** A teal square with the text "YOU ARE NOT ALONE" and "Warning Signs for Suicide" with a "SWIPE TO LEARN MORE" button and a link to nami.org/suicidepreventionmonth.
- Graphic 14:** A teal square titled "About Warning Signs" with text: "Comments or thoughts about suicide – also known as suicidal ideation – can begin small like 'I wish I wasn't here' or 'nothing matters.'" "But over time, they can become more explicit and dangerous." "Knowing the risk factors and warning signs can assist you in finding help for yourself, a loved one or a friend." and a link to nami.org/suicideprevention for more information.
- Graphic 15:** A teal square titled "Warning Signs" with a list: "Increased alcohol and drug use" "Aggressive behavior" "Withdrawal from friends, family and community" "Dramatic mood swings" "Impulsive or reckless behavior".
- Graphic 16:** A teal square titled "Is There Immediate Danger?" with text: "Suicidal behaviors are a psychiatric emergency. If you or a loved one starts to take any of these steps, seek immediate help from a health care provider or call 911:" and a list: "Collecting and saving pills or buying a weapon" "Giving away possessions" "Tying up loose ends, like organizing personal papers or paying off debts" "Saying goodbye to friends and family".
- Graphic 17:** A teal square with the text "YOU ARE NOT ALONE" and "In 2017, suicide was the second leading cause of death for African Americans, ages 15-24." with a link to nami.org/suicidepreventionmonth.
- Graphic 18:** A teal square with the text "YOU ARE NOT ALONE" and "In 2017, suicide was the second leading cause of death for American Indian/Alaska Natives between the ages of 10-34." with a link to nami.org/suicidepreventionmonth.
- Graphic 19:** A teal square with the text "YOU ARE NOT ALONE" and "In 2017, suicide was the second leading cause of death for Hispanic people in the U.S., ages 15-34." with a link to nami.org/suicidepreventionmonth.
- Graphic 20:** A teal square with the text "YOU ARE NOT ALONE" and "Raise awareness for suicide prevention and treatment, know the risks and warning signs for suicide and what to do in a crisis." with the NAMI logo.

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FAST FACTS

These are only a few of the reasons why it's important to take part in promoting Suicide Prevention Awareness Month. Please use these facts and others, including the “It's Okay to Talk About Suicide” [infographics](#) on our website, to encourage discussions with your community through social media or other forms of outreach.

Individual Impact:

- 75% of all people who die by suicide are male.
- Although more women than men attempt suicide, men are nearly 4x more likely to die by suicide.
- Suicide is the 2nd leading cause of death for people ages 10-34 and the 4th leading cause of death for people 35-54
- The overall suicide rate in the U.S. has increased by 31% since 2001
- 46% of people who die by suicide had a diagnosed mental health condition
- While half of individuals who die by suicide have a diagnosed mental health condition, research shows that 90% experienced symptoms.

Community Impact:

- In 2017, suicide was:
 - the second leading cause of death for American Indian/Alaska Natives between the ages of 10-34.¹
 - the second leading cause of death for African Americans, ages 15-24.¹
 - the leading cause of death for Asian Americans, ages 15-24.¹
 - the second leading cause of death for Hispanic people in the U.S., ages 15-34.
- American Indian/Alaska Native adults die by suicide at a rate 20% higher than non-Hispanic white adults.
- Lesbian, gay and bisexual youth are four times more likely to attempt suicide than straight youth.
- Transgender people are 12 times more likely to attempt suicide than the general population.
- 10% of young adults say they experienced suicidal thoughts in the past year.

¹CDC. National Center for Injury Prevention and Control. Web-based Injury Statistics Query and Reporting System (WISQARS). [Accessed 08/02/2019]. <https://www.cdc.gov/injury/wisqars/index.html>