

Suicide Prevention and Awareness



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Summary



Approximately 48,000 suicides occur in the United States each year. That equates to one suicide taking place every 12 minutes.

Each one of us could close our eyes and think about people in our lives who have faced unimaginable circumstances. And each one of us can think of a person who could have responded to those circumstances in an unimaginable way.

The purpose of our work is to bring to light the issues that can cause suicidal thoughts, give the public tools to be able

to spot the signs of suicidal tendencies or behaviors, and help those who are grieving from the loss of a loved one.

We created this toolkit to help education systems, nonprofit organizations, community leaders, government agencies, corporations, faith communities, families, and friends, understand the resources that are available and share them with the community.

Suicide is quite possibly the most devastating mental health crisis in our world. If a social media post or newsletter can save at least one life, then it is work worth doing.

We thank you, our partner, for carrying this burden with us. For stepping up to the plate and being a voice against the darkness with us.

Remember that your influence and voice matter, but more importantly, your life matters. Please, Mind Your Mind.

Sincerely,

Irene Barton

Executive Director, Cobb Collaborative

did you know?



did you know?



suicide prevention and intervention



Suicide Prevention Hotlines

Please refer to these resources for immediate help.

If you or someone you know is in an emergency, call the **988 Suicide & Crisis Lifeline at 9-8-8**. If it is a life-threatening, medical emergency, **call 911** immediately.

If you're uncomfortable talking on the phone, you can also **text 9-8-8** to be connected to a free, trained crisis counselor.

The Trevor Project 1-866-488-7386 or text START to 678678: A national 24-hour, toll free confidential suicide hotline for LGBTQ youth.

Georgia Crisis and Access Line (GCAL) 1-800-715-4225: Help is available 24/7 for individuals struggling with issues like depression, anxiety, other mental health conditions, problems with developmental disabilities, mental health, addiction drugs, and alcohol. Download the MyGCAL app (Apple and Android) to call, text, or chat with GCAL.

The Veterans Crisis Line connects Service members and Veterans in crisis, as well as their family members and friends, with qualified, caring Department of Veteran's Affairs (VA) responders through a confidential toll-free hotline, online chat, or text messaging service. **Dial 988 and Press 1** to talk to someone or **send a text message to 838255** to connect with a VA responder. You can also start a confidential online chat session [here](#).

Depression Hotline: 888-640-5174 | Self Harm Hotline 877-455-0628

For more resources, visit the Cobb Collaborative Mind Your Mind webpage



What is 988?

988 is the new Suicide and Crisis Lifeline. Watch this [short video](#) below to learn more on what 988 is and how it can be used.

988 can be available in 240+ languages through a translation service, Language Line Solutions.

988
24/7 Crisis
& Support



Source: SAMHSA, 988



Suicide Warning Signs

The warning signs for suicide manifest themselves in different ways and each person may express them differently. Some signs are more critical, and may indicate an imminent threat of suicide. Below are the signs of immediate crisis and concern. Learn more about warning signs at www.SuicideisPreventable.org.

Use the warning signs to educate your employees, clients, or stakeholders. Share these signs during Suicide Prevention and Awareness Month in trainings, meetings, newsletters, and more.

Signs of Crisis

- Someone threatening to hurt or kill themselves
- Someone looking for ways to kill themselves: seeking access to pills, weapons, or other means
- Someone talking or writing about suicide, or about death and dying when this is out of the ordinary for them

Action: Call **911** or seek immediate help when you hear or see any one of these behaviors

Signs of Concern

- Talking about wanting to die or suicide
- Increased drug or alcohol use
- Anger
- Feeling hopeless, desperate, trapped
- No sense of purpose
- Reckless behavior
- Withdrawal
- Anxiety or agitation
- Changes in sleep
- Putting affairs in order
- Giving away possessions
- Sudden mood changes

Action: If someone is showing any or a combination of the above behaviors, you or they can call the 988 Suicide & Crisis Lifeline at **9-8-8**.

What Can I Do?

Have you determined that an individual is displaying the warning signs of suicide? Here's what to do next.

Ask

Research shows people who are having thoughts of suicide feel relief when someone asks after them in a caring way. Findings suggest acknowledging and talking about suicide may reduce rather than increase suicidal ideation.

Keep Them Safe

A number of studies have indicated that when lethal means are made less available or less deadly, suicide rates by that method decline, and frequently suicide rates overall decline.

Be There & Be Present

Individuals are more likely to feel less depressed, less suicidal, less overwhelmed, less isolated, and more hopeful after speaking to someone who listens without judgment.

Help Them Stay Connected

Studies indicate that helping someone at risk create a network of resources and individuals for support and safety can help them take positive action and reduce feelings of hopelessness.

Follow Up

Studies have also shown that brief, low cost intervention and supportive, ongoing contact may be an important part of suicide prevention, especially for individuals after they have been discharged from hospitals or care services. Make sure your loved ones know you're thinking about them and that you notice positive changes to their behavior.

Recommended Films and Documentaries

These films are recommended for education and training purposes. Present these films to staff, friends, and family to encourage discussions about suicide awareness and prevention.

Minnesota Nice:

Minnesota Nice is a documentary highlighting the bullying and suicide epidemic plaguing Minnesota Public Schools. The documentary aims to bring light to a subject that has been ignored for the past few years by MN's State Government and school administrations. Many different perspectives address what bullying means and what forms of bullying are most common among middle school and high school students. Students share their stories on how they were targeted/are currently being targeted by bullies based on their race, sexual orientation, disability, and physical appearance.

Teens Break the Silence:

Few teens discuss depression and suicide. But now, some teens are opening up in surprising ways. Reporter Ioanna Roumeliotis shows how some students are bringing these issues out in the open. She also profiles a Canadian school that is trying a new approach to get students to talk about their problems before they reach a breaking point.

Cry For Help:

Cry for Help takes an intimate look at the efforts of two high schools to identify adolescents at risk. Hamilton High School in Ohio and Clarkstown North High School in New York have both been affected by teen suicide and have launched powerful new programs to prevent future tragedies.

Cyberbully:

Teen girl Taylor Hillridge gets a laptop for her birthday and signs up on a social networking site. She starts to feel alone as her friends ostracize her and she falls victim to cyberbullying.

Communication Templates



Social Media Posts

Posts Targeting Minorities

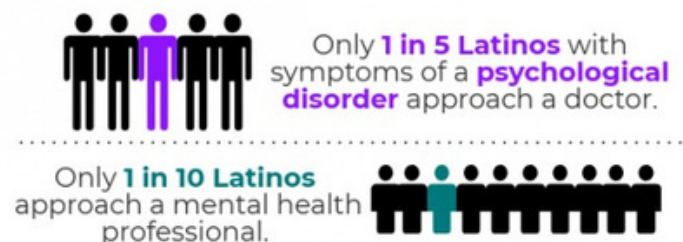
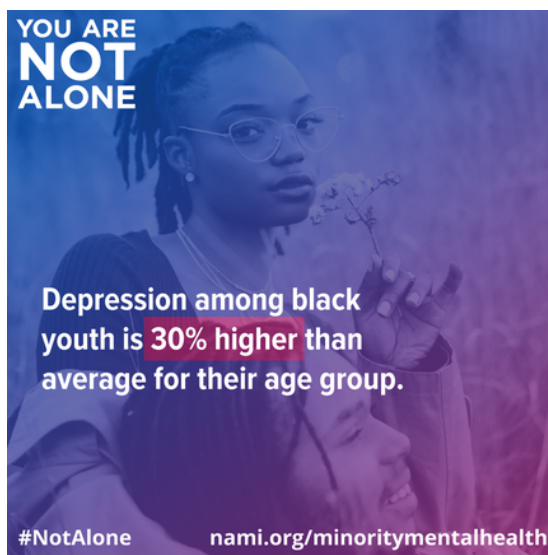
Facebook (3 posts)

- Suicide is the leading cause of death among Asian Americans aged 20-24 years, responsible for about 33% of deaths in that age bracket. Learn more about how shame and stigma contribute to suicide among Asians here. (Include **Link**)
- Suicidal thoughts, plans, and attempts are also rising among Black and African American young adults. While still lower than the overall U.S. population aged 18-25, 9.5 percent (439,000) of Black and African American 18-25-year-olds had serious thoughts of suicide in 2018, compared to 6 percent (277,000) in 2008. (Include **Link**)
- The death rate from suicide for Hispanic men was four times the rate for Hispanic women, in 2017. However, the suicide rate for Hispanics is less than half that of the non-Hispanic white population. (Include **Link**)

Twitter (3 posts)

- Suicide is the leading cause of death among Asian Americans aged 20-24 years. Learn more about how shame and stigma contribute to suicide among Asians here. (Include **Link**)
- 9.5 percent (439,000) of Black and African American 18-25-year-olds had serious thoughts of suicide in 2018, compared to 6 percent (277,000) in 2008. (Include **Link**)
- In 2017, suicide was the second leading cause of death for Hispanics, ages 15 to 34 (Include **Link**)

Graphics- hyperlinked to a Google Drive. Click the image to follow the link to a downloadable version



Social Media Posts

Posts Targeting the LGBTQ Community

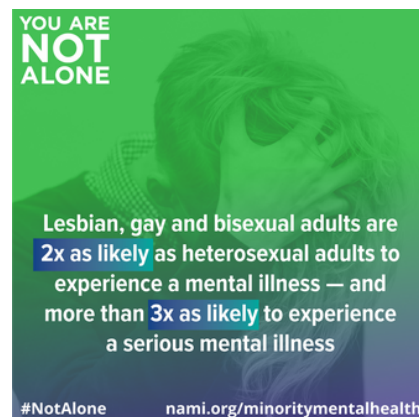
Facebook (1 post)

- LGB youth who come from highly rejecting families are 8.4 times as likely to have attempted suicide as LGB peers who reported no or low levels of family rejection. (include **Link**)

Twitter (1 post)

- LGB youth seriously contemplate suicide at almost 3x the rate of heterosexual youth. (Include **Link**)

Graphics - *hyperlinked to a Google Drive*. Click the image to follow the link to a downloadable version.



Social Media Posts

Posts Targeting Veterans

Facebook (1 post)

- Veterans are not immune to mental health issues, and the severity of responsibilities during service can cause a lifelong burden of depression, anxiety, and PTSD. Suicide rates among veterans tell the tale. See the full report from the U.S. Department of Veterans Affairs here. (Include **Link**)

Twitter (1 post)

- For veterans, crises can be heightened by their experiences during military service. If you're a veteran or service member and in crisis, these resources can help. (Include **Link**)

Posts Targeting Youth

Facebook (1 post)

- Did you know nearly 79,000 students in Georgia considered or attempted suicide in 2018? When it comes to child and youth mental health, parents and caregivers can often be left overwhelmed and confused about where to find help. Voices for Georgia's Children created a video to highlight the four pathways to access these services. (Include **Link**)

Posts Addressing Prevention and Education

Facebook (2 posts)

- According to the Centers for Disease Control and Prevention, Georgia had 1,569 suicides in 2018. Understand the 3 simple steps anyone can learn to help save a life from suicide. (Include **Link**)
- The suicide rate in America is the highest it's been since 1942, or shortly after the United States became involved in World War II. NCHS has been tracking these and other vital statistics going back to the very early part of the 20th century. Learn more about the increase in suicide rates. (Include **Link**)

Twitter (2 posts)

- Understand the five action steps for communicating with someone who may be suicidal are supported by evidence in the field of suicide prevention. (Include **Link**)
 - We can all help prevent suicide. The Lifeline provides 24/7, free and confidential support for people in distress, prevention and crisis resources for you or your loved ones, and best practices for professionals. Call **9-8-8** or **1-800-273-8255**.
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Social Media Posts

Graphics - hyperlinked to a Google Drive. Click the image to follow the link to a downloadable version.



Hashtags:

**#SuicideAwareness #SuicidePrevention
#YANA #NotAlone**

thank you



With the support of each one of you - our members, our friends, and our families - we can help to prevent suicide and improve mental health outcomes our communities.

We could not do this work without your collaboration. It is our hope that through our collective effort, we will begin to see a silver lining in a very difficult year.

Please reach out if you need any support in distributing these materials.

Sincerely,
Irene Barton, Executive Director

