



Ideas for Suicide Prevention Week September 4-10, 2011

1. Download the [Suicide Prevention Week Information & Media Kit](#) from the American Association of Suicidology (AAS). The kit includes fact sheets, warning signs, public service announcements, publicity ideas, press release script, proclamation script, and references. Visit the [AAS website](#) or call AAS at 202-237-2280.
2. Spread the word about the National Suicide Prevention Lifeline, 1-800-273-TALK (8255). Let all referring agencies in your community know that the Lifeline is available to call for suicide intervention, and to notify local service providers, including directory 411 and 211 operators, to direct callers to 1-800-273-TALK for help. Learn more about [Lifeline](#), [link](#) to their website, and post their [logo](#) in your web-based materials. Connect with Lifeline social media efforts.
3. Ask public officials to write a proclamation designating a week as Suicide Prevention Week. See an [example](#) or refer to the [AAS Suicide Prevention Week Information & Media Kit](#).
4. Publicize World Suicide Prevention Day, September 10th on your website or blog using the [banners](#) available at the International Association of Suicide Prevention (IASP) [website](#). [Brochures](#) about World Suicide Prevention Day are also available in several languages.
5. Organize an event to increase awareness among legislators and others, or to honor key community leaders for their commitment to suicide prevention. Please refer to the [Suicide Awareness Event Resource Kit](#) from Suicide Prevention Action Network USA (SPAN USA).
6. Gain community input by holding a public forum on suicide and mental health issues. Invite advocates, mental health professionals, media, school personnel, health care providers, members of your [local chapter](#) of the [National Alliance on Mental Illness](#) (NAMI), etc.
7. Inform the media that they play a powerful role in educating the public about suicide prevention. Urge all print, radio and TV media to read [Recommendations for Reporting on Suicide](#).
8. Learn more about survivor support and advocacy options at the survivor sections of the [American Foundation for Suicide Prevention](#) (AFSP) and [AAS](#) websites.
9. Organize a depression screening day in schools or workplaces. Visit the National Depression Screening Day [website](#) to register for online or telephone screening and for news releases and fact sheets on depression. National Depression Screening Day is October 6, 2011.
10. Distribute copies of the [National Strategy for Suicide Prevention](#) (NSSP) or the [summary version](#). Learn more about the [Action Alliance for Suicide Prevention](#), whose mission is to advance the NSSP.
11. Visit the [SPRC website](#) for more resources, including state suicide prevention pages, the Customized Information Series, and the SPRC online library. Keep up with the latest on suicide prevention by connecting to SPRC via social media and subscribing to the [Weekly Spark](#).

