



# ***Nevada Suicide Prevention Month Partner Toolkit 2024***

Change the Narrative on Suicide this September

The International Association for Suicide Prevention has declared the theme for September's Suicide Prevention Month to be "Changing the Narrative on Suicide."

This toolkit has been developed by a Statewide Task Force to localize this theme and maximize the effectiveness of communications about Suicide Prevention Month in Nevada. Our primary goals are to save lives, dispel myths, decrease stigma and empower the public with the knowledge to prevent deaths by suicide.



To learn more about Suicide Prevention Month, visit the Office of Suicide Prevention's website by scanning the QR code.

# 988

**SUICIDE & CRISIS  
LIFELINE**

If you or someone you know is experiencing a mental health crisis, please call, text or chat the 988 Suicide & Crisis Lifeline

To help change the narrative on suicide, our Task Force is focusing on three key themes: Awareness, Lighting Up the State, and Everyone Has a Role in Suicide Prevention. These pillars are uniquely crafted by the Silver State, for the Silver State.



## ***With Help Comes Hope.***

Suicide can be prevented. Over 90% of calls to the National Suicide Prevention and Crisis Lifeline are deescalated without further intervention.

There are free resources available to anyone who is experiencing a mental health crisis to help you, or a loved one reach a trained professional immediately.



## ***Everyone Has a Role.***

You don't have to be a trained professional to recognize and learn the signs someone is struggling with their mental health or having thoughts of suicide.

The difference between one life saved and one life lost can be just one conversation.

Free trainings and other online resources are available to help you recognize invitations for help and to connect someone considering suicide to the appropriate resources.

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### ***Start the Conversation.***

Be mindful when talking about suicide, but don't be afraid to have the conversation. People with thoughts of suicide want to be seen and heard—listening provides relief.



Suicide is not about wanting attention but is about someone needing support. This behavior could indicate depression or another mental illness, and an intervention with a mental health professional might be needed.

People who have thoughts of suicide often still want to live but are in extreme pain and may struggle to see hope. With the right support and understanding, we can provide help and healing.

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# LIGHT UP NEVADA!



## *Did you know?*

The colors purple and turquoise are used to highlight and promote suicide prevention. Together, these two colors remind us of the lives lost to suicide while fostering hope that help is available.

## You're Invited!



Join us in displaying purple and turquoise lights outside your business, home, or school to change the narrative for our neighbors and communities that with help and hope, suicide can be prevented.



If you can't change physical lights, you can light up your social media profiles with purple and turquoise banners, posts, or profile pictures.

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# Sample Media Messages

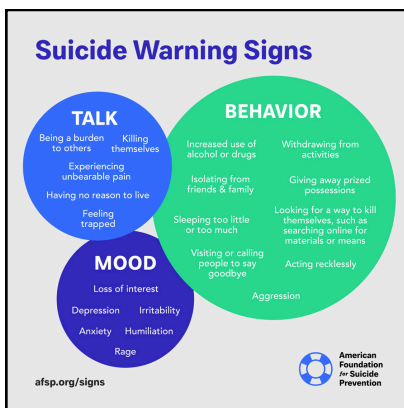
Please see the options below to promote Suicide Prevention Month. These resources are free to use, but please do not significantly modify or alter the images included for your use. This includes altering the materials by changing the text or by stretching images.

*\*Click on the social media images to download to your phone or computer.*



## Social Media Post #1

Talking about suicide won't put the idea in someone else's head, and it might help save a life. This September, *#BeThe1To* start the tough conversations.



## Social Media Post #2

September is Suicide Prevention Month. Everyone can help prevent suicide by taking one of the free trainings at <https://suicideprevention.nv.gov/Resources/Resources/>.  
*#WithHelpComesHome*

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# Sample Media Messages

\*Click on the social media images to download to your phone or computer.



## Social Media Post #3

With help comes hope. If you or someone you know is considering suicide or experiencing a crisis, please call, chat or text the 988 Suicide & Crisis Lifeline or visit <https://suicideprevention.nv.gov/Resources/Resources/>



## Social Media Post #4

It can be hard to ask someone if they're considering suicide. But by starting the difficult conversations, you can #BeThe1To give your friends and family hope.



## Social Media Post #5

By displaying purple and turquoise lights, you can show your support for Suicide Prevention Month. If you can't light up your house, you can light up your social media account with purple profile pictures or banners.

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## ***Suggested Typography***

Per 988 Suicide & Crisis Lifeline Branding Standards developed by the Substance Abuse and Mental Health Services Administration, we recommend utilizing Futura when developing unique graphics. When Futura is not available, Arial is recommended due to the general availability on most machines.

## ***For Journalists***

When providing interviews to journalists, provide a hard copy or emailed link to Reporting on Suicide. Explain that these best practices were developed by a wide range of experts, from the Associated Press to the American Psychiatric Association, and that research has demonstrated that reporters who adhere to these practices can help save lives.

## ***Recommended and Safe Language***

According to research, the way we talk about suicide is crucial for those experiencing thoughts of suicide or for survivors of suicide loss and attempts. Replacing the term “committed suicide, successful, completed or failed suicide” with the phrase “died by suicide” refrains from placing judgment. When talking about or reporting on suicide, we ask that you implement these language updates.

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## ***For Schools***

Training staff and students to recognize signs of suicide and knowing what to do is crucial and can be implemented year-round. Displaying messages of hope and resources in common areas as well as including turquoise and purple for September can expand conversations around suicide prevention.

## ***For Parents/Families***

Engage in open conversations with youth and families/caregivers to know that mental health is health. Share meals together or play games to promote resilience and foster support and hope. Remove distractions such as cell phones or media to promote connection.

## ***For Athletes/Sports Groups***

Coaches and sports organizations should prioritize mental well-being alongside physical performance, providing access to mental health professionals and creating an environment where athletes feel comfortable discussing their struggles. Implementing regular check-ins and mental health education can help identify and address issues early. By fostering a culture of openness, support, and resilience, sports communities can play a crucial role in preventing suicide and promoting overall mental health.

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## ***For Faith-Based Organizations***

By promoting messages of hope, understanding, and connection, faith-based organizations can reduce stigma and encourage individuals to seek help. Additionally, training leaders and volunteers to recognize signs of distress and offer empathetic support can further contribute to a holistic approach to suicide prevention. Training programs such as LivingWorks Faith can be offered for congregations.

## ***For Veterans/First Responders***

Encourage Veterans, First Responders and those who support them to implement safe, responsible storage activities for firearms or other lethal means as well as getting trained in suicide prevention. Creating a strong network of support through veteran organizations and fostering connections with peers can help reduce feelings of isolation. Additionally, raising awareness about mental health issues and reducing stigma within the veteran community can encourage individuals to seek help and support.

## ***For Businesses/Workplaces***

Creating a culture of openness and reducing stigma around mental health discussions can encourage employees and clients to seek help without fear of judgment. Additionally, training managers and staff to recognize signs of mental distress and promoting work-life balance can further contribute to a healthier workplace. Place resources and help line information around the office as well as Employee Assistance Program information. Display signs or lights to promote suicide prevention.

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## ***For Healthcare***

Training programs should emphasize recognizing signs of burnout, distress and promoting self-care practices can help mitigate the risk of mental health crises. By fostering an environment that prioritizes mental health and reducing stigma, healthcare institutions can better support their staff and contribute to overall suicide prevention efforts.

Implementing the Zero Suicide framework and best practice guidance from SAMHSA can equip healthcare workers with the appropriate tools to help themselves and others.

## ***For Public Figures***

Public figures can play a significant role in suicide prevention by using their platform to raise awareness and foster open conversations about mental health. By sharing their own experiences and advocating for mental health resources, they can help reduce stigma and encourage individuals to seek help. Public figures can also support and promote initiatives that provide mental health education and resources, ultimately contributing to a more supportive environment for those struggling with suicidal thoughts. Their visibility and influence can make a meaningful impact in normalizing discussions around mental health and supporting suicide prevention efforts.

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# *Thank you from the State of Nevada Suicide Prevention Month Taskforce*

- American Foundation for Suicide Prevention
- Churchill County
- Crisis Support Services of Nevada
- Department of Public and Behavioral Health Rural Clinics
- Fleet & Family Support Center, U.S. Navy - NAS Fallon
- Great Basin Chaplains
- Hailee's Hope
- Humboldt County
- Hope Means Nevada
- Lander County
- Rural Mobile Crisis Response Team
- NAMI Northern Nevada
- NAMI Western Nevada
- Nevada Department of Education, Office for Safe and Respectful Learning Environments
- Nevada Department of Veterans Services

- Nevada Office of Suicide Prevention
- Nevada Urban Indians, Inc.
- Northern Nevada Public Health
- Pershing County
- Reach-In Now
- Renown Health
- Southern Public Charter School Authority
- Suicide Prevention Network Douglas County
- Tahoe Truckee Suicide Prevention Coalition
- Tangible Movement
- The Children's Cabinet
- The Defensive Line
- The Vox Agency
- Washoe County School District- School Counseling Department
- Washoe Tribe Healing Center
- Zero Suicides of Elko County

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