



# Nevada Suicide Prevention Month Partner Toolkit 2024

# 988

## SUICIDE & CRISIS LIFELINE

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

Text the word HOME to 741-741 to reach the Crisis Text Line.

## Key Messaging Themes

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.

- 1 *With Help Comes Hope.*
- 2 *Everyone Has a Role.*
- 3 *Start the Conversation.*

## LIGHT UP NEVADA!

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.



## Social Media Messaging

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/>



## Suggestions For Groups

Click [here](#) to review the suggestions when discussing suicide with the specific groups shown below.

- Journalists
- Schools
- Parents & Families
- Athletics/Sports Groups
- Faith Based Organizations
- Veterans & First Responders
- Businesses & Workplaces
- Healthcare
- Public Figures

## 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.

To review the 2024 Nevada Suicide Prevention Month Partner Toolkit in its entirety, scan the QR code.

Thank you to the community partners that are working together for Suicide Prevention Month.

