

Suicide Prevention Awareness Month Toolkit

SEPTEMBER 2024

September is Suicide Prevention Awareness Month. Although mental health and suicide prevention is important to address year-round, Suicide Prevention Awareness Month provides a dedicated time for people, organizations, and communities to join their voices and share that there is hope, help is available, and healing is possible.

Who is this toolkit for?

This toolkit is designed for any person, organization, and community to use as a starting point to talk about mental health and suicide prevention. You can use the toolkit for suicide prevention awareness efforts during September or anytime that makes sense for your community. It is encouraged to tailor these messages for the community and add images and graphics to boost the visibility and engagement of each message. A section dedicated to culturally specific recommendations and resources is available to use.

How to use the Suicide Prevention Awareness Month Toolkit

This year's theme is "Changing the Narrative on Suicide" with the call to action "#Start the Conversation." The toolkit includes key messages, images, and resources. [Safe Messaging Around Mental Health and Suicide](https://www.health.state.mn.us/communities/suicide/documents/suicidemessaging.pdf) (<https://www.health.state.mn.us/communities/suicide/documents/suicidemessaging.pdf>) provides guidance on how to safely talk about mental health and suicide.

The aim of the theme is to raise awareness about the importance of changing the narrative surrounding mental health and suicide. Changing the narrative on how we perceive and talk about mental health and suicide requires systemic change. To make change happen, we will need to shift our culture from silence and stigma to encouragement, understanding and support. Each week we will highlight different ways to #StartTheConversation.

- Week 1: Start the conversation with ourselves
- Week 2: Start the conversation with our loved ones
- Week 3: Start the conversation with community
- Week 4: Start the conversation about mental health support resources

Key messages

The key messages can be used to develop emails and newsletters, or to share with those you keep in touch with, including friends, work colleagues, and other groups.

You can also bring this information into conversations, meetings, community events, and more.

Social media posts

These posts are made for social media platforms, like Facebook and Instagram, but can also be shared in places like message boards, employee intranets, Teams groups, and other digital community spaces.

Use the hashtags #YouMatterMN and #StartTheConversation with your social media posts so we can learn from you and search these hashtags to see what others are sharing.

Graphics and images

Graphics and images help bring attention to the messages and can also help social media posts reach more people. Use the resources below or create your own.

- [Suicide Prevention and Mental Health Sharable Graphics \(https://www.health.state.mn.us/communities/suicide/shareables.html\)](https://www.health.state.mn.us/communities/suicide/shareables.html)
- [988 Partner Toolkit \(https://www.samhsa.gov/resource-search/988?rc%5B0%5D=resource_type%3A21288\)](https://www.samhsa.gov/resource-search/988?rc%5B0%5D=resource_type%3A21288)

Review the ideas for action and learning opportunities and get more involved. Help to spread the ideas for action and learning opportunities through emails, newsletters, social media posts or with those you are engaged with.

Week 1: Start the conversation with ourselves

Key messages

We all have mental health and it's as essential to a person's life as physical health. [Mental Health \(https://www.samhsa.gov/mental-health\)](https://www.samhsa.gov/mental-health) includes our emotional, psychological, and social wellbeing. It affects how we think, feel, and act, and shapes how we handle stress, relate to others, and make choices.

It can be hard for individuals, families, organizations, and communities to talk about mental health. Not talking about mental health and suicide can increase the risk of people that are struggling and potentially decrease the likelihood that someone will seek help when they need it the most.

Too often, public messaging conveys negative narratives about mental health and suicide. These negative narratives stigmatize mental health and suicide, which can contribute to feelings of uncertainty, shame, and self-loathing that prevent someone from seeking help or put them at greater risk for harm. Instead, a narrative of hope and resilience can influence how people think, feel, and act and lets us know that there is hope, there is help, and suicide is preventable.

What we say to ourselves and others can encourage hope, celebrate life and help ourselves and others understand that help is available, suicide is preventable and mental illnesses are treatable.

Ideas for action to start the conversation with yourself about your mental health:

- Know that you are never alone! Do you have crisis numbers available or a plan if you do feel like you get into a state of emotional crisis?
- Identify what you do and don't have control over.
- Manage your own life and take responsibility for your actions.
- Seek help and support from family, friends, or health care professionals during times of need.

Social media posts

- Starting the conversation around mental health doesn't have to be heavy. It can be as simple as asking "what's going on?" [Seize the Awkward](https://seizetheawkward.org/conversation/starting-the-conversation) (<https://seizetheawkward.org/conversation/starting-the-conversation>) has tips and opening lines to help make starting the conversation easier. #YouMatterMN #StartTheConversation
- We are less alone when we turn to each other. [The Mental Health Coalition](https://www.thementalhealthcoalition.org/belonging/) (<https://www.thementalhealthcoalition.org/belonging/>) has tips for fostering connection and how to find people to connect through technology. #YouMatterMN #StartTheConversation
- Sometimes it is hard to know when you need to connect with someone to support you with your mental health. If you want to learn more about when you may need to get support, check out the [My Mental Health](https://www.nimh.nih.gov/health/publications/my-mental-health-do-i-need-help) (<https://www.nimh.nih.gov/health/publications/my-mental-health-do-i-need-help>) infographic from the National Institute of Mental Health! #YouMatterMN #StartTheConversation
- Seek help during times of struggle with loneliness or isolation by reaching out to a family member, friend, counselor, health care provider, or 988 Suicide & Crisis Lifeline by calling or texting 9-8-8 or use the [988 online chat](https://988lifeline.org/chat/) (<https://988lifeline.org/chat/>) feature. #YouMatterMN #StartTheConversation

Week 2: Start the conversation with loved ones

Key messages

Often our first points of contact when we are struggling are our friends, family, or colleagues. If someone you know is struggling emotionally or having a hard time, talking with them can be the difference in getting them the help they need. Talking to a loved one about mental health and suicide can be an uncomfortable and an uncertain topic but it is also one of the best ways to prevent it. We can all take action to have these conversations with someone who may be suicidal by using the five action steps from [#BeThe1To](https://www.bethe1to.com/) (<https://www.bethe1to.com/>).

Ask.

- **How:** Asking openly and directly, "Are you thinking about suicide?" shows that you are willing to discuss suicide in a nonjudgmental and supportive manner. The other important

part of this step is to listen to their reasons for their emotional pain as well as reasons that they want to continue to live. Help them focus on their reasons for living, not on the reasons that you think that they should stay alive.

- **Why:** Findings suggest that acknowledging and talking about suicide may reduce suicidal ideation.

Be there.

- **How:** Be physically present for someone, speak with them on the phone when you can, or show up in any other way that demonstrates support for the person at risk. If you are unwilling or unable to commit to being there, talk with them to develop ideas on who might else be able to help and how they might support.
- **Why:** Increasing someone’s connectedness to others and limiting their isolation has shown to be a protective factor against suicide.

Help Keep them Safe.

- **How:** After the “Ask” step, and you’ve determined suicide is indeed being talked about, it is important to find out a few things to establish immediate safety. The first question will be to ensure that they have not done something already to hurt themselves. Secondly, you will want to ask them if they have a plan and a way to die by suicide.
- **Why:** Knowing the answers to each of these questions can tell us about the imminence and severity of danger the person is in.

Help them connect.

- **How:** One way to start helping them find ways to connect is to work with them to develop a [Safety Plan \(https://www.samhsa.gov/resource/988/safety-plan\)](https://www.samhsa.gov/resource/988/safety-plan). A safety plan is designed to guide people through a crisis, with a goal to keep them safe and get them help.
- **Why:** Connected people are significantly less likely to feel depressed, suicidal, and overwhelmed, while also feeling more hopeful.

Follow Up.

- **How:** Make sure to follow-up with them to see how they’re doing. Leave a message, send a text, or give them a call. This is great time to see if there is anything else that you can do to support them.
- **Why:** This type of contact can continue to increase their feelings of connectedness and share your ongoing support. There is evidence that even a simple form of reaching out, like sending a caring postcard, can potentially reduce their risk for suicide.

Social media posts

- Check in on your friends and family. Talking with them is one of the best things that we can do to get them through difficult times. However, it can sometimes feel uncomfortable, daunting, or just plain awkward. [The Roadmap to Friends Supporting Friends \(https://www.thementalhealthcoalition.org/friends-supporting-friends-visible/\)](https://www.thementalhealthcoalition.org/friends-supporting-friends-visible/) gives ideas

on what support can look like, how to offer support, and where to begin. #YouMatterMN #StartTheConversation

- Having conversations around mental health and suicide can sometimes be uncomfortable, but it can also make a big difference. Not sure where to start? Check out these trainings offered in Minnesota. [Suicide Prevention Trainings](https://www.web.health.state.mn.us/communities/suicide/communities/preventsuicidetrainings.html) (<https://www.web.health.state.mn.us/communities/suicide/communities/preventsuicidetrainings.html>) #YouMatterMN #StartTheConversation
- If someone you know is struggling emotionally or having a hard time, you matter and can be the difference in getting them the help that they need. [The 988 Suicide & Crisis Lifeline](https://988lifeline.org/help-someone-else/) (<https://988lifeline.org/help-someone-else/>) has resources on what to look for and how you can help them. #YouMatterMN #StartTheConversation
- It is important to have a conversation about safety if you or someone you know are having or have had suicidal thoughts in the past. Everyone can put together a safety plan to help identify when we might need additional support. Create your own safety plan and encourage your family and friends to do the same. The U.S. Department of Veteran Affairs has a great video called [Michelle's Safety Plan](https://www.youtube.com/watch?v=a3Zx7ViAadA) (<https://www.youtube.com/watch?v=a3Zx7ViAadA>) to show how to develop a safety plan.
- To download or order safety plans [Safety Plan](https://www.samhsa.gov/resource/988/safety-plan) (<https://www.samhsa.gov/resource/988/safety-plan>) #YouMatterMN #StartTheConversation

Week 3: Start the conversation with community

Key messages

Talking about mental health and suicide on a community-level can help raise awareness and support of suicide prevention efforts and encourage those who need extra support to connect to services.

Surrounding people and families with supportive neighborhoods, businesses, faith communities, schools, services is a critical way to support every person. Communities that work together in an intentional and proactive way is vital to changing the narrative about mental health and suicide.

Those who have mental health and that are at risk of suicide, or those who are close to a person who died by suicide, can be particularly affected by the language that we use. In the end, our goal is to reduce stigma so that individuals reach out for the help that they need. The heart of what we say should be respectful and place emphasis on care and concern.

What we want is a positive narrative. Ideas for action include:

- Focus on normalizing mental health over stigma reduction.
- Promote help seeking and sharing support services or resources for those in need.

- Emphasize that suicide is preventable and there are actions individuals can take if they are having thoughts of suicide or know others who are or might be. Resources such as: the 988 Lifeline and through established local service providers and crisis centers.
- Know the warning signs as well as risk, and equally important, know what is effective to protect individuals (protective factors).

Social media posts

The social media posts within the Starting Conversations with Community week are a starting point. It is recommended that they are customized to share what programs, opportunities, and events are happening within your community. Examples of things that could be highlighted include community events, community coalitions working to promote mental health and prevent suicide, and services and programs that are available within the community, where conversations can happen.

- Community conversations are a common thread that builds community. There are many ways to hold conversations within your community. Consider searching for a community education class or community recreation programs near you to help you talk about mental health and suicide. #YouMatterMN #StartTheConversation
- Community can be defined as a feeling of fellowship with others because of shared common attitudes, interests, and goals. Where do you find your community? #YouMatterMN #StartTheConversation
- Our community plays an important role in our mental health and wellbeing. What in your community supports your mental health and wellbeing? #YouMatterMN #StartTheConversation
- Every person and organization in the community has a role in normalizing conversations about mental health and suicide. To see what you can do, explore the [Normalizing Conversations About Mental Health and Suicide](https://www.health.state.mn.us/communities/suicide/documents/convsuickit.pdf) (<https://www.health.state.mn.us/communities/suicide/documents/convsuickit.pdf>) Recommended actions, tools, and resources can be used to normalize conversations about mental health, prevent Minnesotans from having suicidal experiences, and improve the lives of people who are struggling. #YouMatterMN #StartTheConversation

Week 4: Start the conversation about mental health support resources

Key messages

It is important to find the help that is right for you when your mental health feels off. Hope and healing can come from many places and in many forms to get the support that you need. Talking about the resources available across Minnesota and in your community can help shift the narrative to one that focuses on hope and healing.

- People you know can be good resources to find supports in your community. Talk to your friends and family, your primary care doctor, spiritual advisor, or someone else that you can trust about what's going on and what you are looking for.
- Sometimes it is nice to know that you are not alone in your struggle. Having peer support can be a great way to connect with others that may have similar experiences as you. This could be calling one of Minnesota's warm lines or by attending a support group.
- If you are unsure about what to do and need to talk to someone, try a local or national phone line to get assistance. They have trained counselors available to speak with you or your loved one and assist.
- Professional help can also make a big difference, but sometimes it is hard to know where to start as there are many different types of mental health professionals.
- Ask for referrals from your friends, family, primary care physician, clergy, or other people you trust.
- Contact 211, 988, or your local mental health center to understand what mental health resources are available in your community.
- Another starting point is to call the number on the back of your insurance card, they can help you identify what providers are a part of your plan.

People finding hope and healing is happening every single day. Exploring stories of how others have found hope and healing can also be a powerful way to learn how others have found ways to cope with life's struggles.

- [988 Stories of Hope and Recovery \(https://988lifeline.org/stories/\)](https://988lifeline.org/stories/)
- To learn more about how to safely share your story, visit [Storytelling for Suicide Prevention Checklist \(https://988lifeline.org/storytelling-for-suicide-prevention-checklist/\)](https://988lifeline.org/storytelling-for-suicide-prevention-checklist/)

Even if you're not sure that you'd benefit from help, it can't hurt to explore your different possibilities.

Social media posts

- Talking with someone about your thoughts and feelings can save your life. The 988 Lifeline provides 24/7, free and confidential support for people in need of emotional and mental health support. If you or someone you know needs support now, reach out to the 988 Minnesota Lifeline by calling or texting 9-8-8 or use the [988 online chat \(https://988lifeline.org/chat/\)](https://988lifeline.org/chat/) feature. #YouMatterMN #StartTheConversation
- Warm lines and peer support can be valuable for those who are managing stress. You do not need to be in immediate crisis to call the warm line. Anyone seeking support may call the Minnesota Warm Line for Peer Support connection at 844-739-0369, from 5 p.m. to 9 a.m. For more information, visit: [Wellness in the Woods \(https://mnwitw.org/\)](https://mnwitw.org/). Mental Health Minnesota also offers a warmline, their services are available Monday - Saturday, noon to 10 p.m. Call 1-877-404-3190 or text Support to 85511. Minnesota Warmline –

[Mental Health Minnesota \(https://mentalhealthmn.org/\)](https://mentalhealthmn.org/). #YouMatterMN
#StartTheConversation

- Support groups can help us see that there are others with similar situations and experiences to our own. These groups can help members feel connected and provide peer support from those who understand. To find a list of support groups, visit [NAMI MN \(https://namimn.org/support/nami-minnesota-support-groups/\)](https://namimn.org/support/nami-minnesota-support-groups/) or [Mental Health America \(https://www.mhanational.org/find-support-groups/\)](https://www.mhanational.org/find-support-groups/).

Suicide Prevention Awareness Month webinar learning opportunities

Changing the Narrative on Mental Health and Suicide

Talking about mental health and suicide can be an uncomfortable and uncertain topic that can bring up different feelings, beliefs, and attitudes for everyone. Changing the Narrative on Mental Health and Suicide, empowers conversations to start in the hopes to change perceptions of mental health towards hope and resilience.

Time and date: 12 - 1 p.m. CDT, September 4, 2024

Registration: [Changing the Narrative on Mental Health and Suicide \(https://events.gcc.teams.microsoft.com/event/d7b77e81-8b1c-4d4a-9aa6-776da33be591@eb14b046-24c4-4519-8f26-b89c2159828c\)](https://events.gcc.teams.microsoft.com/event/d7b77e81-8b1c-4d4a-9aa6-776da33be591@eb14b046-24c4-4519-8f26-b89c2159828c)

The Suicide Prevention Regional Coordination System in Minnesota

The Suicide Prevention Regional Coordination System in Minnesota: Learn More about Technical Assistance in Your Region.

Time and Date: 12 - 1 p.m. CDT, September 6, 2024

Registration: [The Suicide Prevention Regional Coordination System in Minnesota \(https://events.gcc.teams.microsoft.com/event/7ca5b6f5-b26e-4090-8906-3536bafcf0e6@eb14b046-24c4-4519-8f26-b89c2159828c\)](https://events.gcc.teams.microsoft.com/event/7ca5b6f5-b26e-4090-8906-3536bafcf0e6@eb14b046-24c4-4519-8f26-b89c2159828c)

988 Suicide and Crisis Lifeline

In 2022, the National Suicide Prevention Lifeline transitioned to the three-digit 988 dialing code as part of the federal government's commitment to increasing access to mental health care. Now branded as the 988 Suicide and Crisis Lifeline, the service allows anyone needing mental health support to call, chat, or text with a trained counselor, develop a safety plan, and receive resources to continue bettering their mental health. Join Minnesota Department of Health staff working with the 988 Lifeline as we share how the Lifeline operates in Minnesota, what a connection with 988 may look like and data about connections made with the Lifeline in 2023. This session will help attendees learn more about the Lifeline to feel more comfortable connecting with 988 or referring a friend or family member to the service.

Time and date: 12 - 1 p.m. CDT, September 9, 2024

Registration: [988 Suicide and Crisis Lifeline](https://events.gcc.teams.microsoft.com/event/50ac104e-cf61-47ff-83b9-9e11b573bae3@eb14b046-24c4-4519-8f26-b89c2159828c)

[988 Suicide and Crisis Lifeline
\(https://events.gcc.teams.microsoft.com/event/50ac104e-cf61-47ff-83b9-9e11b573bae3@eb14b046-24c4-4519-8f26-b89c2159828c\)](https://events.gcc.teams.microsoft.com/event/50ac104e-cf61-47ff-83b9-9e11b573bae3@eb14b046-24c4-4519-8f26-b89c2159828c)

Trauma Informed Data Practices

A survivor-informed practice includes meaningful input from a diverse community of survivors (including youth!) at all stages of a program or project. Applying a trauma-informed lens to ourselves and our interactions with community members can improve our efforts to meaningfully partner with people with lived experience to design and evaluate prevention efforts.

In this session, the presenter will facilitate discussions and practices of how trauma-informed approaches inform community engagement, including noticing responses in our own bodies, in the bodies of those we are engaging, and how to mitigate continued harm. A MDH suicide prevention evaluator will share practical tips and lessons learned to practice body-based self-awareness, promote participant safety, and maximize participant power in the context of facilitating engagement and data collection with people and communities who have experienced trauma. Lastly, presenter will facilitate discussion and model reflection on the ways trauma-informed dissemination considerations supports survivor/public health practitioners.

Time and date: 12 - 1 p.m. CDT on September 10, 2024

Registration: [Trauma Informed Data Practices](https://events.gcc.teams.microsoft.com/event/1a3a7841-0250-4a09-b426-9b48c823296f@eb14b046-24c4-4519-8f26-b89c2159828c)

[Trauma Informed Data Practices
\(https://events.gcc.teams.microsoft.com/event/1a3a7841-0250-4a09-b426-9b48c823296f@eb14b046-24c4-4519-8f26-b89c2159828c\)](https://events.gcc.teams.microsoft.com/event/1a3a7841-0250-4a09-b426-9b48c823296f@eb14b046-24c4-4519-8f26-b89c2159828c)

Culture is Prevention: Suicide Prevention in Indian Country

Culture is Prevention: Suicide Prevention in Indian County will walk through a brief history between Native Nations and the Federal government. Participants will learn about how the history and policies impact mental health and suicide prevention work in Indian Country. Then we will move into current efforts and protective factors in community. Rounding off the hour, there will be time to discuss and share current work being done for collective healing.

Time and date: 12:00 - 1:00 p.m. CDT on September 17, 2024

Registration: [Culture is Prevention: Suicide Prevention in Indian Country](https://events.gcc.teams.microsoft.com/event/0cf4e76c-69ba-4df6-8bbb-8d004bd61f39@eb14b046-24c4-4519-8f26-b89c2159828c)

[Culture is Prevention: Suicide Prevention in Indian Country
\(https://events.gcc.teams.microsoft.com/event/0cf4e76c-69ba-4df6-8bbb-8d004bd61f39@eb14b046-24c4-4519-8f26-b89c2159828c\)](https://events.gcc.teams.microsoft.com/event/0cf4e76c-69ba-4df6-8bbb-8d004bd61f39@eb14b046-24c4-4519-8f26-b89c2159828c)

Importance of Safe Messaging and Language

Importance of Safe Messaging and Language will empower participants to convey safe and effective messages on mental health and suicide. Participants will learn about tools and

resources to promote safe messaging in their communities. By learning about effective public messaging, participants will learn how to go beyond describing the problem and how to create action or solutions.

Time and date: 12 - 1 p.m. CDT, September 18, 2024

Registration: [Importance of Safe Messaging and Language \(https://events.gcc.teams.microsoft.com/event/bc0b44f4-8837-44ea-bea9-98984c87241e@eb14b046-24c4-4519-8f26-b89c2159828c\)](https://events.gcc.teams.microsoft.com/event/bc0b44f4-8837-44ea-bea9-98984c87241e@eb14b046-24c4-4519-8f26-b89c2159828c)

Extreme Risk Protection Orders and Reducing Access to Lethal Means

Extreme Risk Protection Orders (ERPOs) and Reducing Access to Lethal Means by Dr. Paul Nestadt, Associate Professor of Psychiatry, from the Johns Hopkins School of Medicine. Dr. Nestadt will discuss the role of lethal means assessment in suicide risk from a clinical perspective and share his experiences working with other states that have implemented extreme risk protection orders. Dr. Nestadt will also share data from Minnesota since the implementation of ERPOs and hold a discussion on different scenarios when considering ERPOs.

Time and date: 12 - 1:30 p.m. CDT, September 19, 2024

Registration: [Extreme Risk Protection Orders \(ERPOs\) and Reducing Access to Lethal Means \(https://events.gcc.teams.microsoft.com/event/4446bd77-1eba-4f71-b9c9-d5a71ef5b77b@eb14b046-24c4-4519-8f26-b89c2159828c\)](https://events.gcc.teams.microsoft.com/event/4446bd77-1eba-4f71-b9c9-d5a71ef5b77b@eb14b046-24c4-4519-8f26-b89c2159828c)

Responding to Suicide Loss

A suicide death can have a ripple effect extending impact from individuals, families, and whole communities. Helping someone who has lost a loved one to suicide can be challenging and complex, and even feel awkward. It can be hard to know what to say or do to support someone. Friends, families, and communities are an important source of safe support and healing after a suicide loss. This panel discussion will include perspectives of a suicide loss survivor, how to support someone after a suicide loss, and best practices for communities responding to suicide loss.

Time and date: 12 - 1 p.m. CDT, September 25, 2024

Registration: [Responding to Suicide Loss \(https://events.gcc.teams.microsoft.com/event/a784a89c-3151-4bc1-b747-4c0d5f1d4699@eb14b046-24c4-4519-8f26-b89c2159828c\)](https://events.gcc.teams.microsoft.com/event/a784a89c-3151-4bc1-b747-4c0d5f1d4699@eb14b046-24c4-4519-8f26-b89c2159828c)

Opportunities for action

Individuals, organizations, and communities across Minnesota play a vital role in preventing suicides. At every level, across any sector, there are opportunities that someone can take individually and collectively to prioritize suicide prevention and reduce the number of people experiencing suicidal feelings. Moving to action expands an individual's ability to address the many layers that can help reduce the risk of suicide.

The links to the handouts below will provide concrete ways individuals, organizations, and communities can help prevent suicide in Minnesota.

- [Individuals](https://www.health.state.mn.us/communities/suicide/documents/spapindividuals.pdf)
(<https://www.health.state.mn.us/communities/suicide/documents/spapindividuals.pdf>)
- [Communities](https://www.health.state.mn.us/communities/suicide/documents/spapcommunities.pdf)
(<https://www.health.state.mn.us/communities/suicide/documents/spapcommunities.pdf>)
- [Tribal communities](https://www.health.state.mn.us/communities/suicide/documents/spaptribal.pdf)
(<https://www.health.state.mn.us/communities/suicide/documents/spaptribal.pdf>)
- [Schools](https://www.health.state.mn.us/communities/suicide/documents/spapschools.pdf)
(<https://www.health.state.mn.us/communities/suicide/documents/spapschools.pdf>)
- [Media](https://www.health.state.mn.us/communities/suicide/documents/spapmedia.pdf) (<https://www.health.state.mn.us/communities/suicide/documents/spapmedia.pdf>)
- [Health care and behavioral health](https://www.health.state.mn.us/communities/suicide/documents/spaphealthcare.pdf)
(<https://www.health.state.mn.us/communities/suicide/documents/spaphealthcare.pdf>)
- [Criminal justice systems](https://www.health.state.mn.us/communities/suicide/documents/spapcrimjustice.pdf)
(<https://www.health.state.mn.us/communities/suicide/documents/spapcrimjustice.pdf>)
- [Faith communities](https://www.health.state.mn.us/communities/suicide/documents/spapfaithcomm.pdf)
(<https://www.health.state.mn.us/communities/suicide/documents/spapfaithcomm.pdf>)
- [Workplaces](https://www.health.state.mn.us/communities/suicide/documents/spapworkplaces.pdf)
(<https://www.health.state.mn.us/communities/suicide/documents/spapworkplaces.pdf>)

Host a Light up Purple for Suicide Prevention event

Light Up Purple for Suicide Prevention is designed to raise awareness of suicide prevention efforts and show support for suicide awareness. In Minnesota, we'll light up purple on September 7 and the whole month of September.

Light up Minnesota

- Swap out your standard lights for purple ones. For one day or all month long.
- Reach out to local businesses, government, councils, and other community spaces and ask to turn their lights purple on September 7. Some communities may have forms, receive emails, or phone numbers to call.
- Explain why it is important to you to raise awareness of suicide prevention in your community. Be sure to include specific requests, like lighting up specific buildings or landmarks.
- Share this event throughout your community through social media, message boards, neighborhood associations or others.
- Provide statewide or local resources, training opportunities, and other messaging with local community leaders.

By turning your lights purple, you are demonstrating the importance of preventing suicide and supporting those who have lost loved ones to suicide.

Minnesota's suicide prevention efforts are rooted in the belief that suicides are preventable, help is available, and recovery is possible. Visit [Minnesota Department of Health Suicide Prevention \(https://www.health.state.mn.us/communities/suicide/index.html\)](https://www.health.state.mn.us/communities/suicide/index.html) to learn more about suicide prevention in Minnesota and other suicide prevention resources.

Population specific resources

The toolkit is a starting point. These messages should be tailored by adding in images, graphics, and resources that will best resonate with specific communities. Below are additional resources some specific populations in Minnesota.

Youth and young adults

- [Jed Foundation \(https://jedfoundation.org\)](https://jedfoundation.org): The Jed Foundation (JED) is a nonprofit that protects emotional health and prevents suicide for our nation's teens and young adults, giving them the skills and support they need to thrive today and tomorrow.
- [988- Youth and Young Adult Resources \(https://988lifeline.org/help-yourself/youth/\)](https://988lifeline.org/help-yourself/youth/): Resources available for yourself and to help support loved ones who are youth or young adults.

Middle-aged males

- [Man Therapy \(https://mantherapy.org\)](https://mantherapy.org): An interactive mental health campaign targeting working age men that employs humor to cut through stigma and tackle issues like depression, divorce, and anxiety.
- [Suicide Prevention Resource Center \(https://www.sprc.org/populations/men\)](https://www.sprc.org/populations/men): Materials, programs, and trainings to support middle-aged men.

LBGTQ+ communities

- [The Trevor Project \(https://www.thetrevorproject.org/\)](https://www.thetrevorproject.org/): Information & support to LBGTQ young people 24/7, all year round.
- [988 LBGTQ Resources \(https://988lifeline.org/help-yourself/lgbtq/\)](https://988lifeline.org/help-yourself/lgbtq/): Resources available for yourself and to help support loved ones who identify as a member of the LBGTQ+ community.

People with disabilities

- [The Mental Health of People with Disabilities \(https://www.cdc.gov/ncbddd/disabilityandhealth/features/mental-health-for-all.html\)](https://www.cdc.gov/ncbddd/disabilityandhealth/features/mental-health-for-all.html): Shares research and information regarding mental health and people with disabilities.

- [People with Disabilities NAMI \(https://www.nami.org/Your-Journey/Identity-and-Cultural-Dimensions/People-with-Disabilities\)](https://www.nami.org/Your-Journey/Identity-and-Cultural-Dimensions/People-with-Disabilities): Describes resources and challenges for people living with a disability.

Veterans

- [US Department of Veteran Affairs Suicide Prevention \(https://www.mentalhealth.va.gov/suicide_prevention\)](https://www.mentalhealth.va.gov/suicide_prevention): Provides resources to assist veterans and their family around suicide and mental health related concerns.
- [988 Veteran Mental Health Resources \(https://988lifeline.org/help-yourself/veterans/\)](https://988lifeline.org/help-yourself/veterans/): Resources for those that serve or who have served, or those that are supporting someone who has.

Black, Indigenous, and People of Color

- [Mental Health America \(https://www.mhanational.org/\)](https://www.mhanational.org/): A toolkit that was developed for 2024 BIPOC Mental Health Month to highlight culture, community, and connection.

Multicultural communities

- [NAMI Resources for Multicultural Communities \(https://namimn.org/education-and-public-awareness/nami-resources-for-multicultural-communities/\)](https://namimn.org/education-and-public-awareness/nami-resources-for-multicultural-communities/): Resources for multicultural communities that face unique challenges in accessing mental health treatment and receiving care that is free from racism, homophobia, and other biases.

American Indian

- [Indian Health Service: Suicide Prevention and Care Program \(https://www.ihs.gov/suicideprevention/\)](https://www.ihs.gov/suicideprevention/): This resource provides guidance on recognizing and responding to suicide.
- [988 Native American, Indian, Indigenous, & Alaska Native \(https://988lifeline.org/help-yourself/native-americans/\)](https://988lifeline.org/help-yourself/native-americans/): Resources available for yourself and to help support loved ones who are from the Native American Community.

Black/African Americans

- [Black Emotional and Mental Health collective \(https://beam.community\)](https://beam.community): A resource to remove barriers that Black people experience getting access to or staying connected with emotional health care and healing through education, training and advocacy, and the creative arts.
- [988 Black Mental Health Resources \(https://988lifeline.org/help-yourself/black-mental-health/\)](https://988lifeline.org/help-yourself/black-mental-health/): Resources available for yourself and to help support loved ones who are from the Black/African American community.

Attempt survivors

- [With Help Comes Hope \(https://lifelineforattemptsurvivors.org/\)](https://lifelineforattemptsurvivors.org/): Resources available for yourself or to support a loved one who is thinking about suicide now or in the past or has made a prior suicide attempt.
- [988 Attempt Survivor Resources \(https://988lifeline.org/help-yourself/attempt-survivors/\)](https://988lifeline.org/help-yourself/attempt-survivors/): Resources available for yourself and to help support a loved one who has survived a suicide attempt.

We want to hear from you

We will reach out in October to gather information and feedback about your outreach and impact using this toolkit. We ask you to keep track of the following: what content you used from the toolkit, where you shared the content, who you shared the content with, how you share the material and what platforms you used. Your feedback will be instrumental in the development in future toolkits.

If you would like to submit immediately, please feel free to send your feedback by filling [out this survey \(https://survey.vovici.com/se/56206EE3706DA052\)](https://survey.vovici.com/se/56206EE3706DA052).

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To obtain this information in a different format, call: 651-201-5400