

Crisis Resources Communication for Suicide Prevention

You Matter.

The suicide prevention lifeline and crisis text line is available to all Minnesotans for free confidential support.

Resources such as the National Suicide Prevention Lifeline and the Crisis Text Line are critical services for Minnesotans. The services provide support, referrals, and guidance to those who need mental health support and help preventing suicide.

The Minnesota State Suicide Prevention Taskforce recognized a deep need for consistent, accurate, and appropriate messaging around crisis services available to Minnesotans. The following materials were created to be used by state agencies, schools, community organizations, and others to share messaging about these resources.

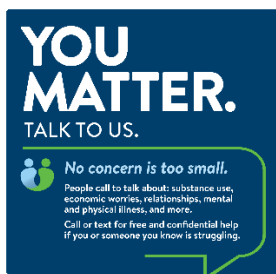
The message “You Matter” was developed by the taskforce to emphasize the important role we all have to play in preventing suicide.

We encourage anyone interested in using these resources to do so.

Materials

This project includes three materials for use: a poster, a postcard, and a Word template. MDH and the Suicide Prevention Taskforce hopes to add more materials to this collection that will support consistent messaging around suicide prevention.

Poster



Call or text 988

Chat 988lifeline.org/chat



The poster is letter sized 11x 8.5 inches and can be professionally or personally printed. We recommend professional printing in full color for the best results.

Tips on poster displays

- Place poster in visible locations where people will see them.

- Display posters at eye level in areas where people gather, such as cafeterias, hallways, classrooms, lobbies, entrances, entrances and exits.
- Consider placing posters in locations with minimal visual noise such as bathrooms, offices, and meeting rooms.

Possible poster locations

These posters can be used anywhere. A few ideas:

- Offices
- Parks
- Gas stations and convenience stores
- Restaurants and coffee shops
- Grocery stores
- Schools
- Community centers
- Places of worship
- College campuses
- Shopping centers
- Health clinics and hospitals
- Libraries

Postcard



The postcard is 5x7 and can be used as a handout or sent through the mail. The postcard features the same messaging and resources as the poster. Space is available to write a note or include other information on the back of the postcard.

Possible postcard uses

- Include postcards in orientation packets for schools, workplaces, and other organizations.
- Provide postcards in lobbies and waiting rooms.
- Use the postcards as handouts at conferences, information sessions, and other events.
- Mail postcards as a follow-up reminder.

Word template

The Word template is a pre-designed document that can be used to share information on crisis information, or other suicide prevention messaging. The Word template can help provide a consistent voice and brand for prevention efforts across the state. This template can be used for many documents, and logos may be added to them. Some ideas are listed below.

Possible Word template uses

- Share information about an upcoming suicide prevention webinar or event.

- Share information about a new resource or report available.
- Create an FAQ for a service you provide.

Download

View and download these materials at [You Matter](https://www.health.state.mn.us/communities/suicide/communities/youmatter.html)
(<https://www.health.state.mn.us/communities/suicide/communities/youmatter.html>)

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08/16/22

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