



2022 Suicide Prevention Month PARTNER GUIDE

#Together4MH

TOGETHER
for Mental Health

WHAT'S INSIDE

This Guide

This guide is intended to help our partners and supporters coordinate their public awareness efforts with NAMI's for greater impact.

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TOGETHER for Mental Health



Suicide Prevention Awareness Month (SPAM)

September is Suicide Prevention Awareness Month — a time to raise awareness on this stigmatized, and often taboo, topic. In addition to shifting public perception, we use this month to spread hope and vital information to people affected by suicide. Our goal is ensuring that individuals, friends and families have access to the resources they need to discuss suicide prevention and to seek help.

ABOUT SPAM

Suicidal thoughts, much like mental health conditions, can affect anyone regardless of age, gender or background. In fact, suicide is often the result of an untreated mental health condition. While suicidal thoughts are common, they should not be considered normal, and they often indicate more serious issues.

Throughout the month of September, NAMI will highlight our “Together for Mental Health” campaign, which encourages people to bring their voices together to advocate for better mental health care, including an effective and accessible crisis response system. NAMI wants any person experiencing suicidal thoughts or behaviors to have a number to call — and a system to turn to — that will connect them to the treatment and support they need.

SUICIDE PREVENTION MONTH

Advocates Educators Supporters Researchers

People with Serious Mental Illness Peers Parents

Champions Teachers Veterans Mentors

Underrepresented Communities Organizations

Affiliates Caregivers Youth and Young Adults

Trainers Partners Groups Frontline Professionals

Know The Warning Signs

Distinguishing “normal” behaviors from possible signs of a mental illness isn’t always easy. There’s no simple test to label one’s actions and thoughts as mental illness, typical behavior or the result of a physical ailment.

Each illness has its own symptoms, but common signs of mental illness in adults and adolescents can include the following:

- Excessive worrying or fear
- Feeling excessively sad or low
- Confused thinking or problems concentrating and learning
- Extreme mood changes, including uncontrollable “highs” or feelings of euphoria
- Prolonged or strong feelings of irritability or anger
- Avoiding friends and social activities
- Difficulties understanding or relating to other people
- Changes in sleeping habits or feeling tired and low energy
- Changes in eating habits such as increased hunger or lack of appetite
- Changes in sex drive
- Difficulty perceiving reality (delusions or hallucinations, in which a person experiences and senses things that don’t exist in objective reality)
- Inability to perceive changes in one’s own feelings, behavior or personality (“lack of insight” or anosognosia)
- Overuse of substances like alcohol or drugs
- Multiple physical ailments without obvious causes (such as headaches, stomach aches, vague and ongoing “aches and pains”)
- Thinking about suicide
- Inability to carry out daily activities or handle daily problems and stress
- An intense fear of weight gain or concern with appearance

Mental health conditions can also begin to [develop in young children](#). Because they’re still learning how to identify and talk about thoughts and emotions, children’s most obvious symptoms are behavioral. Symptoms in children may include the following:

- Changes in school performance
- Excessive worry or anxiety; for instance, fighting to avoid bed or school
- Hyperactive behavior
- Frequent nightmares
- Frequent disobedience or aggression
- Frequent temper tantrums

SUICIDE PREVENTION MONTH

Resources/Calls to Action



1. Crisis Response Tools

- a. If you or someone you know is in crisis, call 988 immediately.
- b. If you're uncomfortable talking on the phone, you can also text NAMI to 741-741 to be connected to a free, trained crisis counselor on the Crisis Text Line.
- c. [988 Resources](#)
 - i. [NAMI's 988 Crisis Response State Legislation Map](#)
- d. [Navigating a Mental Health Crisis - GUIDE](#)
 - Talk openly and honestly. Don't be afraid to ask questions like: "Do you have a plan for how you would kill yourself?"
 - Remove means such as guns, knives or stockpiled pills
 - Calmly ask simple and direct questions, like "Can I help you call your psychiatrist?"
 - If there are multiple people around, have one person speak at a time
 - Express support and concern
 - Don't argue, threaten or raise your voice
 - Don't debate whether suicide is right or wrong
 - If you're nervous, try not to fidget or pace
 - Be patient
 - i. [Infographic/Spanish Infographic](#)

2. Advocacy Tools/CTAs

- a. [Learn More About Your Local Legislators](#)
- b. [Share your story to power](#) our advocacy by telling us your own crisis response experience. The real-life experiences of people who've encountered good or bad crisis response can help policymakers understand why change is needed.
- c. [Learn about mental health legislation in your state.](#)
- d. [Email your members of Congress](#) to tell them to fund a crisis response infrastructure.
- e. [Explore how your community can #ReimagineCrisis.](#) Find helpful information and timely resources to use in your advocacy efforts to build a better crisis response system.
- f. [Recruit other advocates by posting on social media](#) to demand a mental health response to mental health crises.
- g. [Stay up-to-date on Advocacy Alerts](#) so you can #ACT4Mental Health.
- h. [Sign up for NAMI National's Leader News](#), for updated partner resources bi-monthly.

SUICIDE PREVENTION MONTH

Partner Content and Media Resources

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Pre-order NAMI's First Book: "You Are Not Alone"

"You Are Not Alone: The NAMI Guide to Navigating Mental Health," NAMI's first ever book, is being released this month! Written by Dr. Ken Duckworth with the expertise of a leading psychiatrist and the empathy of a family member affected by mental illness, this comprehensive guide includes stories from over 130 people who have been there — including people with mental illness and caregivers — and understand how challenging it can be to find the help you need, when you need it. The book covers how to get help, pathways to recovery, suicide prevention, and many more important topics to guide any person's mental health journey.

Pre-order your copy of the book today or for bulk purchases, visit [Porchlight- You Are Not Alone](#).

Read the NAMI Blog and Share

The NAMI Blog will feature weekly stories with content related to our awareness events. This September, the theme will be Suicide Prevention and Support. Be sure to visit the NAMI Blog at [nami.org/Blog](#) and look for posts on our social media channels featuring quotes from our authors.

Relevant Blogs About Suicide Prevention

How to Talk to Your Teen About Suicide

Filmmaker and Youth Mental Health Advocate Jason Reid shares what he's learned about suicide prevention and teens' mental well-being after losing his son Ryan to suicide.

How to Ask Someone About Suicide

After losing her brother to suicide, Sally made a commitment to learn more about suicide — especially how to talk openly about it. Here, she shares her best practices for having difficult conversations.

Reclaiming the Memories of My Sister

Psychology professor Eleni Pinnow opens up about losing her sister to suicide and the complex journey to find comfort in the happy memories of her sister.

Healing After My Son's Suicide

Susan Wight shares her journey of healing and finding forgiveness after the loss of her son.

How to Talk (and Listen) to Someone Experiencing Suicidal Thoughts

Vice President of the Hecht Trauma Institute Kevin Connors provides a blueprint for starting the conversation about suicide with loved ones at risk.

How Mindfulness Helped Me Cope with My Husband's Suicide

Lenore Matthew shares how an unexpected technique became a coping mechanism as she grieved the loss of her husband.

SUICIDE PREVENTION MONTH

Partner Content and Media Resources



Get Inspired by NAMI.org Personal Stories

We will also feature personal stories of lived experience on nami.org/Personal-Stories and on our social media channels. Personal stories are brief, informal pieces submitted to NAMI. By sharing these stories, we aim to highlight the importance of mental health in all communities and to make people feel less alone in their mental health journeys.

Webinars

Ask The Expert September Suicide Prevention Series Thursdays in September 2022
from 4:00 – 5:30pm EST

Videos

NAMI will feature videos from people sharing their stories of lived experience, such as [NAMI Support Groups: A Safe Space](#), a video featuring Kenya Phillips, NAMI's Manager of Support Groups, who reflects on the powerful and positive impact that NAMI support groups have on their lives. Look for additional content to be uploaded to our YouTube channel throughout the month.

Screen Ken Burns Presents “Hiding in Plain Sight: Youth Mental Illness” in Your Community

This new public television documentary is available for local screenings across the country. The four-hour, two-part documentary is part of Well Beings, a multi-year campaign to address mental and physical health created by WETA, the PBS station in our nation's capital, and sponsored by NAMI.

Hosting a screening is a unique opportunity to connect with local partners, the NAMI community and PBS affiliate stations in your community, and to discuss the ongoing crisis of youth mental health in America.

To request a screening, with multiple screener length options, please fill out the following [form](#) to connect with WETA, who will facilitate screenings in your local community.

An official [engagement guide](#) is available for preview to learn more about the project and to learn how to facilitate a successful screening.

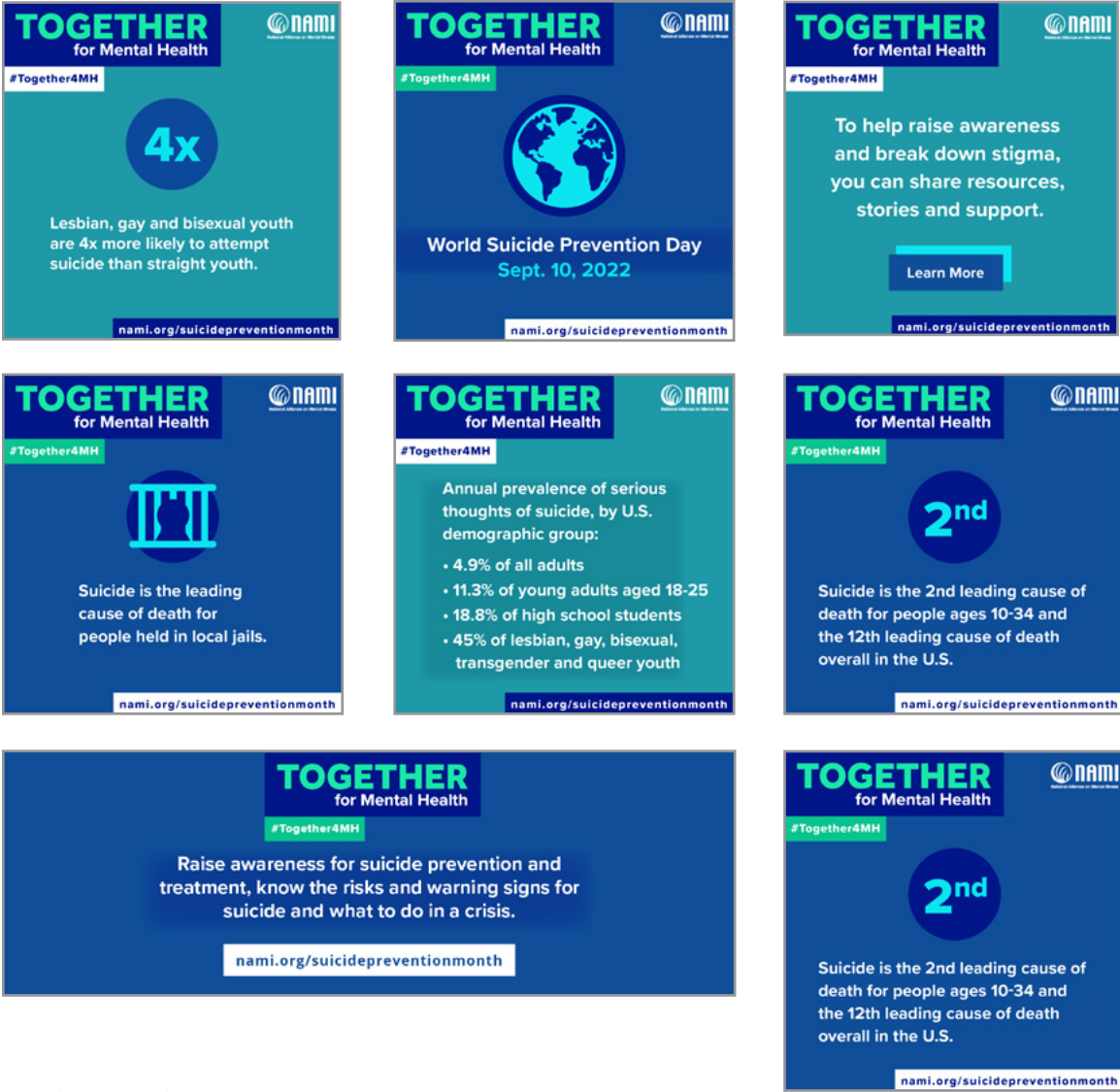
If you have any questions, please contact marcom@nami.org.

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Ways to Engage

Graphics Inspiration, Samples and Downloads

You can download graphics, logos and social media images to use during our awareness events here.



Social Media

Weekly/daily activations will be taking place on NAMI's social media channels. Be sure to follow NAMI to tune in, repost, retweet and share:

- Facebook
- LinkedIn
- Instagram
- Twitter
- TikTok
- YouTube

SUICIDE PREVENTION MONTH

General Fast Facts

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Individual Impact:

- 79% of all people who die by suicide are male.
- Although more women than men attempt suicide, men are 4x more likely to die by suicide.
- Suicide is the second leading cause of death among people aged 10-14, the 3rd leading cause of death among those aged 15-24 in the U.S and the 12th leading cause of death overall in the U.S.
- 46% of people who die by suicide had a diagnosed mental health condition — but research suggests that 90% may have experienced symptoms of a mental health condition

Community Impact:

- Annual prevalence of serious thoughts of suicide, by U.S. demographic group:
 - 4.9% of all adults
 - 11.3% of young adults aged 18-25
 - 18.8% of high school students
 - 45% of lesbian, gay, bisexual, transgender, and queer youth
- The highest rates of suicide in the U.S. are among American Indian/Alaskan Natives, followed by non-Hispanic whites .
- Lesbian, gay and bisexual youth are 4x more likely to attempt suicide than straight youth.
- Transgender adults are nearly 9x more likely to attempt suicide at some point in their life compared to the general population.
- Suicide is the leading cause of death for people held in local jails.

Other Resources Around Suicide Prevention

- Navigating a Mental Health Crisis: A NAMI Resource Guide for Those Experiencing a Mental Health Emergency
- What You Need to Know About Youth Suicide
- Safe Storytelling Guidelines
- Recommendations for Reporting on Suicide
- Vital Signs: The Campaign to Prevent Physician Suicide

Source: Data from CDC, NIMH and other select sources. Find citations at [nami.org/mhstats](https://www.nami.org/mhstats).

BRAND AND LOGO Information



Brand Guidelines

As always, we ask that you follow NAMI's brand guidelines.

The NAMI Identity Guide and NAMI logos can be found at nami.org/identity or upon request to marcom@nami.org. We encourage you to use and share these in your campaigns.

Recommended Fonts

- Franklin Gothic (sans serif)
- Museo Slab (serif) [or Roboto Slab as a free alternative]
- Proxima Nova (sans serif) [or Open Sans as a free alternative]

Color Palette

Primary Colors:



NAMI Blue
PMS Reflex Blue
CMYK: 100/82/0/2
RGB: 0/37/150



Teal
PMS 321
CMYK: 80/21/32/1
RGB: 0/153/168



Pear Green
PMS 377
CMYK: 58/23/100/4
RGB: 121/153/0



MHM Teal
CMYK: 74/0/54/0
RGB: 96/193/153

Questions?

If you have any questions about the materials in this guide or how to use them, please reach out to Blake Rostine, Senior Coordinator, Marketing and Communications, at brostine@nami.org