

Communications toolkit

2023 September Suicide Prevention Awareness Month



Suicide Prevention Awareness Month

This year's campaign theme is **Say More, Save a Life**. The campaign focuses on helping people understand that talking about suicide is very important if they are worried about someone who may be struggling, or they feel suicidal. Discussing suicide does not make it more likely to happen. It helps reduce the risk of suicide.

The **Say More, Save a Life** campaign toolkit includes the following promotional materials:

- **Email template** – Customize this communication for your organization and link to or attach campaign communications. Send to staff on or before September 1, 2023.
- **Educational flyer** – How you can help someone who may be feeling suicidal and what to do if you are feeling suicidal.
- **Poster** – How to be prepared for a mental health crisis. It has a QR code that links to a video about making a crisis plan. Print out and hang in busy areas near printers, in break rooms and cafeterias in your facilities, or post on internal portals.
- **Digital sign** – Reinforces the Say More, Save a Life messaging. Display on monitors, TV screens, intranet and other staff portals.
- **Suicide Awareness Cards** – A set of 4 cards that promote suicide awareness and the 988 Suicide & Crisis Lifeline number.
- **Zoom background** – Featuring the month's colors, the background brings awareness to suicide prevention and includes the 988 Suicide & Crisis Lifeline number.
- **Webinar**



- **Say More, Save a Life**

September 29, 2023 | 2:00 p.m. ET

Please join us for a discussion about suicide prevention and the vital importance of speaking up if you are feeling suicidal or worried about someone who may be struggling. Discussing suicide does not make it more likely to happen. Showing you care helps reduce the risk of suicide.

Presenters:

- Abe Robertson-Gordon, **CPSW**, Magellan Healthcare recovery support navigator II
- Andrew Sassani, MD, Magellan Healthcare chief medical officer, California, HAI and MHS
- Lyle Forehand, MD, Magellan Healthcare medical director

In September, we invite you to visit MagellanHealthcare.com/Prevent-Suicide to learn more about Magellan Healthcare events and other resources that will be available to the public for Suicide Prevention Awareness Month. We also encourage you to like and share our posts on social media.

If you have any questions, please contact your Magellan Healthcare Account Executive.

September is Suicide Prevention Awareness Month

Say more, save a life



Talking about suicide is very important if you are worried about someone who may be struggling, or you feel suicidal. Discussing suicide does not make it more likely to happen. Showing you care helps reduce the risk of suicide.

How you can help someone who may be feeling suicidal

Having an open, supportive conversation can be a lifeline for a person who's thinking about ending their life.

Don't be afraid to be direct.

You might say, "I'm concerned about you, have you had thoughts about harming yourself?" The person may be relieved to talk about it. Try to stay calm and not seem too shocked. Do not be judgmental. Accept that their feelings are real and let them know you care.

Be a good listener.

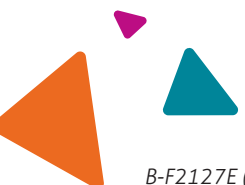
Pay attention and take them seriously. Make eye contact and don't interrupt. Be alert for any reasons they give for wanting to live. When they're finished, ask questions to ensure you understand what they said. Repeat what you heard, including anything they mentioned about what makes their life worth living.

Encourage and help them to seek support.

Tell them they deserve support and the most important thing they can do is speak to someone. You can say, "I know there are hotlines with trained counselors you can talk to confidentially. Would you like me to stay with you while you contact one?" Ask them if they have a plan. It may be scary to talk about, but a detailed plan contributes to a higher risk. Even if they don't have a plan, take all talk of suicide seriously.

Follow these tips to help someone get support

- Offer to text or call 988, the Suicide and Crisis Lifeline, together.
- Call or text 988 yourself if the person is unwilling to.
- Call 911 if there is an immediate risk of harm and tell the operator you need support for a mental health crisis.
- Stay with them until they are connected to help.



You are worthy of love and support.

If you are having suicidal thoughts

You are not alone. People from all walks of life have had suicidal thoughts at some point in their lives. While the pain may seem overwhelming and permanent, remember that crises are usually temporary. Give yourself the time necessary to allow things to change and the pain to subside.

Five steps to follow if you are feeling suicidal

- 1 **Promise not to do anything right now.** Thoughts and actions are two different things—your suicidal thoughts do not have to become a reality. Give yourself some distance between thoughts and actions.
- 2 **Avoid drugs and alcohol.** Suicidal thoughts can become more intense if you have taken drugs or alcohol.
- 3 **Make your home safe.** Remove things you could use to hurt yourself, such as pills, knives, razors or firearms. If you can't do that, go to a place where you feel safe.
- 4 **Do not let fear, shame or embarrassment prevent you from seeking help.** The first step in coping with suicidal thoughts and feelings is sharing them with someone you trust, (i.e., a family member, friend, therapist, clergy member or an experienced helpline counselor).
- 5 **Have hope.** People DO get through this. Even people who feel as badly as you do survive these feelings. No matter what you are experiencing, give yourself time to move through it, and don't try to go it alone.

Help is available. Contact your Employee Assistance Program at MagellanAscend.com or 1-866-580-9046 (TTY 711).

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How to be prepared for a mental health crisis

Your mental health can go through ups and downs, just like your physical health. Sometimes when your mental health goes too far off course, it can lead to a mental health crisis.

In a crisis, you may find yourself in a dangerous situation and feel like harming yourself or contemplate suicide.

Making a plan in advance of a mental health crisis, and being familiar with that plan, can help keep you safe and ensure you know what to do in an emergency.

Help is available. Contact your Employee Assistance Program at MagellanAscend.com or 1-866-580-9046 (TTY 711).

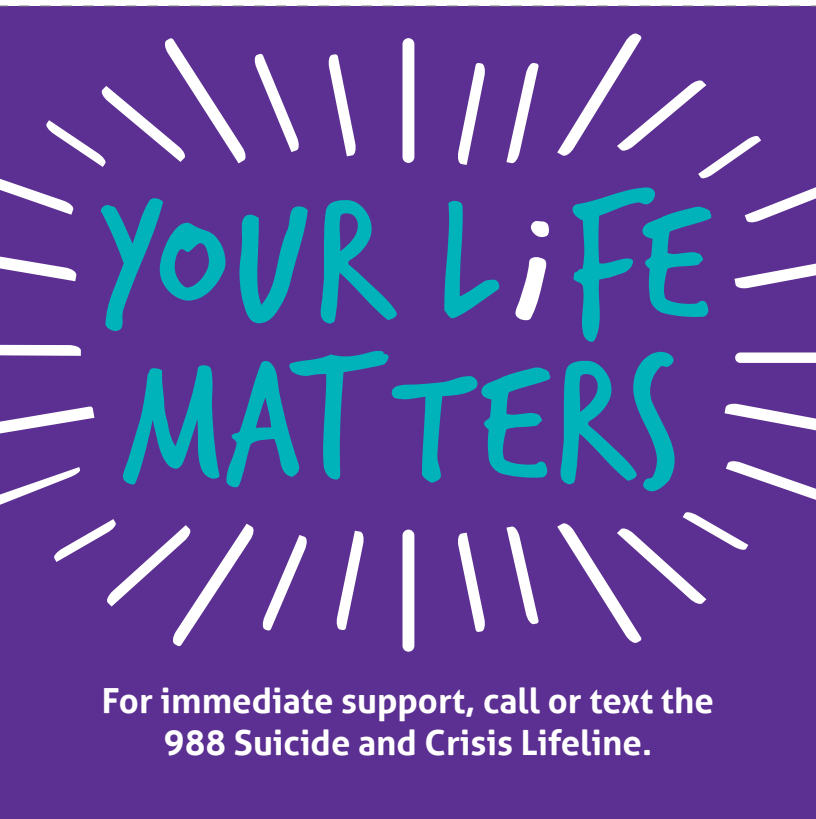


Learn how to make a plan to get help during a mental health crisis.



Suicide Prevention Cards

Print and cut out these four cards. Distribute in high-traffic locations.

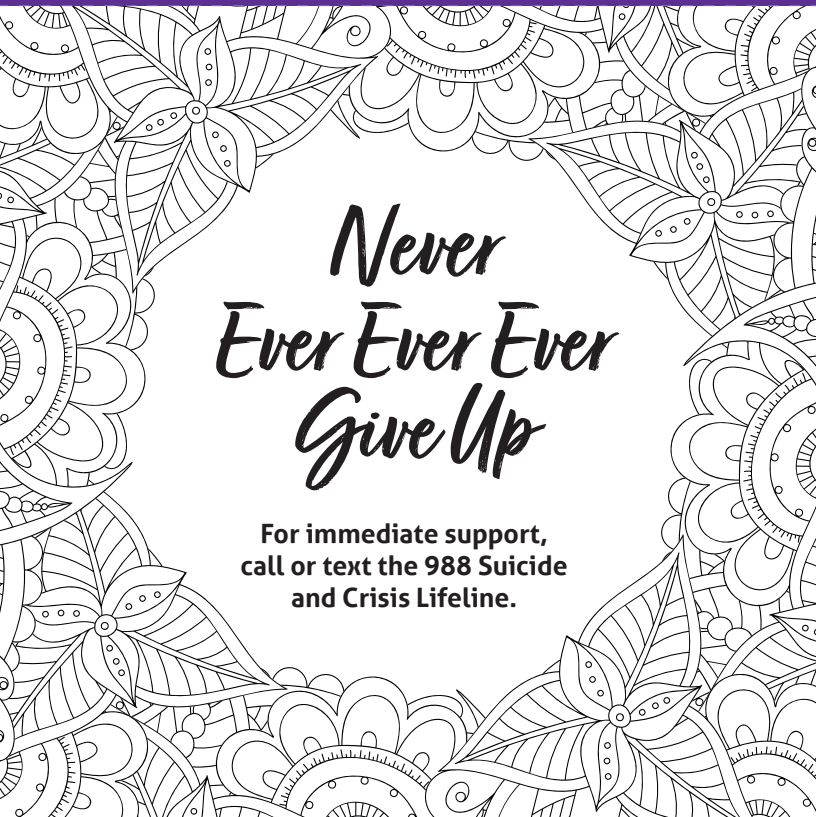


YOUR LIFE MATTERS

For immediate support, call or text the 988 Suicide and Crisis Lifeline.

SAY MORE SAVE LIFE

For immediate support, call or text the 988 Suicide and Crisis Lifeline.



*Never
Ever Ever
Give Up*

For immediate support, call or text the 988 Suicide and Crisis Lifeline.



**BREAK the
SILENCE,
SPEAK UP &
REACH OUT**

For immediate support, call or text the 988 Suicide and Crisis Lifeline.