

FacingSuicideVT.com

2023
Suicide Prevention
Awareness Month
Outreach and Social
Media Toolkit
September



DEPARTMENT OF HEALTH
DEPARTMENT OF MENTAL HEALTH

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How to use the Social Media Toolkit

The Vermont Department of Health and the Department of Mental Health have partnered to create this suicide prevention outreach and social media toolkit that organizations and community members can use to promote Suicide Prevention Awareness Month and the FacingSuicideVT public health campaign for September and the following months.

The FacingSuicideVT campaign aims to raise awareness about suicide and promote the idea that all Vermonters can play a role in preventing suicide and supporting others who have been affected by suicide in some way. The campaign and toolkit feature real Vermonters who have been affected by suicide, so we ask that you **do not edit or change the graphics without permission**. For more information about the FacingSuicideVT campaign, go to FacingSuicideVT.com.

The social media posts in this toolkit can be used during the listed weeks, or whenever they fit into your content schedule. Choose the ones that fit your organization's mission or ones that resonate with you. Please share this toolkit and spread the word about suicide prevention, and show how we can all take action to make an impact in someone's life. Please get in touch with Lynette Davis (lynn.davis@partner.vermont.gov) with questions or if you would like to learn more about using this toolkit.

Help us improve our work! If you use this toolkit, please take a moment to complete this brief online survey to provide feedback:
<https://redcap.med.uvm.edu/surveys/?s=T4NTNMTD8WH4EFPR>



Timeline and Key Messages Overview

August 28 - September 1

Week 1: Get Involved: share information about upcoming events and ways people can get involved in suicide prevention

Highlight work of community organizations and upcoming events (e.g. American Foundation for Suicide Prevention Out of the Darkness Walks, NAMI-VT, local or regional support groups, community mental health providers, FacingSuicideVT.com)

September 4 - 8

Week 2: Get Help: information about accessing support

Self-care tips

988 Crisis Number

Crisis Text Line

Flood Resources

September 11 - 15

Week 3: Give Help: how to recognize and support people who may be struggling

Recognize warning signs

How to have conversations

Myths and reducing stigma

Be there to help prevent suicide

September 18 - 22

Week 4: Community-Specific Resources

Highlight resources and programs available for communities and groups that may be at higher risk for suicidality (LGBTQIA+, men, farmers, people living with a disability, first responders)

September 25 - 29

Week 5: Real Stories of Hope and Survival

Share stories of hope and recovery from Vermonters with lived experience

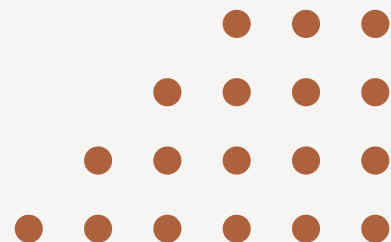


Hashtags

Please include the hashtag **#FacingSuicideVT**

Consider using the following hashtags on Instagram and Twitter to expand the reach of your social media posts:

#Vermont
#988Lifeline
#SuicidePreventionMonth
#SuicidePrevention
#Suicide
#MentalHealth
#MentalHealthAwareness
#MentalHealthMatters
#MentalWellness
#MentalHealthAdvocate
#EndTheStigma
#YouAreNotAlone
#MentalHealthRecovery
#Hope

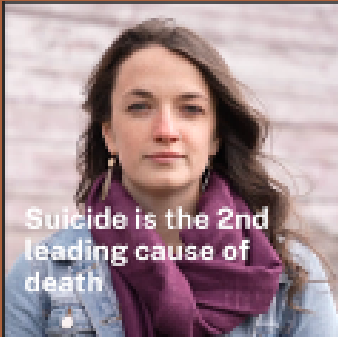




Social Media Posts

Week One (Aug 28 - Sept 1): Get Involved

Graphic/Video



[Video Link](#)

Theme

Suicide Prevention
Awareness Month

Copy

Facebook/Instagram

September is National Suicide Prevention Awareness Month. There are many ways you can get involved in your community to prevent suicide. With your help, we can raise awareness about suicide prevention and mental health and face the issue of suicide together. Learn more about how you can get involved: <https://facing suicidevt.com/get-involved> #FacingSuicideVT

Twitter

Sept is National #SuicidePrevention Awareness Month. There are many ways you can get involved in your community to prevent suicide. With your help, we can raise awareness about suicide prevention & mental health & face suicide together. <https://facing suicidevt.com/get-involved> #FacingSuicideVT

Graphic/Video



[Image Link](#)

Theme

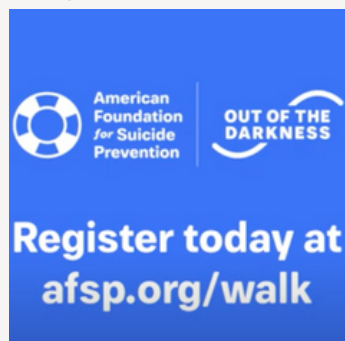
Community Event:
After Glow

Copy

Facebook/Instagram/Twitter

Get your tickets for this year's Afterglow Music Festival. The Afterglow music festival on September 23rd helps to "shine a light" on suicide awareness and prevention in Vermont. Learn more and get your tickets: afterglowfoundation.com

Graphic/Video



Video Link

Theme

Out of the Darkness
Community Walks

Copy

Facebook/Instagram

For Suicide Prevention Awareness Month, communities across Vermont are hosting @American Foundation for Suicide Prevention Out of the Darkness Walks. These events encourage people to open up about their connections to the cause and offer a platform to raise awareness about mental health and suicide prevention. Friends, family members, neighbors, and coworkers walk side-by-side, supporting each other and in memory of those we've lost.

Register today for one of the walks happening in Vermont and be part of the movement. #TogetherToFightSuicide #FacingSuicideVT <https://supporting.afsp.org/index.cfm?fuseaction=donorDrive.eventList&eventGroupID=9AA117B3-F522-BB6D-359D1AA2D75A7958&state=VT>

Twitter

For #SuicidePreventionMonth VT communities are hosting @afspnational Out of the Darkness Walks. These events raise awareness about suicide prevention. Register for an event near you: <https://supporting.afsp.org/index.cfm?fuseaction=donorDrive.eventList&eventGroupID=9AA117B3-F522-BB6D-359D1AA2D75A7958&state=VT> #FacingSuicideVT #StopSuicide #OutOftheDarkness #Vermont





Week Two (Sept 4 - Sept 8): Get Help

Graphic/Video



[Facebook/Instagram Link](#)
[Twitter Link](#)

Theme
 Resources are
 available

Copy

Facebook/Instagram

If you are experiencing thoughts of suicide, don't be afraid to reach out and ask for help. There are many resources in Vermont and nationally to give you the support you need. Learn more: <https://facing suicidevt.com/get-help/>

If you need help now dial 988 for the @Suicide and Crisis Lifeline or text VT to 741741. #FacingSuicideVT #988Lifeline

Twitter

If you are experiencing thoughts of suicide, don't be afraid to reach out & ask for help. There are many resources in VT & nationally to give you the support you need. If you need help now dial 988 for @988Lifeline. Learn more: <https://facing suicidevt.com/get-help/> #FacingSuicideVT #988Lifeline

Graphic/Video



Theme
 988 Lifeline

Copy

Facebook/Instagram/Twitter

VT 988 Suicide and Crisis Lifeline Centers have answered over 7,200 calls since 988 began on July 16, 2022. Share this post to help spread the word about the #988Lifeline. You could be the one to help someone get the support they need. #SuicidePrevention #988Lifeline

[Facebook, Instagram & Twitter Video link with Audio \(1:1\) \(MP4 | 9 MB\) - 30 Seconds](#)
[Facebook, Instagram & Twitter Video link without Audio \(1:1\) \(MP4 | 8 MB\) - 30 Seconds](#)

Graphic/Video



[Facebook/Instagram Link](#)
[Twitter Link](#)

Theme

Self-care during
thoughts of suicide

Copy

Facebook/Instagram/Twitter

Some people find it helpful to do these things when having thoughts of suicide.

- Call or text someone
- Make your space safe
- Use coping skills
- Find healthy distractions
- Call the 988 Lifeline

Learn more: <https://facing suicidevt.com/get-help/>
#FacingSuicideVT #988Lifeline

Graphic/Video



[Resources Link](#)

Copy

Facebook/Instagram/Twitter

If you or someone you know is struggling in the aftermath of the unexpected historic flooding in our community, you're not alone. The State of Vermont flood information and resources are available to support you. Find helpful resources at: <https://www.vermont.gov/flood>
#FloodSupport #CommunityStrong

Theme

Flood Resources





Week Three (Sept 11 - Sept 15): Give Help

Copy

Facebook

Learning the warning signs may help you tell if a loved one is at risk for suicide, especially if the behavior is new, has increased, or seems related to a painful event, loss, or change. If you or someone you know shows any of these signs, seek help by calling the Lifeline. @988lifeline

Instagram

Learn and look out for the warning signs of suicide. It could save a life — your own or someone else's. #988Lifeline #FacingSuicideVT

Alt-text: Graphic with a photo of two adult men talking together, and text that reads Know the signs of suicide. There is hope. And the 988 Suicide & Crisis Lifeline logo.

Twitter

Learn and look out for the warning signs of suicide. It could save a life. #988Lifeline #FacingSuicideVT

Graphic/Video



[GIF Link](#)

Theme

Warning Signs

Graphic/Video



[Image Link](#)

Theme

Reducing Stigma

Copy

Facebook/Instagram

Common Myth #1

Suicide doesn't only affect people with mental health conditions. Relationship problems & other life stressors can increase the risk of suicide and suicidal thoughts.

Debunking the common myths about suicide can help society see the importance of treatment and addressing mental health challenges.

Learn how to debunk common myths and help reduce stigma with help from @NAMI: <https://nami.org/Blogs/NAMI-Blog/September-2020/5-Common-Myths-About-Suicide-Debunked#FacingSuicideVT>



Twitter

Common Myth #1

Suicide doesn't only affect individuals w/mental health conditions. Relationship problems & other life stressors can increase the risk of suicide and suicidal thoughts. Reduce stigma by debunking suicide myths @NAMICommunicate <https://nami.org/Blogs/NAMI-Blog/September-2020/5-Common-Myths-About-Suicide-Debunked> #FacingSuicideVT

Graphic/Video



Image Link

Copy

Facebook/Instagram

Common Myth #2

#DYK that asking someone if they're thinking of suicide won't plant the idea in their mind. Listening to someone can save a life and helps reduce suicide stigma.

Debunking the common myths associated with suicide can help society realize the importance of seeking treatment and addressing mental health challenges.

Learn how to debunk common myths to reduce stigma with help from @NAMI: <https://nami.org/Blogs/NAMI-Blog/September-2020/5-Common-Myths-About-Suicide-Debunked>

Twitter

Common Myth #2

#DYK the way we talk about suicide matters. Asking someone if they're thinking of suicide won't plant the idea in their mind. Listening to someone can save a life & help reduce suicide stigma. Reduce stigma by debunking suicide myths @NAMICommunicate: <https://nami.org/Blogs/NAMI-Blog/September-2020/5-Common-Myths-About-Suicide-Debunked> #FacingSuicideVT

Graphic/Video



[Facebook/Instagram link](#)
[Twitter link](#)

Theme

Be There

Copy

Facebook/Instagram/Twitter

Suicide Prevention Month is a time for connection. Learn how you can #BeThere for the people you care about and help prevent #suicide: <https://bit.ly/3PT2U7r>
#SPM23 #BeThe1To

Graphic/Video



[Facebook/Instagram link](#)
[Twitter link](#)

Copy

Facebook/Instagram/Twitter

You can help reduce the risk for #suicide in your community. Learn how to talk to someone who is considering suicide: <https://www.bethe1to.com/bethe1to-steps-evidence/>
#BeThe1To #BeThere #SPM23

Week Four (Sept 18-22): Community-Specific Resources

Graphic/Video



Use all images/videos when posting in the following order:

- Image (1)
- Video (2)
- Video (3)

Theme

Resources are available

Copy

Facebook/Instagram

Suicide has many faces. Thankfully, we have many resources, advocates, crisis helplines, support systems, and peer groups to face this issue in Vermont. Hear real stories from survivors, learn about suicide prevention and find support and resources at FacingSuicideVT.com #FacingSuicideVT

Twitter

Suicide has many faces. Thankfully, we have many resources, advocates, crisis helplines, support systems & peer groups to face this issue in VT. Hear stories from survivors, learn about suicide prevention, & find support at FacingSuicideVT.com #FacingSuicideVT

Graphic/Video



[Facebook/Instagram link](#)
[Twitter link](#)

Theme

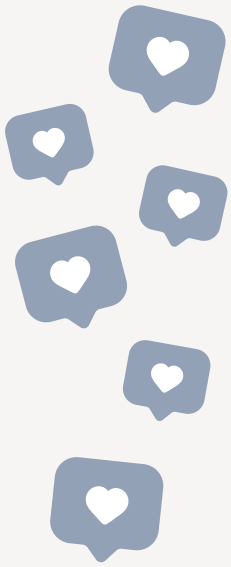
LGBTQIA+

Copy

Facebook/Instagram/Twitter

If you are part of the LGBTQIA+ community there are mental health and suicide prevention resources are available for you locally and nationally. Learn more at <https://facingsuicidevt.com/resources/community-lgbtq/> #FacingSuicideVT

TAG the following social media profiles: @OutrightVT, @PrideCenterVT, @TrevorProject, @TransLifeline, @JedFoundation

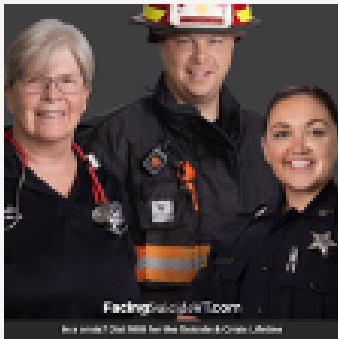


Copy

Facebook/Instagram/Twitter

#DYK that 13% of high school students in Vermont made a suicide plan last year? Additionally, 36% of youth who identified as LGBTQIA+ reported making a plan for suicide in the past year, compared to 9% of their heterosexual and cisgender peers. Reach out to the young people in your life to let them know you care and that they matter. If you are a youth looking for support or an adult wanting to help a young person, check out <https://jedfoundation.org>. For youth LGBTQIA+ resources and support, check out <https://www.thetrevorproject.org/>

Graphic/Video



Copy

Facebook/Instagram

As a first responder, the stress of your job may take a toll on your physical and mental health. It is important to recognize the signs of stress in yourself and your fellow first responders so you can continue to protect your community, your family, and yourself. Help is available.

<https://facing suicidevt.com/resources/community-first-responder/> #FacingSuicideVT

[Facebook/Instagram link](#)

[Twitter link](#)

Theme

First Responder

Twitter

As a first responder, the stress of your job may be weighing on your mental health. It's important to recognize signs of stress in yourself & fellow first responders so you can keep protecting your community, family, & yourself.

<https://facing suicidevt.com/resources/community-first-responder/> #FacingSuicideVT

Graphic/Video



[Facebook/Instagram link](#)
[Twitter link](#)

Theme

Vermonters with
Disabilities

Copy

Facebook/Instagram/Twitter

#DYK that people living with disabilities are more likely to experience thoughts of suicide compared to the general population? Learn about why this is and supports that are available at

<https://facing suicidevt.com/resources/community-disability/> #FacingSuicideVT

Graphic/Video



[Facebook/Instagram link](#)
[Twitter link](#)

Theme

Men

Copy

Facebook/Instagram/Twitter

#DYK that men ages 25-54 years old make up most suicide deaths in the U.S.? This age group of men are also the least likely to receive any kind of support. Help is available.

Learn more at

<https://facing suicidevt.com/resources/community-men/>
#FacingSuicideVT

Graphic/Video



[Facebook/Instagram link](#)
[Twitter link](#)

Theme
Farmers

Copy

Facebook/Instagram/Twitter

Working on a farm is hard work and can be stressful. Learn more about resources to support the mental health of farmers in Vermont. <https://www.farmfirst.org/> #FarmFirst #FacingSuicideVT

Graphic/Video



[Facebook/Instagram link](#)
[Twitter link](#)

Theme
Peer Support

Copy

Facebook/Instagram

Are you struggling with a challenging situation? Do you have feelings of sadness, loneliness, isolation, anger, or depression? You don't have to face it alone. Talking to someone who has been through a similar experience can help. Find a peer support group in your local area. <https://facing-suicidevt.com/get-involved> #FacingSuicideVT

Twitter

Are you struggling w/a challenging situation? Do you have feelings of sadness, loneliness, isolation, anger, or depression? You don't have to face it alone. Talking to someone who has been through a similar experience can help. Learn more: <https://facing-suicidevt.com/get-involved/> #FacingSuicideVT

Week Five (Sept 25-29): Real Stories

Graphic/Video



[Video Link](#)

Copy

Facebook/Instagram/Twitter

From a young age, Matt has dealt with death and suicide. As he learned to deal with grief and the emotions tied to grieving, Matt has become a guide for young people struggling with the same emotions. Watch Matt's story at FacingSuicideVT.com #FacingSuicideVT

Graphic/Video



[Video Link](#)

Copy

Facebook/Instagram/Twitter

Kathy's life changed in many ways after her suicide attempts. Listen to Kathy describe her experiences and how you can help and support someone struggling with thoughts of suicide. Watch more real stories like Kathy's at FacingSuicideVT.com #FacingSuicideVT

Theme

Real Stories





Responding on Social Media and Best Practices for Reporting


What to expect and how to respond on social media:

When you post suicide prevention resources, you might get comments and questions from people in crisis, people who are looking to support others or get involved, and people who might be misinformed about suicide. Learn more about how to respond using the sample text below:

Someone who is struggling or in crisis

@ screen name: It sounds like you are really hurting right now. Know that you are not alone and there are supports and resources in your community that can help. The 988 Suicide and Crisis Lifeline is available 24/7 and provides free support. They can help connect you with resources and peer support groups and learn how to make a safety plan. Or you can find sources of support at <https://facing suicidevt.com/get-help/>. We also suggest reaching out to someone you trust and asking them to let you share what's on your mind.

@ screen name: It sounds like you are really hurting right now. We are sorry to hear what you are going through – that sounds really difficult. Know that you are not alone and there are supports and resources in your community that can help. If you feel you are in immediate physical danger, please call 9-1-1 or dial 9-8-8 for the Suicide and Crisis Lifeline for help.



Get Help for someone else

@ screen name: We are really sorry to read about what you and your [person they are worried about] is going through. It sounds like a really difficult time. Know that you are not alone and there are supports and resources in your community that can help – learn more at FacingSuicideVT.com. You can also call the 988 Suicide and Crisis Lifeline by dialing 9-8-8, available 24/7, if you would like emotional support or to find more resources.

Myth Busting

If they say:

- **Suicide is not preventable:** @ screen name, thank you for writing to us. The act of suicide is often an attempt to control deep, painful emotions and thoughts an individual is experiencing. Once these thoughts dissipate, so will the thoughts of suicide. While suicidal thoughts can return, they are not permanent. An individual with suicidal thoughts and attempts can live a long, successful life. We know that suicide is preventable, and help is available. You can learn more at FacingSuicideVT.com
- **People who die by suicide are selfish & take the easy way out:** @ screen name, thank you for writing to us. Typically, people do not die by suicide because they do not want to live – people die by suicide because they want to end their suffering. These individuals are suffering so deeply that they feel helpless and hopeless. Individuals who experience suicidal ideations do not do so by choice. They are not simply, “thinking of themselves,” but rather they are going through a very serious mental health symptom due to either mental illness or a difficult life situation. You can learn more at FacingSuicideVT.com
- **Talking about suicide will lead to and encourage suicide:** @screen name, thank you for writing to us. There is widespread stigma associated with suicide and as a result, many people are afraid to speak about it. Talking about suicide not only reduces the stigma, but also allows individuals to seek help, rethink their opinions and share their story with others. We all need to talk more about suicide. You can learn more at FacingSuicideVT.com.



Get Involved

@ **screen name**, thank you for reaching out about your interest to get involved in your community to help prevent suicide. With your help, we can raise awareness about suicide prevention and mental health and help save lives. Learn how you can get involved at <https://facingsuicidevt.com/get-involved/>



Concerns about 988

Hi @ **screen name**, thanks for reaching out with your concerns. Lifeline Center counselors are trained to help callers experiencing a variety of mental health challenges. The process can include a risk assessment which allows the counselors to assess the risk of harm to the caller or others. If an individual is at risk of death the counselor may include the help of law enforcement, or, when available, a mobile crisis response. The Department of Mental Health is working alongside peer advocates and individuals with lived experience to create a system of care that keeps consent at the forefront for all who utilize 9-8-8. Currently, Lifeline counselors are not able to geolocate, in the way that 9-1-1 operators can. Since the Vermont call centers began taking calls in the summer of 2021, less than 2% needed further emergency intervention. Counselors are trained to provide interventions and build rapport with callers, they will only involve police or other emergency services if there is an imminent risk to the life and safety of the caller or someone else.

Reporting Suicidal Content on Social Media



Facebook:

Facebook – Suicide Prevention: View Facebook's recommendations for what to do if you see suicidal content on the platform.

Facebook – Report Suicidal Content: Fill out this form to report suicidal content found on Facebook.



Twitter:

Twitter – About Self-Harm and Suicide: View Twitter's recommendations for what to do if you see suicidal content on the platform.

Twitter – Report Self-Harm: Fill out this form to report suicidal content found on Twitter.

Additional Best Practices Resources

CDC Social Media Tools, Guidelines & Best Practices:

<https://www.cdc.gov/digital-social-media-tools/social-media-channels.html>

Best Practices and Recommendations for Reporting on Suicide:

<https://reportingonsuicide.org/recommendations>

For Veterans:

https://www.mentalhealth.va.gov/suicide_prevention/docs/OMH-074-Suicide-Prevention-Social-Media-Toolkit-1-8_508.pdf



Sample Outreach Messaging

The messaging below can be used to help highlight Suicide Prevention Awareness Month and the FacingSuicideVT initiative on a variety of outreach channels, including your email newsletters, personal front porch forum posts, and organization websites. Looking for something else? Let us know.

Email Newsletter and Website Sample Text

The suicide rate is growing in Vermont, and it's a problem that affects people across the state from all walks of life.

National Suicide Prevention Awareness Month is an opportunity to raise awareness about this stigmatized topic and recognize that we all have a role to play in facing suicide in Vermont. Now is the time to learn to have tough conversations about suicide, to spread messages of hope, and to share resources with people who are struggling so no one ever has to feel alone.

FacingSuicideVT is a statewide prevention effort providing access to suicide prevention, education, support, and advocacy resources. We can help ourselves and each other when we start facing suicide in Vermont together. Learn more at: FacingSuicideVT.com

If you or someone you know is in crisis, dial 988 for the Suicide and Crisis Lifeline or text VT to 741741 for the Crisis Text Line.

You can use one of the following images in your newsletter/website:

Banner (Landscape) Image

Square Image

Front Porch Forum Sample Text (Personal Posts)

Hi neighbors,
September is Suicide Prevention Awareness Month. This month is an opportunity to raise awareness about this issue and recognize that we all have a role to play in preventing suicide in Vermont. Now is the time to learn how to have tough conversations about suicide, spread messages of hope, and share resources with people who are struggling so no one ever has to feel alone.

FacingSuicideVT is a statewide prevention effort providing access to suicide prevention, education, support, and advocacy resources. You can learn more about this important initiative and get involved at FacingSuicideVT.com

If you or someone you know is in crisis, dial 988 for the Suicide and Crisis Lifeline or text VT to 741741 for the Crisis Text Line.

Brand Guide

This brand guide includes how to use the FacingSuicideVT logos, colors, fonts, and more. [Link to Brand Guide](#)

Logos

You may use these logos on marketing materials related to FacingSuicideVT. Please follow the Brand Guide (above) and let us know if you have questions.

[Logos without URL](#)

[Logos with URL](#)

Facebook Profile Image Wrap

Feel free to promote this Facebook wrap for people to use as part of their profile picture to bring awareness to FacingSuicideVT. [Link to Profile Image Wrap](#)

Posters

Feel free to print and hang up these posters at your office or around the community. [Link to Posters](#)

Feedback

Email us at FacingSuicideVT@vermont.gov