FacingSuicideVT

2024

Suicide Prevention Awareness Month Outreach and Social Media Toolkit



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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. Organizations and community members can use it 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 **ask for permission before editing or changing the graphics**. For more information about the FacingSuicideVT campaign, go to <u>FacingSuicideVT.com</u>.

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 resonate with you. Please share this toolkit to 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: Redcap.med.uvm.edu/surveys/?s=T4NTNMTD8WH4EFPR

Timeline and Key Messages Overview

September 2 - 6

Week One: 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, Facing Suicide VT.com)

September 9 - 13

Week Two: Get Help

Information about accessing support Self-care tips 988 Crisis Number Crisis Text Line Flood Resources

September 16 - 20

Week Three: 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 23 - 27

Week Four: 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 30 - October 4

Week Five: Real Stories of Hope and Survival

Share stories of hope and recovery from Vermonters with lived experience



Social Media Posts

Week One (Sept 2 - Sept 6): Get Involved

Graphic/Video



Video link

Theme

Suicide Prevention Awareness Month

Graphic/Video

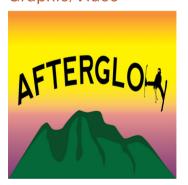


Image link

Theme Community Event: After Glow

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: FacingSuicideVT.com/get-involved #FacingSuicideVT

X

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. FacingSuicideVT.com/get-involved #FacingSuicideVT

Copy

Facebook/Instagram/X

Get your tickets for this year's Afterglow Music Festival. The Afterglow music festival on September 21st helps to "shine a light" on suicide awareness and prevention in Vermont. Learn more and get your tickets: <u>AfterGlowFoundation.com</u>



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. <u>Bit.ly/4fvradd</u> #TogetherToFightSuicide #FacingSuicideVT

X

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: <u>Bit.ly/4fvradd</u> #FacingSuicideVT #StopSuicide #OutOftheDarkness #Vermont



Week Two (Sept 9 - Sept 13): Get Help

Graphic/Video



<u>Facebook/Instagram link</u> <u>X link</u>

Theme

Resources are available

Graphic/Video



Video link with Audio
Video link without Audio
Image link

Theme 988 Lifeline

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: FacingSuicideVT.com/get-help

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

X

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:

FacingSuicideVT.com/get-help #FacingSuicideVT #988Lifeline

Copy

Facebook/Instagram/X

VT 988 Suicide and Crisis Lifeline Centers have answered over 16,125 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



FacingSuicideVT.com

<u>Facebook/Instagram link</u> X link

Theme

Self-care during thoughts of suicide

Copy

Facebook/Instagram/X

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: <u>FacingSuicideVT.com/get-help</u> #FacingSuicideVT #988Lifeline

Graphic/Video



Resources link

Theme
Flood Resources

Copy

Facebook/Instagram/X

Make sure you're taking care of your mental health during this difficult time. Here are tips and resources to help support you! Vermont.gov/flood #FloodSupport #CommunityStrong

Week Three (Sept 16 - Sept 20): Give Help

Graphic/Video



GIF link

Theme

Warning Signs

Graphic/Video



Image link

Theme

Reducing Stigma

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.

X

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

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: <u>NAMI.org/stigma/5-common-myths-about-suicide-debunked</u> #FacingSuicideVT



X

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 NAMI.org/stigma/5-common-myths-about-suicidedebunked #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 help 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: <u>NAMI.org/stigma/5-common-myths-</u> about-suicide-debunked

X

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: MAMI.org/stigma/5-common-myths-about-suicide-debunked #FacingSuicideVT



<u>Facebook/Instagram link</u> X link

Theme

Be There

Copy

Facebook/Instagram/X

Suicide Prevention Month is a time for connection. Learn how you can #BeThere for the people you care about and help prevent #suicide: <u>BeThe1To.com/bethe1to-steps-</u>evidence #SPM24 #BeThe1To

Graphic/Video



<u>Facebook/Instagram link</u>
<u>X link</u>

Copy

Facebook/Instagram/X

You can help reduce the risk for #suicide in your community. Learn how to talk to someone who is considering suicide: <u>BeThe1To.com/BeThe1To-steps-</u>evidence #BeThe1To #BeThere #SPM24

Week Four (Sept 23-27): Community-Specific Resources

Graphic/Video



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

- -<u>Image (1)</u>
- -<u>Video (2)</u>
- -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

X

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



<u>Facebook/Instagram link</u>
<u>X link</u>

Copy

Facebook/Instagram/X

If you are part of the LGBTQIA+ community, there are mental health and suicide prevention resources available for you locally and nationally. Learn more at

<u>FacingSuicideVT.com/resources/community-lgbtq</u> #FacingSuicideVT

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

Theme

LGBTQIA+



Copy

Facebook/Instagram/X

#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 JedFoundation.org. For youth LGBTQIA+ resources and support, check out TheTrevorProject.org

Graphic/Video



<u>Facebook/Instagram link</u> X link

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.

<u>FacingSuicideVT.com/resources/community-first-responder</u> #FacingSuicideVT

Theme

First Responder

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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.

<u>FacingSuicideVT.com/resources/community-first-responder</u> #FacingSuicideVT



<u>Facebook/Instagram link</u> X link

Theme

Vermonters with Disabilities

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Facebook/Instagram/X

#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 the supports that are available at

<u>FacingSuicideVT.com/resources/community-disability</u> #FacingSuicideVT

Graphic/Video



<u>Facebook/Instagram link</u>
<u>X link</u>

Theme Men

Copy

Facebook/Instagram/X

#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 FacingSuicideVT.

#FacingSuicideVT



<u>Facebook/Instagram link</u> X link

Theme Men

Copy

Facebook/Instagram/X

Man Therapy is an interactive website designed to provide better access to mental health support for men who may be struggling with suicidal thoughts but are hesitant to seek help. To learn more and access VT-specific support, please visit: ManTherapy.com

Graphic/Video



<u>Facebook/Instagram link</u> X link

Theme Veterans

Copy

Facebook/Instagram/X

You've served our country with bravery and deserve the help you need. Your life is worth it. If you're a Veteran in crisis or concerned about one, reach out to the Veterans Crisis Line. Dial 988, then Press 1 for confidential support 24/7. #VeteransCrisisLine #SupportOurVeterans



FacingSuicideVT.com

<u>Facebook/Instagram link</u> <u>X link</u>

Theme Farmers

Copy

Facebook/Instagram/X

Working on a farm is hard work and can be stressful. Learn more about resources to support the mental health of farmers in Vermont. FarmFirst. #FacingSuicideVT

Graphic/Video



FacingSuicideVT.com

<u>Facebook/Instagram link</u> <u>X link</u>

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. FacingSuicideVT.com/get-involved #FacingSuicideVT

X

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. Learn more: FacingSuicideVT.

Week Five (Sept 30-Oct 4): Real Stories

Graphic/Video



Video link

Copy

Facebook/Instagram/X

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/real-stories #FacingSuicideVT

Graphic/Video



Video link

Theme Real Stories

Copy

Facebook/Instagram/X

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/real-stories #FacingSuicideVT





#Hashtags

Please include the hashtag #FacingSuicideVT

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

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

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 by phone, chat, or text and provides free and confidential 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 FacingSuicideVT.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 need additional support or to talk to someone trained in dealing with crisis situations, dial, chat, or text 988 for the Suicide and Crisis Lifeline for help. If you feel you are in immediate physical danger, please call 911.

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, chat, or text 988, the Suicide and Crisis Lifeline, available 24/7, if you would like additional 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 FacingSuicideVT.com/get-involved



Concerns about 988

Hi @ screen name, thanks for reaching out with your concerns. 988 counselors are trained to help callers experiencing a variety of mental health challenges, not just a crisis. It is a resource for Vermonters to have a safe space to talk about their issues and have an objective ear to help them process some of life's more challenging moments. The Department of Mental Health (DMH) is working alongside individuals with lived experience as well as clinicians to help create an environment and system of care that leads with empathy and compassion to help individuals with whatever mental health issues they may be dealing with. The counselor may involve emergency rescue services, such as police or EMS if, and only if, an individual is at imminent risk. Data shows that, on average, 99% of calls will not require further EMS or law enforcement intervention. DMH believes that reaching out for help at any stage is one of the most powerful things that they can do for themselves and others.

Reporting Suicidal Content on Social Media



Facebook:

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

<u>Facebook - Report Suicidal Content</u>: Fill out this form to report suicidal content found on Facebook.



X (Formerly known as Twitter):

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

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

Additional Resources on Best Practices

CDC Social Media Tools, Guidelines & Best Practices: Cdc.gov/digital-social-media-tools/social-media-channels.html

Best Practices and Recommendations for Reporting on Suicide: <u>ReportingOnSuicide.org/recommendations</u>

For Veterans: 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? <u>Let us know</u>.

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. <u>Link to Brand Guide</u>

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.

<u>Logos without URL</u>

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. <u>Link to Profile Image Wrap</u>

Posters

Feel free to print and hang up these posters at your office or around the community. <u>Link to Posters</u>

Feedback

Email us at FacingSuicideVT@vermont.gov