



**NATIONAL SUICIDE PREVENTION & AWARENESS MONTH -
SEPTEMBER ENGAGEMENT TOOLKIT**

You Don't Have to Hold This Alone.

**Suicide is Preventable. Connection Save
Lives.**

THE THEME

Why "You Don't Have to Hold This Alone"

Life is heavy right now — for everyone. Economic pressure, isolation, comparison culture, grief, burnout, and constant change have made day-to-day life feel harder to carry. This September, Silence the Shame is naming that reality out loud, and pairing it with the truth that matters most: **no one has to carry it alone, and suicide is not the only way out of pain.**

Our core belief: Suicide is 100% preventable. When people feel seen, connected, and supported — and when communities know how to recognize the signs and respond — lives are saved.

WHAT THIS CAMPAIGN IS DESIGNED TO DO

- **Normalize the conversation.** Talking openly about suicidal thoughts reduces stigma and makes it easier for people to ask for help.
- **Build everyday competence.** Equip community members — not just clinicians — with the language and confidence to recognize warning signs and respond.
- **Center connection over crisis.** Remind people that reaching out (to a friend, a hotline, a therapist, a stranger) is a sign of strength, not weakness.
- **Point directly to help.** Every asset in this toolkit links back to real, accessible resources — 988, crisis text lines, and Silence the Shame's own support network.



THE MOMENT BEHIND IT

Since the 988 Suicide & Crisis Lifeline launched in July 2022, it has fielded nearly 25 million calls, texts, and chats — and research published in JAMA found that suicide deaths among people ages 15–34 dropped roughly 11% below projected rates in the two years that followed, translating to thousands of lives saved. States with the biggest jump in 988 usage saw the biggest drops in suicide deaths. The takeaway for our community: reaching out works. This toolkit exists to get more people reaching out, and more people ready to receive that reach.

THE BASICS

What Every Community Member Should Know

You don't need a clinical background to help save a life. Most people who die by suicide show warning signs beforehand and want their pain to end — not their life. Here's what to know before September's activations.

Sept. 10

World Suicide Prevention Day — a global day of action, awareness, and remembrance.

988

Call, text, or chat 988 to reach the Suicide & Crisis Lifeline — free, confidential, 24/7.

Teal + Purple

The official awareness colors for suicide prevention — used across our September assets

MYTH VS. FACT

MYTH

Asking someone if they're thinking about suicide will put the idea in their head.

FACT

Asking directly does not increase risk. It often brings relief — and opens the door to help.

MYTH

People who talk about suicide are just seeking attention.

FACT

Talking about it is often a genuine cry for help. Every mention should be taken seriously.

MYTH

Suicide happens without warning.

FACT

Most people show observable warning signs — verbal, behavioral, or emotional — beforehand.

WARNING SIGNS TO KNOW

- Talking about wanting to die, feeling like a burden, or having no reason to live
- Withdrawing from friends, family, and usual activities
- Giving away belongings, saying goodbye, or getting affairs in order
- Increased use of alcohol or drugs, or noticeable mood swings
- Increased use of alcohol or drugs, or noticeable mood swings

Spread The Word

[Click Here to Download the Social Media Toolkit](#)



Suggested Copy:

Life is heavy right now — for everyone. This September, we're naming that out loud, and reminding our community of the truth that matters most: no one has to carry it alone. Suicide is preventable. Connection saves lives. Let's talk about it — out loud, all month long.

🔗 Resources + ways to get involved: link in bio

#SilenceTheShame

#YouDontHaveToHoldItAlone

#SuicidePreventionMonth



Suggested Copy:

You don't need a clinical background to notice when someone's struggling. Here are 5 signs worth paying attention to — in yourself, or someone you love.

If something feels off, trust that instinct. Reach out. Ask directly. It could be the conversation that changes everything.

#SilenceTheShame #KnowTheSigns

#SuicidePreventionMonth



Suggested Copy:

Let's clear this one up: asking someone if they're thinking about suicide does NOT put the idea in their head.

It does the opposite — it opens the door. Most people who are struggling want someone to ask. Be that person.

#SilenceTheShame #MythVsFact

#SuicidePreventionMonth



Suggested Copy:

If someone you love is struggling, you don't need the perfect words — you need these 5 steps: Ask. Keep them safe. Be present. Help them connect. Follow up.

And remember: you are not a burden, and you are not alone. Support is free, confidential, and available right now — call, text, or chat.

Crisis Text Line: Text SILENCE to 741741

More support: silencetheshame.com

#SilenceTheShame #HowToHelp

#SuicidePreventionMonth

TAKE ACTION

Ways to Get Involved

Social Media Engagement

@silencetheshame

- **Share Campaign Assets:** Share provided graphics, videos, and messages on your personal social media accounts.

Story Sharing

- **Share Personal Stories/Video Testimonials:** Create a video that shares your personal experience with mental health & the importance of mental health awareness.

Resource Distribution

- **Distribute Informational Materials:** Provide brochures, flyers, and posters to be displayed in community centers, libraries, churches, and schools.

Fundraise & Donate

- **Start a Fundraising Campaign:** Use your platform or network to raise funds to support Silence the Shame's mental health awareness campaigns

Set Intentions and Connect

- **Wear teal & purple on Sept. 10th:** Show solidarity on World Suicide Prevention Day and post a photo tagging #SilencetheShame.
- **Check in and connect with loved ones:** Spend time texting or calling loved ones to let them know you are thinking about them and reassuring them that they are not alone.

RESOURCES

Support is Available Right Now

988 Suicide & Crisis Lifeline

Call, text, or chat 988

Free, confidential support 24/7 for anyone in suicidal crisis or emotional distress.

BEAM (Black Emotional and Mental Health Collective)

Healing justice resources built for Black communities.

Crisis Text Line

Text SILENCE to 741741

Connect with a trained crisis counselor by text, anytime, anywhere.

Veterans Crisis Line

Dial 988, then press 1

Confidential support for veterans and their loved ones.

The Trevor Project

1-866-488-7386

Crisis support for LGBTQ+ young people.

Silence the Shame

silencetheshame.com

Programs, events, and support to normalize mental health conversations year-round.

IN IMMEDIATE CRISIS?

988

**SUICIDE & CRISIS
LIFELINE**

CALL | TEXT | CHAT 988

You are not a burden. You are not alone.
Help is available right now, every hour of every day.