



Safe & Effective Messaging for Suicide Prevention

The way suicide is discussed can deeply impact its audience. When communicating about suicide, it is important to deliver a message that promotes hope, encourages help-seeking, and supports positive action. Tailoring the message to the specific needs and behaviors of the audience is key to its effectiveness. Suicide is preventable, and by providing the appropriate education and resources, we can save lives. If you need assistance in creating effective suicide prevention messaging, The Jason Foundation is here to help.

Approaches to Strengthen Public Awareness Campaigns: The Do's



Do emphasize the importance of seeking help and provide supportive resources.

When recommending mental health treatment, offer clear guidance on how to seek help and highlight resources like the Suicide & Crisis Lifeline (988) and local crisis centers or service providers.



Do prioritize prevention.

Reaffirm that suicide is preventable and encourage individuals to act if they or someone they know is at risk of self-harm. Underscore the importance of preventing suicide at every opportunity.



Do outline the warning signs, along with risk and protective factors for suicide.

Educate individuals on how to recognize signs of self-harm in themselves or others, including warning signs from The Jason Foundation. Point out protective factors that reduce suicide risk and risk factors that increase it, as outlined on pages 35-36 of the National Strategy for Suicide Prevention.



Do stress the importance of effective treatments for mental health issues.

More than 90% of those who die by suicide have a mental health condition, substance use disorder, or both. Access to proper treatment and a supportive, understanding community can help reduce these risks.