

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.

