

Suicide Prevention Awareness Month Toolkit

SEPTEMBER 2023

September is Suicide Prevention Awareness Month. Although mental health and suicide prevention is important to address year-round, Suicide Prevention Awareness Month provides a dedicated time for people, organizations, and communities to join their voices and share that there is hope, help is available, and healing is possible.

Who is this toolkit for?

This toolkit is designed for any person, organization, and community to use as a starting point to talk about mental health and suicide prevention. It is encouraged to tailor these messages for the community and add images and graphics to boost the visibility and engagement of each message. A section dedicated to [culturally specific recommendations and resources](#) is available to use.

How to use the Suicide Prevention Awareness Month Toolkit

The theme of the toolkit is **connection**. The toolkit includes key messages images and resources. The [Safe Messaging Around Mental Health and Suicide](#) (<https://www.health.state.mn.us/communities/suicide/documents/suicidemessaging.pdf>) provides guidance on how to safely talk about mental health and suicide.

According to the Centers for Disease Control and prevention (CDC), connectedness may protect against suicidal behaviors. Connection decreases isolation and encourages healthy coping behaviors. Connection can be found within oneself, within relationships, and within community. Each week we are highlighting different ways to connect.

- Week 1: Connection for Ourselves
- Week 2: Connecting with Our Loved Ones
- Week 3: Connecting with Community
- Week 4: Connecting to Hope and Healing

How to use the toolkits weekly content:

Key messages

The key messages can be used to develop content for emails and newsletters, or to share with those you keep in touch with, including friends, work colleagues, and other groups.

You can also bring this information into conversations, meetings, community events, and more.

Social media posts

These posts are made for social media platforms, like Facebook and Instagram, but can also be shared in places like message boards, employee intranets, Teams groups, and other digital community spaces.

Use the hashtags **#YouMatterMN** and **#StayConnectedMN** with your social media posts so we can learn from you and search these hashtags to see what others are sharing.

Graphics and images

Graphics and images help bring attention to the messages and can also help social media posts reach more people. Use the resources below or create your own.

- [Suicide Prevention and Mental Health Shareable Graphics \(https://www.health.state.mn.us/communities/suicide/shareables.html\)](https://www.health.state.mn.us/communities/suicide/shareables.html)
- [988 Social Media Shareables \(https://www.samhsa.gov/find-help/988/partner-toolkit/social-media-shareables\)](https://www.samhsa.gov/find-help/988/partner-toolkit/social-media-shareables)

Review the [ideas for action](#) and [learning opportunities](#) and get more involved. Help to spread the ideas for action and learning opportunities through emails, newsletters, social media posts or with those you are engaged with.

Week 1: Connection for Ourselves

Key message

Connection is not just nice to have, it is essential to one's health and well-being. People with meaningful social connections have:

- Less stress and better sleep.
- Better overall health that can lead to a longer life.
- Healthier habits and behaviors.
- Better quality of life and a sense of belonging.

Connecting can be as deep as a heart-to-heart conversation, or as simple as sharing a smile with someone. Meaningful connections can come from people in any role in your life, such as a next-door neighbor, friend, family member, co-worker, or community member. Connection can look someone willing to help you with a task, or someone to listen and validate your feelings. Or perhaps, it is someone that can give you a different perspective than your own or provide advice or support for something that you are struggling with.

There are things you can do to form new connections. While there are no official guidelines, and no one-size-fits-all, below are some suggestions for finding and fostering connection with others:

- **Start a conversation.** Talk to people that you already have connections with and build upon that relationship or take an opportunity to authentically get to know your neighbors and co-workers that you just wave at or say hi to in passing.
- **Join a club or enroll in a class that intrigues you.** You'll know the people that will be there already share a common interest with you. If you end up not meeting anyone new, you will still get to do something that you enjoy.
- **Get involved in your community** by attending events and doing things that you have not tried before.
- **Explore opportunities to serve and help others** within your community. Many organizations, including faith-based organizations offer volunteer opportunities that can give you the change to contribute to something that you find important.
- **Create a larger and more diverse social network.** Having a variety of relationships will allow you to gather additional resources, information, and opportunities.
- **Don't let technology distract you from engaging with people.** Pay attention to ways it may make you feel worse about yourself or others. Use technology as a tool to make positive and intentional connections.

Social media posts

- Learn more about ways to improve social connectedness by checking out @CDCgov [Ways to Improve Social Connectedness \(https://www.cdc.gov/emotional-wellbeing/social-connectedness/ways-to-improve.htm\)](https://www.cdc.gov/emotional-wellbeing/social-connectedness/ways-to-improve.htm) for suggestions. #YouMatterMN #StayConnectedMN
- We are less alone when we turn to each other. The [Mental Health Coalition \(https://www.thementalhealthcoalition.org/belonging/\)](https://www.thementalhealthcoalition.org/belonging/) has tips for fostering connection and how to find people to connect through technology. #YouMatterMN #StayConnectedMN
- Sometimes it is hard to know when you need to connect with someone to support you with your mental health. If you want to learn more about when you may need to get support, check out the [My Mental Health \(https://www.nimh.nih.gov/health/publications/my-mental-health-do-i-need-help\)](https://www.nimh.nih.gov/health/publications/my-mental-health-do-i-need-help) infographic from the National Institute of Mental Health! #YouMatterMN #StayConnectedMN
- Seek help during times of struggle with loneliness or isolation by reaching out to a family member, friend, counselor, health care provider, or 988 Suicide & Crisis Lifeline by calling or texting 9-8-8 or use the [online chat \(https://988lifeline.org/chat/\)](https://988lifeline.org/chat/) feature. #YouMatterMN #StayConnectedMN

Week 2: Connecting with Loved Ones

Key message

If someone you know is struggling emotionally or having a hard time, connecting with them can be the difference in getting them the help they need. Talking to a loved one about mental health and suicide can be an uncomfortable and uncertain topic but it is also one of the best ways to prevent it. We can all take action to have these conversations with someone who may be suicidal by using the five action steps from [#BeThe1To \(https://www.bethe1to.com/\)](https://www.bethe1to.com/).

Ask.

- **How:** Asking “Are you thinking about suicide?” shows that you are willing to discuss suicide in a nonjudgmental and supportive manner. The other important part of this step is to listen to their reasons for their emotional pain as well as reasons that they want to continue to live. Help them focus on *their* reasons for living, not on the reasons that you think that they should stay alive.
- **Why:** Findings suggest that acknowledging and talking about suicide may reduce suicidal ideation.

Be there.

- **How:** Be physically present for someone, speak with them on the phone when you can, or show up in any other way that demonstrates support for the person at risk. If you are unwilling or unable to commit to being there, talk with them to develop ideas on who might else be able to help and how they might support.
- **Why:** Increasing someone’s connectedness to others and limiting their isolation has shown to be a protective factor against suicide.

Help Keep them Safe.

- **How:** After the “Ask” step, and you’ve determined suicide is indeed being talked about, it is important to find out a few things to establish immediate safety. The first question will be to ensure that they have not done something already to hurt themselves. Secondly, you will want to ask them if they have a plan and a way to die by suicide.
- **Why:** Knowing the answers to each of these questions can tell us about the imminence and severity of danger the person is in.

Help them connect.

- **How:** One way to start helping them find ways to connect is to work with them to develop a [safety plan \(https://store.samhsa.gov/product/988-suicide-crisis-lifeline-safety-plan-pads\)](https://store.samhsa.gov/product/988-suicide-crisis-lifeline-safety-plan-pads). A safety plan is designed to guide people through a crisis, with a goal to keep them safe and get them help.
- **Why:** Connected people are significantly less likely to feel depressed, suicidal, and overwhelmed, while also feeling more hopeful.

Follow Up

- **How:** Make sure to follow-up with them to see how they’re doing. Leave a message, send a text, or give them a call. This is great time to see if there is anything else that you can do to support them.

- **Why:** This type of contact can continue to increase their feelings of connectedness and share your ongoing support. There is evidence that even a simple form of reaching out, like sending a caring postcard, can potentially reduce their risk for suicide.

Social media posts

- Check in on your friends and family. Connecting with them is one of the best things that we can do to get them through difficult times. However, it can sometimes feel uncomfortable, daunting, or just plain awkward. [The Roadmap to Friends Supporting Friends](https://www.thementalhealthcoalition.org/friends-supporting-friends-visible/) (<https://www.thementalhealthcoalition.org/friends-supporting-friends-visible/>) gives ideas on what support can look like, how to offer support, and where to begin. #YouMatterMN #StayConnectedMN
- Having conversations around mental health and suicide can sometimes be uncomfortable, but it can also make a big difference. Not sure where to start? Check out these trainings offered in Minnesota [Suicide Prevention Trainings](https://www.health.state.mn.us/communities/suicide/communities/preventsuicidetrainings.html) (<https://www.health.state.mn.us/communities/suicide/communities/preventsuicidetrainings.html>) or these tips and tools from [Seize the Awkward](https://seizetheawkward.org/conversation/starting-the-conversation) (<https://seizetheawkward.org/conversation/starting-the-conversation>) to help you start the conversation and what to do during and after the conversation. #YouMatterMN #StayConnectedMN
- If someone you know is struggling emotionally or having a hard time, you matter and can be the difference in getting them the help that they need. The [988 Suicide & Crisis Lifeline](https://988lifeline.org/help-someone-else/) (<https://988lifeline.org/help-someone-else/>) has resources on what to look for and how you can help them. #YouMatterMN #StayConnectedMN
- It is important to have a conversation about safety if you or someone you know are having or have had suicidal thoughts in the past. Everyone can put together a safety plan to help identify when we might need additional support. Create your own safety plan and encourage your family and friends to do the same. The U.S. Department of Veteran Affairs has a [great video](https://www.youtube.com/watch?v=a3Zx7ViAadA) (<https://www.youtube.com/watch?v=a3Zx7ViAadA>) to show how to develop a safety plan.
- To download or order safety plans: [988 Safety Plan](https://store.samhsa.gov/product/988-suicide-crisis-lifeline-safety-plan-pads) (<https://store.samhsa.gov/product/988-suicide-crisis-lifeline-safety-plan-pads>) #YouMatterMN #StayConnectedMN

Week 3: Connecting with community

Key message

While we trust our closest friends, family, and loved ones with our secrets, hopes, and dreams, the broader community where we live work and play also contribute to our feeling of connection.

Communities can provide us with:

- An emotional connection with people who share our history, our sense of place or similar experiences.
- A feeling of belonging.
- A sense of support.
- A way to have our voice heard and valued by a wider group of people.

Surrounding people and families with supportive neighborhoods, businesses, faith communities, schools, services is a critical way to support every person. Communities that work collectively in an intentional and proactive way is vital to creating the changes needed to increase social connectedness and belonging.

While formal programs and policies can be impactful, the informal practices of everyday life – the norms and culture of how we engage one another – significantly influence social connection. In addition to this culture, below are additional ideas that organizations and communities can consider reducing social isolation by increasing opportunities and increase individuals' sense of belonging:

- Cultivate values of kindness, respect, service, and commitment to one another.
- Model connection values in positions of leadership and influence.
- Create opportunities and spaces for social connection.
- Support connection through offering community-based education, skill-building classes, encouraging attendance at social events and volunteerism.
- Actively seek and build partnership with a variety of community institutions (schools, health organizations, workplaces). This can create a culture of connection with the broader community and support those that may be struggling with isolation, their mental health, or having thoughts of suicide.
- Know what supports are available for people who need it and provide resources and support to promote mental health and well-being and prevent suicide.
- Expand conversations on the importance of social connection where we live, work, learn, and play.

Social media posts

The social media posts within the Connecting with Community week are a starting point. It is recommended that they are customized to share what is programs, opportunities, and events are happening within your community. Examples of things that could be highlighted include community events, community coalitions working to promote mental health and prevent suicide, and services and programs that are available within the community.

- Connection is a common thread that builds community. There are many ways to connect to your community. Consider searching for a community education class or community recreation program near you to help you stay connected. #YouMatterMN #StayConnectedMN
- Community can be defined as a feeling of fellowship with others, because of sharing common attitudes, interests, and goals. Where do you find your community? #YouMatterMN #StayConnectedMN
- Our community plays an important role in our mental health and well-being. What in your community supports your mental health and well-being? #YouMatterMN #StayConnectedMN
- Every individual and organization within the community has a role to reduce social isolation. To see what you can do to strengthen social connection, visit the [National Strategy to Advance Social Connection](https://www.hhs.gov/surgeongeneral/priorities/connection/resources/index.html#national-strategy) (<https://www.hhs.gov/surgeongeneral/priorities/connection/resources/index.html#national-strategy>).

Week 4: Connection to Hope and Healing

Key message

When your mental health is off, it is important to find the help that is right for you. Finding hope and healing can be found in many places and comes in many forms to give you the type of support that you need.

- People you already have connections with is often a good place to start. This could be your friends and family, your primary care doctor, spiritual advisor, or someone else that you can trust.
- Sometimes it is nice to know that you are not alone in your struggle. Having peer support can be a great way to connect with others that may have similar experiences as you. This could be calling one of Minnesota's warm lines or by attending a support group.
- If you are unsure about what to do and need to talk to someone, try a local or national phone line to get assistance. They have trained counselors available to speak with you or your loved one and assist.
- Professional help can also make a big difference, but sometimes it is hard to know where to start as there are many different types of mental health professionals.
- Ask for referrals from your friends, family, primary care physician, clergy, or other people you trust.
- Contact 211, 988, or your local mental health center to understand what mental health resources are available in your community.
- Another starting point is to call the number on the back of your insurance card, they can help you identify what providers are a part of your plan.

People finding hope and healing is happening every single day. Exploring stories of how others have found hope and healing can also be a powerful way to learn how others have found ways to cope with life's struggles.

- [Stories of Hope and Recovery \(https://988lifeline.org/stories/\)](https://988lifeline.org/stories/)
- To learn more about how to safely share your story, visit [Storytelling for Suicide Prevention Checklist \(https://988lifeline.org/storytelling-for-suicide-prevention-checklist/\)](https://988lifeline.org/storytelling-for-suicide-prevention-checklist/)

Even if you're not sure that you'd benefit from help, it can't hurt to explore your different possibilities.

Social media posts

- United Way 2-1-1 is an easy-to-remember, three-digit number that families and people in Minnesota can call to find information on a broad range of services including food and housing support, mental health and substance use resources, programming and much more. 2-1-1 call centers are staffed 24/7 by trained Community Resource Specialists who quickly assess needs and refer callers to the help that they seek.
- Warm lines and peer support can be valuable for those who are managing stress. You do not need to be in immediate crisis to call the warm line. Anyone seeking support may call the Minnesota Warm Line for Peer Support connection at 844-739-0369, from 5 p.m. to 9 a.m. For more information, visit: [Wellness in the Wood: Transforming Wellness into Reality \(mnwitw.org\)](https://mnwitw.org). Mental Health Minnesota also offers a warmline, their services are available Monday - Saturday, noon to 10 p.m. Call 1-877-404-3190 or text Support to 85511. [Minnesota Warmline – Mental Health Minnesota \(mentalhealthmn.org\)](https://mentalhealthmn.org). #YouMatterMN #StayConnectedMN
- Support groups can help us see that there are others with similar situations and experiences to our own. These groups can help members feel connected and provide peer support from those who understand. To find a list of support groups, visit [NAMI MN \(https://namimn.org/support/nami-minnesota-support-groups/\)](https://namimn.org/support/nami-minnesota-support-groups/) or [Mental Health America \(https://www.mhanational.org/find-support-groups\)](https://www.mhanational.org/find-support-groups).
- Talking with someone about your thoughts and feelings can save your life. The Lifeline provides 24/7, free and confidential support for people in need of emergency emotional support. If you or someone you know needs support now, reach out to the 988 Suicide and Crisis Lifeline by calling or texting 9-8-8 or use the [online chat \(https://988lifeline.org/chat/\)](https://988lifeline.org/chat/) feature. #YouMatterMN #StayConnectedMN

Suicide Prevention Awareness Month webinar learning opportunities

Changing the Narrative on Mental Health and Suicide

Talking about mental health and suicide can be an uncomfortable and uncertain topic that can bring up different feelings, beliefs, and attitudes for everyone. *Changing the Narrative on Mental Health and Suicide*, empowers conversations to start in the hopes to change perceptions of mental health towards hope and resilience.

Time and date: From 12 - 1 p.m. CDT on September 7, 2023

Registration: [Changing the Narrative on Mental Health and Suicide](https://www.eventbrite.com/e/changing-the-narrative-on-mental-health-and-suicide-tickets-686596397307?aff=oddtcreator)
(<https://www.eventbrite.com/e/changing-the-narrative-on-mental-health-and-suicide-tickets-686596397307?aff=oddtcreator>)

Cultural Responsiveness for Suicide Prevention: A Panel Discussion

Most suicide prevention gatekeeper training focuses on four general skills: how to recognize suicide warning signs; how to question a person showing warning signs about their suicidal intent; how to persuade that person to stay alive and seek help; and how to refer that person to get expert help. We will broaden our understanding of these skills to include a person's cultural background. We will consider things like: How expressions of suicidal intent may vary across cultural groups. For instance, what types of direct or indirect verbal suicidal clues might be unique to people from different BIPOC communities? How to best question a person expressing suicidal clues about their intent. Are there questioning strategies and approaches that would be most effective (and ones that should be avoided) for members of different BIPOC communities? How to best persuade that person to stay alive and seek help, considering the suicidal person's cultural background. What types of referrals for help would be best received and most likely to be followed given the suicidal person's culture?

Time and date: From 12:30 - 1:30 p.m. CDT on September 8, 2023

Registration: [Cultural Responsiveness for Suicide Prevention](https://us02web.zoom.us/meeting/register/tZYtc-CvpjooE9116neJ0mWL1Xbl_P0H1tZS#/registration)
(https://us02web.zoom.us/meeting/register/tZYtc-CvpjooE9116neJ0mWL1Xbl_P0H1tZS#/registration)

Counseling on Access to Lethal Means (CALM) Training

Counseling on Access to Lethal Means (CALM) is a training on reducing access to lethal means, such as firearms and medication, during a mental health crisis. This training is for those who provide direct services, such as social service providers, first responders, health care providers. CALM provides an overview on shifting the narrative when talking about mental health and suicide, a discussion on lethal means, having the conversation to reduce access to lethal means, and developing a safety plan.

Space is limited. Please note that this training will not be recorded, and Certifications of Participation will be provided upon request. For more information, contact Jenilee Telander at Jenilee.Telander@state.mn.us.

Time and date: From 9 a.m. - 12 p.m. CDT on September 14

Registration: [Counseling on Access to Lethal Means \(CALM\)](https://www.eventbrite.com/e/counseling-on-access-to-lethal-means-calm-training-tickets-677067265417)

[\(<https://www.eventbrite.com/e/counseling-on-access-to-lethal-means-calm-training-tickets-677067265417>\)](https://www.eventbrite.com/e/counseling-on-access-to-lethal-means-calm-training-tickets-677067265417)

Responding to Suicide Loss

A suicide death can have a ripple effect extending impact from individuals, families, and whole communities. Helping someone who has lost a loved one to suicide can be challenging and complex, and even feel awkward. It can be hard to know what to say or do to support someone. Friends, families, and communities are an important source of safe support and healing after a suicide loss. This panel discussion will include perspectives of a suicide loss survivor, how to support someone after a suicide loss, and best practices for communities responding to suicide loss.

Time and date: From 12:30-1:30 p.m. CDT on September 15, 2023

Registration: [Responding to Suicide Loss](https://us02web.zoom.us/meeting/register/tZ0tde6trT8qGNZSZLE1Xm4AtjB38gY-xfiK#/registration)

[\(<https://us02web.zoom.us/meeting/register/tZ0tde6trT8qGNZSZLE1Xm4AtjB38gY-xfiK#/registration>\)](https://us02web.zoom.us/meeting/register/tZ0tde6trT8qGNZSZLE1Xm4AtjB38gY-xfiK#/registration)

A Community Approach to Suicide Prevention

Community plays a vital role in promoting mental health and preventing suicidal experiences. This requires local groups and organizations, that may include schools, after-school programs, health care and behavioral health providers, employers, and places of worship to come together and coordinate promotion and prevention activities that reflect the community's needs and resources.

In 2020, the United Way of Central Minnesota formed a team represented by local providers, public health, K-12, and others who are determined to improve mental health care for children. After many community-level conversations, it was clear that there was a need for someone to help navigate the resources and services in the local area. Three years later, the “Navigator” role was created, to establish relationships with providers to connect, and provide, timely and efficient mental health and suicide care.

Come learn about what this community-approach could look like in your area and hear how this Central Minnesota community brought their local groups together to identify barriers for access to mental health care and what they did to expedite access for those in need of mental health services.

Time and date: From 12 – 1 p.m. CDT on September 19, 2023

Registration: [A Community Approach to Suicide Prevention \(<https://www.eventbrite.com/e/a-community-approach-to-suicide-prevention-tickets-686609536607?aff=oddtcreator>\)](https://www.eventbrite.com/e/a-community-approach-to-suicide-prevention-tickets-686609536607?aff=oddtcreator)

The Role of Natural Helpers

Natural Helpers act as “listeners” to their peers through building listening skills and confidence so that they may connect vulnerable peers to trusted adults or other appropriate resources. Natural helpers can provide support and skill building for at-risk groups and enhanced accessible crisis services and referral sources. This session will expand on different levels of support, processing, constructive

distraction, and problem solving. It will provide examples of skills in active listening and motivational interviewing to build confidence in connecting individuals at risk to the appropriate resources.

Time and date: From 12 -1 p.m. CDT on September 26, 2023

Registration Link: [The Role of Natural Helpers \(https://www.eventbrite.com/e/the-role-of-natural-helpers-tickets-686623097167?aff=oddtcreator\)](https://www.eventbrite.com/e/the-role-of-natural-helpers-tickets-686623097167?aff=oddtcreator)

Opportunities for action

Individuals, organizations, and communities across Minnesota play a vital role in preventing suicides. At every level, across any sector, there are opportunities that someone can take individually and collectively to prioritize suicide prevention and reduce the number of people experiencing suicidal feelings. Moving to action expands an individual's ability to address the many layers that can help reduce the risk of suicide.

The links to the handouts below will provide concrete ways individuals, organizations, and communities can help prevent suicide in Minnesota.

- **Individuals**
(<https://www.health.state.mn.us/communities/suicide/documents/spapindividuals.pdf>)
- **Communities**
(<https://www.health.state.mn.us/communities/suicide/documents/spapcommunities.pdf>)
- **Tribal Communities**
(<https://www.health.state.mn.us/communities/suicide/documents/spaptribal.pdf>)
- **Schools**
(<https://www.health.state.mn.us/communities/suicide/documents/spapschools.pdf>)
- **Media**
(<https://www.health.state.mn.us/communities/suicide/documents/spapmedia.pdf>)
- **Health care and behavioral health**
(<https://www.health.state.mn.us/communities/suicide/documents/spaphealthcare.pdf>)
- **Criminal justice systems**
(<https://www.health.state.mn.us/communities/suicide/documents/spapcrimjustice.pdf>)
- **Faith communities**
(<https://www.health.state.mn.us/communities/suicide/documents/spapfaithcomm.pdf>)
- **Workplaces**
(<https://www.health.state.mn.us/communities/suicide/documents/spapworkplaces.pdf>)

Not sure where to start? We're here to help! For technical assistance or other support requests, [please complete this form](https://redcap.health.state.mn.us/redcap/surveys/?s=8RT4XKK7HH7EE3RN) (<https://redcap.health.state.mn.us/redcap/surveys/?s=8RT4XKK7HH7EE3RN>).

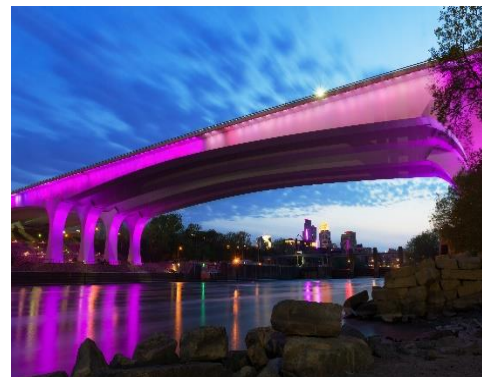
Host a Light up Purple for Suicide Prevention Event

Suicide prevention awareness day is September 10.

Light Up Purple for Suicide Prevention is designed to raise awareness of suicide prevention efforts and show support on Suicide Prevention Awareness Day, **September 10**, and the whole month.

Light up Minnesota

- Swap out your standard lights for purple ones. For one day or all month long.
- Reach out to local businesses, government, councils, and other community spaces and ask to turn their lights purple on September 10. Some communities may have forms, receive emails, or phone numbers to call.
- Explain why it is important to you to raise awareness of suicide prevention in your community. Be sure to include specific requests, like lighting up specific buildings or landmarks.
- Share this event throughout your community through social media, message boards, neighborhood associations or others.
- Provide statewide or local resources, training opportunities, and other messaging with local community leaders.



By turning your lights purple, you are demonstrating the importance of preventing suicide and supporting those who have lost loved ones to suicide.

Minnesota's suicide prevention efforts are rooted in the belief that suicides are preventable, help is available, and recovery is possible. Visit [Minnesota Department of Health Suicide Prevention \(https://www.health.state.mn.us/communities/suicide/index.html\)](https://www.health.state.mn.us/communities/suicide/index.html) to learn more about suicide prevention in Minnesota and other suicide prevention resources.

Population specific resources

The toolkit is a starting point. These messages should be tailored by adding in images, graphics, and resources that will best resonate with specific communities. Below are additional resources some specific populations in Minnesota.

Youth and young adults

- [Jed Foundation \(https://jedfoundation.org\)](https://jedfoundation.org): The Jed Foundation (JED) is a nonprofit that protects emotional health and prevents suicide for our nation's teens and young adults, giving them the skills and support they need to thrive today and tomorrow.
- [988- Youth and Young Adult Resources \(https://988lifeline.org/help-yourself/youth/\)](https://988lifeline.org/help-yourself/youth/): Resources available for yourself and to help support loved ones who are youth or young adults.

Middle-Aged males

- [Man Therapy \(https://mantherapy.org\)](https://mantherapy.org): An interactive mental health campaign targeting working age men that employs humor to cut through stigma and tackle issues like depression, divorce, and anxiety.
- [Suicide Prevention Resource Center \(https://www.sprc.org/populations/men\)](https://www.sprc.org/populations/men): Materials, programs, and trainings to support middle-aged men.

LBGTQ+ communities

- [The Trevor Project \(https://www.thetrevorproject.org/\)](https://www.thetrevorproject.org/): Information & support to LGBTQ young people 24/7, all year round.
- [988-LBGTQ Resources \(https://988lifeline.org/help-yourself/lgbtq/\)](https://988lifeline.org/help-yourself/lgbtq/): Resources available for yourself and to help support loved ones who identify as a member of the LBGTQ+ community.

People with disabilities

- [The Mental Health of People with Disabilities \(https://www.cdc.gov/ncbddd/disabilityandhealth/features/mental-health-for-all.html\)](https://www.cdc.gov/ncbddd/disabilityandhealth/features/mental-health-for-all.html): Shares research and information regarding mental health and people with disabilities.
- [People with Disabilities | NAMI: National Alliance on Mental Illness \(https://www.nami.org/Your-Journey/Identity-and-Cultural-Dimensions/People-with-Disabilities\)](https://www.nami.org/Your-Journey/Identity-and-Cultural-Dimensions/People-with-Disabilities): Describes resources and challenges for people living with a disability.

Veterans

- [US Department of Veteran Affairs Suicide Prevention \(https://www.mentalhealth.va.gov/suicide_prevention\)](https://www.mentalhealth.va.gov/suicide_prevention): Provides resources to assist veterans and their family around suicide and mental health related concerns.
- [988-Veteran Mental Health Resources \(https://988lifeline.org/help-yourself/veterans/\)](https://988lifeline.org/help-yourself/veterans/): Resources for those that serve or who have served, or those that are supporting someone who has.

Black, Indigenous, and People of Color

- [Mental Health America 2023 BIPOC Mental Health Month Toolkit \(https://mhanational.org/bipoc/mental-health-month-toolkit\)](https://mhanational.org/bipoc/mental-health-month-toolkit): A toolkit that was developed for 2023 BIPOC Mental Health Month to highlight Culture, Community and Connection.

Multicultural communities

- [NAMI Resources for Multicultural Communities \(https://namimn.org/education-and-public-awareness/nami-resources-for-multicultural-communities/\)](https://namimn.org/education-and-public-awareness/nami-resources-for-multicultural-communities/): Resources for multicultural communities that face unique challenges in accessing mental health treatment and receiving care that is free from racism, homophobia, and other biases.

American Indian

- [Indian Health Service: Suicide Prevention and Care Program \(https://www.ihs.gov/suicideprevention/\)](https://www.ihs.gov/suicideprevention/): This resource provides guidance on recognizing and responding to suicide.
- [988- Native American, Indian, Indigenous, & Alaska Native \(https://988lifeline.org/help-yourself/native-americans/\)](https://988lifeline.org/help-yourself/native-americans/): Resources available for yourself and to help support loved ones who are from the Native American Community.

Black/African Americans

- [Black Emotional and Mental Health collective \(https://beam.community\)](https://beam.community): A resource to remove barriers that Black people experience getting access to or staying connected with emotional health care and healing through education, training and advocacy, and the creative arts.
- [988-Black Mental Health Resources \(https://988lifeline.org/help-yourself/black-mental-health/\)](https://988lifeline.org/help-yourself/black-mental-health/): Resources available for yourself and to help support loved ones who are from the Black/African American Community.

Attempt survivors

SUICIDE PREVENTION AWARENESS MONTH TOOLKIT

- [With help comes hope \(https://lifelineforattempturvivors.org/\)](https://lifelineforattempturvivors.org/): Resources available for yourself or to support a loved one who is thinking about suicide now or in the past or has made a prior suicide attempt.
- [988- Attempt Survivor Resources \(https://988lifeline.org/help-yourself/attempt-survivors/\)](https://988lifeline.org/help-yourself/attempt-survivors/): Resources available for yourself and to help support a loved one who has survived a suicide attempt.

We want to hear from you

We will reach out in October to gather information and feedback about your outreach and impact using this toolkit. We ask you to keep track of the following: what content you used from the toolkit, where you shared the content, who you shared the content with, how you share the material and what platforms you used. Your feedback will be instrumental in the development in future toolkits.

If you would like to submit immediately, please feel free to send your feedback by filling [out this survey \(https://survey.vovici.com/se/56206EE3706DA052\)](https://survey.vovici.com/se/56206EE3706DA052).

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To obtain this information in a different format, call: 651-201-5400