



Supportive Transitions

Suicide Prevention Week: September 5-11, 2021
World Suicide Prevention Day: September 10, 2021
National Recovery Month: September

Suicide Prevention Week 2021 Activation Kit

Overview and Activity Guide

This year, in support of National Suicide Prevention Awareness Week and World Suicide Prevention Day, we are encouraging a special focus on Supportive Transitions: Reconnect, Reenter, and Rebuild. Transitions can be conceptualized as an event or series of events that cause fundamental changes in the fabric of daily life – what people do, where they do it, and with whom. Major life changes have long been understood to be environmental risk factors for suicide. Positive coping skills, resilience, and connectedness to family, friends, and our community can act as protective factors to help us navigate transitions. Remember, all of us can play a role in suicide prevention.

2021 Suicide Prevention Activation Kit: www.suicideispreventable.org/prevention-kit.php

The activity guide is intended to help organizations across California with planning and implementing Suicide Prevention Week activities. For additional support and questions, please email info@suicideispreventable.org.

This year we are promoting a Suicide Prevention Week Activity Challenge. Download the flyer and challenge card [here](#).

**Suicide Prevention Week
"Reconnect" Activity Challenge!**

- ☒ Challenge #1: Reconnect and Create a Safe Space
- ☒ Challenge #2: Find the (Cross) Words
- ☒ Challenge #3: Like & Learn about a Suicide Prevention Resource
- ☒ Challenge #4: Pause and Take A Breath
- ☒ Challenge #5: Light a Candle for World Suicide Prevention Day on September 10

All challenges completed? Post a picture to your social media accounts with the hashtag #Reconnect #SuicidePrevention. Not on social media? Email the card to info@suicideispreventable.org. The first 25 posts or emails received before September 30, 2021 will receive a Mental Health Thrival Kit!

suicideispreventable.org

Funded by counties through the Mental Health Services Act (Prop 63).

Preparation: August 1st – September 4th, 2021

- Review suicide prevention data for your county and highlight local prevention efforts such as calls to your local crisis line, awareness walks, and gatekeeper trainings.
- Familiarize yourself with the [guidelines for effective messaging](#) around suicide prevention and share with others, as well as your local media. Register for the free [Suicide Prevention Week: Messaging Matters Webinar](#) on Sept 7th 10 a.m. to 11 a.m.
- Share resources with your public information officer and discuss ways in which to jointly promote Suicide Prevention Week.
- Review the selection of drop-in articles in English and Spanish and identify e-newsletters and blog to use them in.
- As one of the most trusted members of your community, pharmacists can play a key role in suicide prevention. Share resources, offer gatekeeper trainings, or even customize pharmacy bags with suicide prevention resources.
- Review the briefing about care transitions in the Suicide Prevention Week Kit and explore what programs and supports can be put in place in your community. Consider reaching out to schedule an exploratory meeting with your office of education or a local hospital.
- Review the Suicide Prevention Week social media guide, images, and pre-written posts and add to your social media calendar, which can be found [here](#).
- Customize the Suicide Prevention Week proclamation template and share with your Board of Supervisors.
- Work with your web development team to add suicide prevention resources to your county or organization's website.
- Encourage your local media to report on suicide prevention efforts that are taking place in your county.
- Review the Back to School mental health landing page and download the [Mental Health Thrival Kit](#) and share with parents and schools!



Monday, September 1st, 2021

- Today is the first day of National Recovery Month! Take a moment to review and share suicide prevention [resources for substance use providers](#).
- Send out an email reminding staff and partners that Suicide Prevention Week is beginning on Sunday September 5th and include planned activities and resources.
- Launch Suicide Prevention Week Activity Challenge and send introduction email to staff and partners; promote on social media.

Suicide Prevention Week (September 5th - September 11th, 2021)

Monday, September 6th, 2021, Challenge One: Know the Signs, Reconnect and Create a Safe Space



- Send out email: *'Suicide Prevention Week Challenge #1: Reconnect and Create a Safe Space.'*
- Hold a 'Lunch & Learn' session where you can share the [Suicide Prevention 101 Presentation](#) and other resources.
- Share the 'Know the Signs' social media posts, along with their pre-written captions, and print and display the 'Know the Signs' posters and take-away cards.
- Share and promote the NEW 'Trust Your Instincts' 15-second and 25-second animations encouraging men to reach out for help and those that love them to stay vigilant for indicators of distress.
- Update your [Zoom Backgrounds](#).
- Set up a virtual or in-person resource table to promote local and statewide resources.

September 7th, 2021, Challenge Two: Find the Words



- Send out email: *'Suicide Prevention Week Challenge #2: Find the Words.'*
- Download the ['Know the Signs - Find the Words - Reach Out' Crossword Puzzle](#) and try to solve all of the clues. Take a picture of the solved puzzle and post it to your social media with these hashtags: #SuicidePrevention #Crossword.
- Increase your knowledge and have some fun by playing a suicide prevention and mental health focused [Trivia](#) or [Bingo](#) game. These can be played individually, as a group, at home, or virtually!
- Share the 'Find the Words' social media posts, along with their pre-written captions.
- Promote and screen youth created short films about mental health and suicide prevention from [Directing Change](#). Share via social media or host a virtual screening or discussion panel.
- Learn about suicide prevention safe and effective messaging recommendations by joining the [Suicide Prevention Week: Messaging Matters Webinar](#) Sept. 7 10 a.m. – 11 a.m. and reviewing the ['Messaging Matters' tip sheet](#).

Wednesday, September 8th, 2021 Challenge Three: Like & Learn about a Suicide Prevention Resource

- Send out email: *'Challenge Three: Like & Learn about a Suicide Prevention Resource.'*
- Familiarize yourself with a suicide prevention resource. Visit their website or their social media page and like, share or comment to show your support for the work they do. Visit www.SuicidelsPreventable.org and explore the 'Reach Out' section which provides a variety of different resources at the county, state and national level.

- Visit the website or social media page of your local county behavioral health agency. Many list local crisis resources, training opportunities and suicide prevention events!
- Download and share the Reach Out card and social media posts.
- Watch this [60-second PSA](#) created by a California high school student. In “True Colors,” a friend brings color back into someone’s life by getting them the help that they need and staying by their side.
- Encourage youth ages 12-25 to use art, song, narrative or film to creatively promote a crisis resource as part of the Hope and Justice contest. Youth can win cash prizes! Entries are due September 31st, 2021. For more information visit: DirectingChangeCA.org

Thursday, September 9th, 2021 Challenge Four: Pause and Take a Breath

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- Send out email: *‘Suicide Prevention Week Challenge #4: Pause and Take A Breath.’*
- Share the ‘Breathe’ social media posts, along with their pre-written captions.
- Schedule a 10 minute ‘Breathe Break’ into your calendar. Use this time to remove distractions and partake in a breathing exercise of your choice. This can be done individually, as an office or even as a family. If possible, try to incorporate this into your daily routine moving forward.
- Host an in-person or virtual event focused on self-care exercises such as breathing, meditation or yoga.
- Print off the Know the Signs, Breathe cards and distribute them amongst friends, family or coworkers.
- Share the [‘Mental Health Thrival Kit’](#) which focuses on positive coping skills, resources, and self-care for young people, parents, or schools within your community.

Friday September 10th, 2021 Challenge Five: Light a Candle for World Suicide Prevention Day

- Send out email: *‘Suicide Prevention Week Challenge #5: Light a Candle for World Suicide Prevention Day.’*
- Join in World Suicide Prevention Day celebrations and light a candle near a window at 8 p.m. Don’t forget to share on social media!
- Watch ‘THE S WORD’ on the [Documentary Plus](#) streaming platform.
- Share stories and resources for survivors of suicide loss such as the brochure [“Help and Support After Suicide: Information and Resources to Promote Healing”](#) which explains complicated grief and offers resources for individuals who have lost a loved one to suicide.
- Learn more about World Suicide Prevention Day here: <https://www.iasp.info/wspd2021/>.

Please remember to pause and practice self care!