



**Suicide Prevention  
Awareness Month**

ENDING  
SUICIDE

# SUICIDE PREVENTION MONTH



Advocates Educators Supporters Researchers  
People with Serious Mental Illness Peers Parent  
Champions Teachers Veterans Mentors  
Underrepresented Communities Organizations  
Affiliates Caregivers Youth and Young Adults Train  
Partners Groups Frontline Professionals

This guide is intended to help our partners and supporters coordinate their public awareness efforts with NAMI's for greater impact.

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# SUICIDE PREVENTION MONTH



## Suicide Prevention Month (SPM)

September is Suicide Prevention Awareness Month — a time to raise awareness and discuss this highly stigmatized topic. In addition to shifting public perception, we use this month to spread hope and vital information to people affected by suicide. Our goal is ensuring that individuals, friends and families have access to the resources they need to discuss suicide prevention and to seek help.

## About SPM

Suicidal thoughts, much like mental health conditions, can affect anyone regardless of age, gender or background. In fact, suicide is often the result of an untreated mental health condition. While suicidal thoughts are common, they should not be considered normal, and they often indicate more serious issues.

## Calls to Action

- If you or someone you know is in crisis, call or text 988 or chat online at [988Lifeline.org](https://988lifeline.org) immediately.
- Help us [spread the word](#) about 988 and available support.
- Visit NAMI's [988 Crisis Response State Legislation Map](#) to learn more about what legislation is moving in your state and across the country.
- [Explore how your community](#) can #ReimagineCrisis. Find helpful information and timely resources to use in your advocacy efforts to build a better crisis response system.
- Post on social media to demand a mental health response to mental health crises.
- Stay up to date on NAMI's Federal [Advocacy Alerts](#).



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## Know The Warning Signs

Distinguishing “normal” behaviors from possible signs of a mental illness isn’t always easy. There’s no simple test to label one’s actions and thoughts as mental illness, typical behavior or the result of a physical ailment.

Each illness has its own symptoms, but common signs of mental illness in adults and adolescents can include the following:

- Each illness has its own symptoms, but common signs of mental illness in adults and adolescents can include the following:
- Excessive worrying or fear
- Feeling excessively sad or low
- Confused thinking or problems concentrating and learning
- Extreme mood changes, including uncontrollable “highs” or feelings of euphoria
- Prolonged or strong feelings of irritability or anger
- Avoiding friends and social activities
- Difficulties understanding or relating to other people
- Changes in sleeping habits or feeling tired and low energy
- Changes in eating habits such as increased hunger or lack of appetite
- Changes in sex drive
- Difficulty perceiving reality (delusions or hallucinations, in which a person experiences and senses things that don’t exist in objective reality)
- Inability to perceive changes in one’s own feelings, behavior or personality (“lack of insight” or anosognosia)
- Overuse of substances like alcohol or drugs
- Multiple physical ailments without obvious causes (such as headaches, stomach aches, vague and ongoing “aches and pains”)
- Thinking about suicide
- Inability to carry out daily activities or handle daily problems and stress
- An intense fear of weight gain or concern with appearance

Mental health conditions can also begin to [develop in young children](#). Because they’re still learning how to identify and talk about thoughts and emotions, children’s most obvious symptoms are behavioral.

Symptoms in children may include the following:

- Changes in school performance
- Excessive worry or anxiety; for instance, fighting to avoid bed or school
- Hyperactive behavior
- Frequent nightmares
- Frequent disobedience or aggression
- Frequent temper tantrums

# SUICIDE PREVENTION MONTH

## Field Content and Media Resources

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### Read the NAMI Blog and Share

The NAMI Blog will feature weekly stories with content related to our awareness events. This September, the theme will be Suicide Prevention and Support. Be sure to visit the NAMI Blog at [nami.org/Blog](https://nami.org/Blog) and look for posts on our social media channels featuring quotes from our authors.

#### Relevant Blogs About Suicide Prevention

##### How to Talk to Your Teen About Suicide

Filmmaker and Youth Mental Health Advocate Jason Reid shares what he's learned about suicide prevention and teens' mental well-being after losing his son Ryan to suicide.

##### How to Ask Someone About Suicide

After losing her brother to suicide, Sally made a commitment to learn more about suicide — especially how to talk openly about it. Here, she shares her best practices for having difficult conversations.

##### Reclaiming the Memories of My Sister

Psychology professor Eleni Pinnow opens up about losing her sister to suicide and the complex journey to find comfort in the happy memories of her sister.

##### How to Help Yourself and Others with Suicidal Ideation

Ginger Robertson talks about what suicidal ideation feels like and what you can do to help yourself or others going through it.

##### How to Talk (and Listen) to Someone Experiencing Suicidal Thoughts

Vice President of the Hecht Trauma Institute Kevin Connors provides a blueprint for starting the conversation about suicide with loved ones at risk.

##### How Mindfulness Helped Me Cope with My Husband's Suicide

Lenore Matthew shares how an unexpected technique became a coping mechanism as she grieved the loss of her husband.

# SUICIDE PREVENTION MONTH

## Field Content and Media Resources



### Get Inspired by NAMI.org Personal Stories

We will also feature personal stories of lived experience on [nami.org/Personal-Stories](https://www.nami.org/Personal-Stories) and on our social media channels. Personal stories are brief, informal pieces submitted to NAMI. By sharing these stories, we aim to highlight the importance of mental health in all communities and to make people feel less alone in their mental health journeys.

### Videos

NAMI will feature videos from people sharing their stories of lived experience, such as [NAMI Support Groups: A Safe Space](#), a video about the powerful and positive impact that NAMI support groups have on their lives and [Surviving Loss: A Father's Journey](#) about NAMI Michigan's executive director, Kevin Fischer, and his journey of finding NAMI and his purpose — to take on stigma and address men's mental health. Look for additional content to be uploaded to our YouTube channel throughout the month.

### Podcasts

On Sept. 6 Hope Starts with Us podcast will feature Zak Williams, son of Robin Williams, and fitness influencer Kendall Toole to talk about suicide prevention.

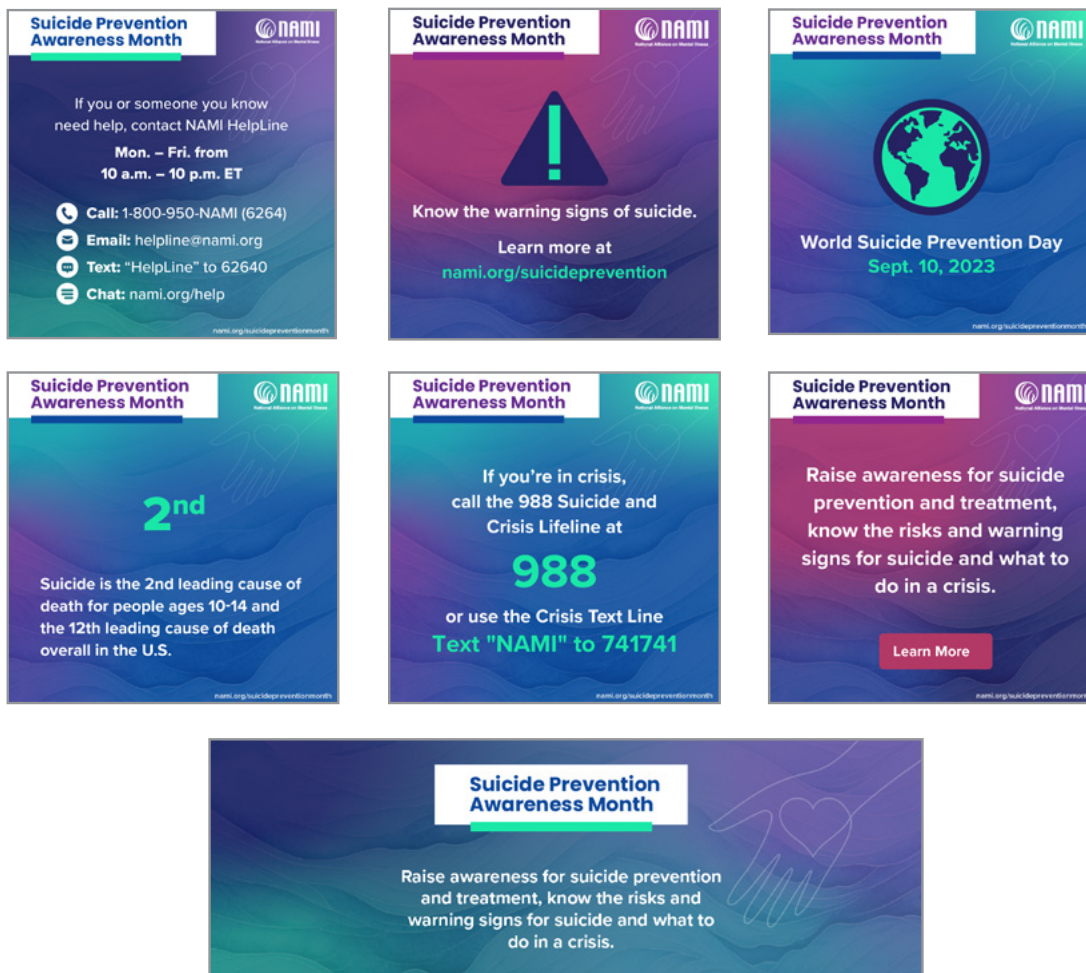
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## Ways to Engage

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## Graphics Inspiration, Samples and Downloads

You can download graphics, logos and social media images to use during our awareness events [here](#).



## Social Media

Weekly/daily activations will be taking place on NAMI's social media channels. Be sure to follow NAMI to tune in, repost, retweet and share:

- Facebook
- Twitter
- LinkedIn
- TikTok
- Instagram
- YouTube



# SUICIDE PREVENTION MONTH

## General Fast Facts



### Individual Impact:

- 79% of all people who die by suicide are male.
- Although more women than men attempt suicide, men are 4x more likely to die by suicide.
- Suicide is the second leading cause of death among people aged 10-14, the 3rd leading cause of death among those aged 15-24 in the U.S and the 12th leading cause of death overall in the U.S.
- 46% of people who die by suicide had a diagnosed mental health condition — but research suggests that 90% may have experienced symptoms of a mental health condition

### Community Impact:

- Annual prevalence of serious thoughts of suicide, by U.S. demographic group:
  - 4.8% of all adults
  - 7.4% Native Hawaiian/other Pacific Islander
  - 8.2 Mixed/Multiracial
  - 8.5% American Indian/Alaska Native
  - 13% of young adults aged 18-25
  - 22% of high school students
  - 41% of lesbian, gay, bisexual, transgender, and queer youth
- The highest rates of suicide in the U.S. are among American Indian/Alaskan Natives, followed by non-Hispanic whites .
- Lesbian, gay and bisexual youth are 4x more likely to attempt suicide than straight youth.
- Transgender adults are nearly 9x more likely to attempt suicide at some point in their life compared to the general population.
- Suicide is the leading cause of death for people held in local jails.

### Other Resources Around Suicide Prevention

- Navigating a Mental Health Crisis: A NAMI Resource Guide for Those Experiencing a Mental Health Emergency
- What You Need to Know About Youth Suicide
- Safe Storytelling Guidelines

Source: Data from CDC, NIMH and other select sources. Find citations at [nami.org/mhstats](https://www.nami.org/mhstats).



# BRAND AND LOGO



## Brand Guidelines

As always, we ask that you follow NAMI's brand guidelines.

The NAMI Identity Guide and NAMI logos can be found at [nami.org/identity](https://nami.org/identity) or upon request to [marcom@nami.org](mailto:marcom@nami.org). We encourage you to use and share these in your campaigns.

## Recommended Fonts

- Franklin Gothic (sans serif)
- Museo Slab (serif) [or Roboto Slab as a free alternative]
- Proxima Nova (sans serif) [or Open Sans as a free alternative]

## Color Palette

Primary Colors:



NAMI Blue  
PMS Reflex Blue  
CMYK: 100/82/0/2  
RGB: 0/37/150



Teal  
PMS 321  
CMYK: 80/21/32/1  
RGB: 0/153/168



Pear Green  
PMS 377  
CMYK: 58/23/100/4  
RGB: 121/153/0



MHM Teal  
CMYK: 74/0/54/0  
RGB: 96/193/153

### Questions?

If you have any questions about the materials in this guide or how to use them, please reach out to [marcom@nami.org](mailto:marcom@nami.org).