



U.S. AIR FORCE MEDICAL SERVICE

SUICIDE PREVENTION AWARENESS MONTH - 2017

COMMUNICATIONS TOOLKIT



U.S. AIR FORCE

OVERVIEW

Suicide continues to be a public health challenge the Department of Defense as well as the nation. This toolkit contains education and awareness products for use throughout Suicide Prevention Awareness month and beyond. Leaders and public affairs offices at all levels are encouraged to use an array of communication tools throughout the month to emphasize the important role every Wingman has in preventing suicide and to increase awareness of the suicide prevention and mental health resources available.

THEMES AND MESSAGES *(See [Suicide Prevention Public Affairs Guidance](#))*

- #BeThere – Your action could save a life.
- Suicide prevention is the responsibility of everyone – from the newest trainee to the most senior of Airmen.
- Suicide is complex public health issue that touches the lives of millions of people throughout the world.
- The Air Force will continue to build healthy, empowered and resilient Airmen.

COMMUNICATION TOOLS

- **Suicide Prevention Month article.** An overall suicide prevention month article will be published the last week of August; unit PAOs are encouraged to share the article on their respective websites and work with unit leadership, suicide prevention leads, and helping agencies to also produce localized stories.
- **[Commander's Call Topics](#)** provides leaders with key messaging to address suicide prevention when holding Commander's Calls, small group discussions and other face-to-face meetings. (Publish date - 28 Aug 17)
- **[Social Media messaging.](#)** PAOs should use social media to further educate and inform Airmen on suicide prevention. General social media messaging has been provided for posting on unit pages; unit social media managers are encourage to utilize the below graphics, website links and videos in messaging.

- **Graphics.**

[Facebook Banner \(v1\)](#) [Facebook Banner \(v2\)](#) [Facebook Timeline \(v1\)](#) [Facebook Timeline \(v2\)](#)
[Twitter Banner \(v1\)](#) [Twitter Banner \(v2\)](#) [Website \(v1\)](#) [Website \(v2\)](#)

- **DoD Suicide Prevention Month.** *(Additional information to be added towards the end of August 2017)*

- **Hotlines.** Leaders and PAOs at all levels should use every opportunity to promote the hotlines available to service members and their families 24 hours a day, seven days a week.

[DoD BeThere Peer Support Call and Outreach Center](#)

Phone: (844) 357-PEER (7337)

Text: (480) 360-6188

[Military Crisis Line / Veterans Crisis Line](#)

(800) 273-8255, Text 838255

- **Useful websites.**

[AF – Wingman Online](#)

[AFMS – Suicide Prevention](#)

[Afterdeployment: Suicide Prevention](#)

[BeThere](#)

[Defense Suicide Prevention Office](#)

[Make the Connection](#)

[Airman's Guide to Supporting Personnel in Distress](#)

[Military OneSource](#)

[Real Warriors Campaign](#)

[Star Behavioral Health Providers](#)

[Supporting Military Families in Crisis](#)

[Veterans Self-Check Quiz](#)

[Vets4Warriors](#)

- **Videos**

[AF – Wingman Online: Video Library](#)

[#BeThere for your Wingmen: Suicide Prevention](#)

[Don't be afraid to ask](#)

[Family Member Awareness: Suicide Prevention](#)

[I'm good. But are you ready to listen?](#)

[Suicide Prevention: #BeThere](#)



Air Force Public Affairs