

2024 Office of Suicide Prevention Social Media Shareables

Every person and organization in California can play a role in suicide prevention. The 2024 Office of Suicide Prevention Social Media Shareables have been created for use on social media channels, websites, emails, and more. Each post provides important information and a call to action that can help spread awareness on suicide warning signs, effective prevention strategies, sources of support, and more. Simply click the images to access the full-size version for download.

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2024 Office of Suicide Prevention Social Media Shareables

Statistics

Statistic 1: California



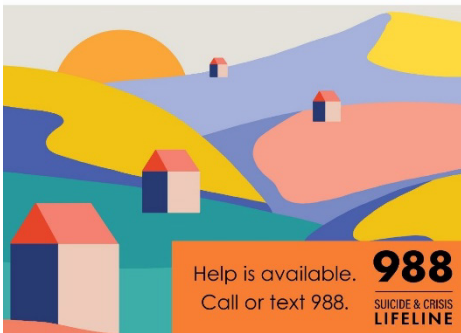
CALL OR TEXT 988 FOR SUPPORT

Suggested Text: Suicide is a leading cause of death in California. It is also preventable. Support your community by sharing the Suicide and Crisis Lifeline, available 24/7, call or text 9-8-8 for free, confidential support.

#SuicidePrevention #SuicidePreventionMonth #SuicidePreventionAwareness #MentalHealth #MentalHealthMatters #BeThere #988

Statistic 2: Rural California

Rural California counties have a suicide rate nearly twice as high as the state average.

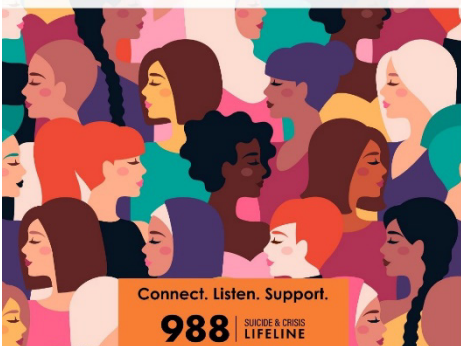


Suggested Text: On average, rural California counties face a suicide rate nearly double the state average. You can help make a difference and support those in crisis. Share the 24/7 free and confidential Suicide and Crisis Lifeline: 9-8-8.

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Statistic 3: Women

There were nearly twice as many suicides as homicides among young women in California in 2022.



Suggested Text: In 2022, there were nearly twice as many suicides as homicides among 10–24 year-old females in California. Your actions can help save a life:

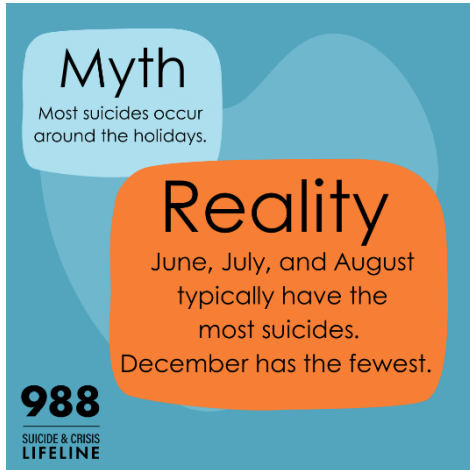
- Listen openly and without judgement
- Ask directly whether they are thinking of suicide and whether they have a plan.
- Secure objects like firearms and medication
- Reassure, comfort, and support
- Follow-up in person or by calling or texting

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Myth Vs. Reality

Myth Vs. Reality 1: Time of Year



Suggested Text: Many people believe suicides increase around the holidays, but June, July and August typically have the most suicide deaths compared to other months. December has the fewest. Find support for yourself or someone you care about, call or text 9-8-8 for free, confidential support 24/7.

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Myth Vs. Reality 2: Talk About It

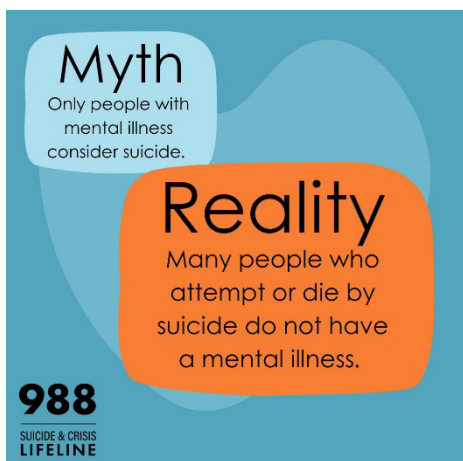


Suggested Text: Research shows talking about suicidal thoughts can be a relief to someone who's struggling with them. Let's break the stigma around sharing difficult feelings and mental health struggles.

Call or text 9-8-8 for free, confidential support, 24/7.

#SuicidePrevention #SuicidePreventionMonth
#SuicidePreventionAwareness #MentalHealth
#MentalHealthMatters #BeThere #988 #EndTheStigma
#Myth

Myth Vs. Reality 3: A Complex Issue



Suggested Text: Many factors contribute to suicide, such as mental health challenges, substance use issues, physical health concerns, money problems and relationship problems. No matter the struggle, help is available. Call or text 9-8-8 for free, confidential support, 24/7.

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2024 Office of Suicide Prevention Social Media Shareables

Formal Informational

Formal 1: Lethal Means Safety



Lethal Means Safety

What is it?
Reducing access to items like firearms, medication, and sharp objects.

How?
Lock items away, remove them, or add barriers. This gives time for intervention or for the crisis to pass.

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Suggested Text: Most periods of suicidal crisis are fairly short. Create time for intervention or for the crisis to pass by locking away items such as firearms, medication, and sharp objects. Lethal means safety is a powerful suicide prevention tool. For more information, visit strivingforsafety.org

You or someone you know need support? Call or text 9-8-8, available 24/7.

#SuicidePrevention #MentalHealthMatters #BeThere #988
#LockItUp #MeansMatter #BeThe1ToKeepThemSafe

Formal 2: Warning Signs



Warning signs of suicide

Talking about:

- wanting to die
- being a burden
- inescapable depression

Changes in behavior:

- making a plan or researching ways to die
- withdrawal from friends and family
- giving prized things away
- increased drug or alcohol use
- extreme mood swings

Feeling:

- empty, hopeless
- unbearable emotional or physical pain
- extremely sad or depressed

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Suggested Text: Individuals considering suicide may not reach out for help. By being aware of the warning signs, you could make a difference and potentially save a life. If you notice these warning signs in someone you know, seek help immediately. Call or text the free, confidential Suicide and Crisis Lifeline at 9-8-8, available 24/7.

To learn more, visit <https://www.suicideispreventable.org/>

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Formal 3: We Can All Play a Role



We can all play a role in suicide prevention.

- Learn the warning signs
- Share crisis resources.
- Ask. "Are you thinking about suicide?"
- Store medication and guns securely.
- Trust your instincts.

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Suggested Text: You can help save a life. Learn suicide warning signs, securely store potentially harmful items, trust your instincts to ask directly about suicidal thoughts and memorize the 9-8-8 Suicide and Crisis Lifeline number so help is just a phone call or text away.

To learn more, visit <https://www.suicideispreventable.org/>

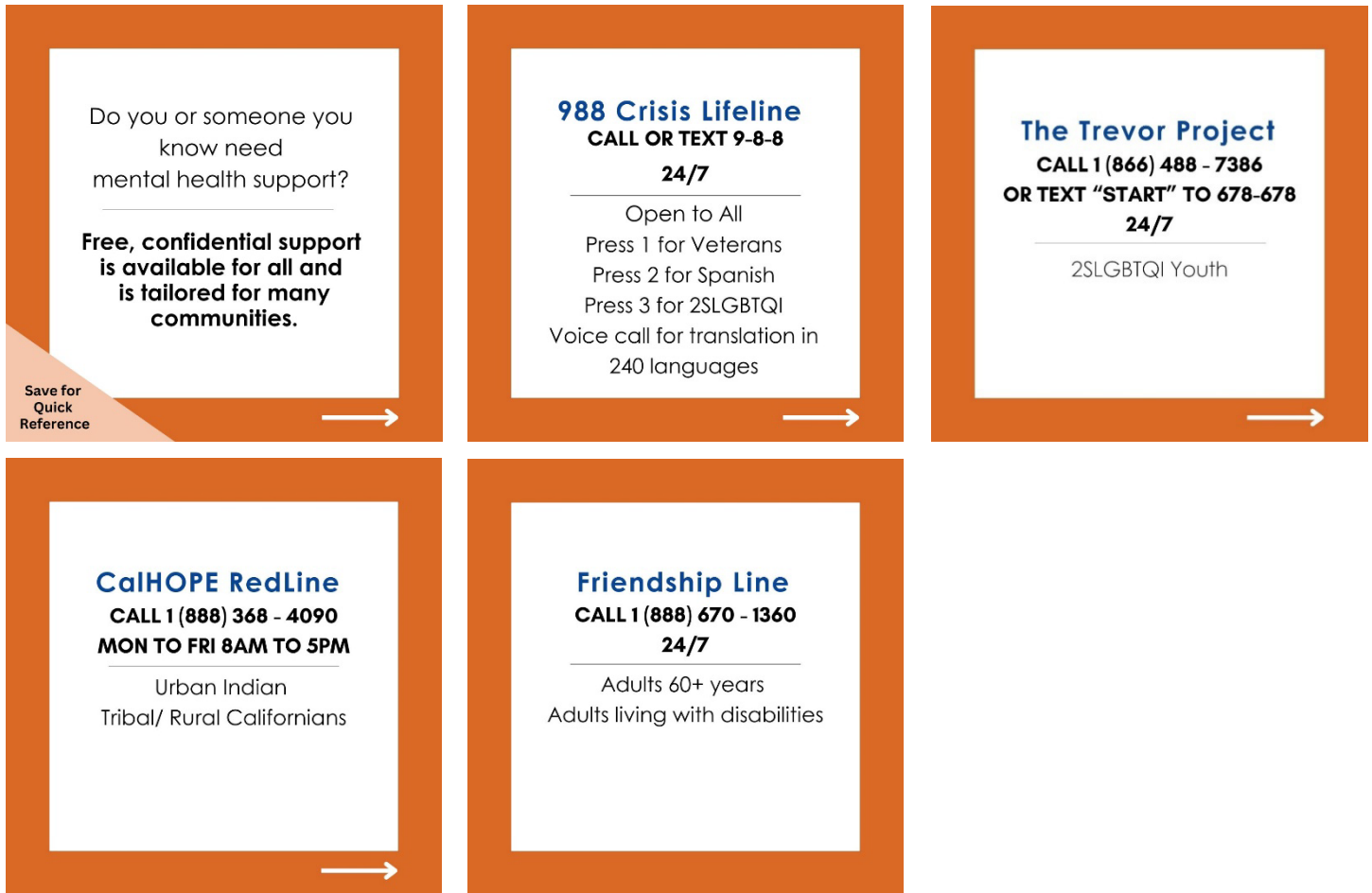
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#MeansMatter #BeThere #988

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Formal 4: Help is Available (Image Carousel or Reel)

Suggested Text: You can help save a life. Become familiar with suicide warning signs and securely store potentially harmful items. Trust your instincts to ask directly about suicidal thoughts and memorize the 9-8-8 Suicide and Crisis Lifeline number so help is just a phone call or text away.

#SuicidePrevention #SuicidePreventionMonth #SuicidePreventionAwareness #MentalHealth #MentalHealthMatters #BeThere #988 #Support



2024 Office of Suicide Prevention Social Media Shareables

Prompt Posts

Prompt 1: Talk Openly



Suggested Text: Research shows talking about suicide can be a relief for someone who may be having suicidal thoughts by letting them know someone cares to listen and connect. Let's break the stigma around sharing difficult feelings and situations.

Not sure what to say? Free support is available at the Suicide and Crisis Lifeline 24/7, just call or text 9-8-8. To learn more, visit <https://www.suicideispreventable.org/>

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#MentalHealthMatters #BeThere #988

Prompt 2: Older Adults



Suggested Text: Depression, grief over the passing of loved ones, chronic illness and isolation may all add to older adults' risk of suicide. Check in with your older friends and family to keep them a part of your life and community.

The Friendship line offers free and confidential support for adults age 60+. Call 1-888-670-1360

#SuicidePrevention #SuicidePreventionMonth
#SuicidePreventionAwareness #MentalHealth
#MentalHealthMatters #BeThere #Connect #FriendshipLine

Prompt 3: Create Time & Distance



Suggested Text: Everyone can play a role in suicide prevention. Keep loved ones going through a crisis safe by locking up medications, firearms, and sharp objects. Putting time and distance between a person in crisis and these types of objects can save a life.

Call or text 988 for 24/7 free, confidential support.

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#MeansMatter #BeThere #Connect #988

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Prompt 4: Listen

How can you help a loved one?

Listen.

Actively listen, without judgment, criticism, or prejudice.



Suggested Text: One of the most important and helpful things you can do is listen. Actively listen, without judgment, criticism or prejudice, to the person who is struggling.

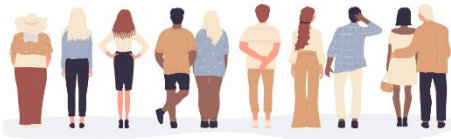
Free, confidential support is available. Call or text the Suicide and Crisis Lifeline at 988, 24/7.

#SuicidePrevention #SuicidePreventionMonth
#SuicidePreventionAwareness #MentalHealth
#MentalHealthMatters #BeThere #Connect

Prompt 5: Ripple Effect

Did you know?

Each suicide has a ripple effect on as many as 135 people.



Connect. Listen. Support.

988 SUICIDE & CRISIS
LIFELINE

Suggested Text: Suicide can have a profound impact on families and communities, with a close effect on up to 30 people and an outward impact upwards of 135 people. Let's spread hope. We all have a role to play in suicide prevention. Learn more at

<https://www.suicideispreventable.org/>

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#SuicidePreventionAwareness #MentalHealth
#MentalHealthMatters #BeThere #Connect

2024 Office of Suicide Prevention Social Media Shareables

Protect Mental Health

Protect Mental Health 1: Take a Mental Moment

Protect your mental health.

Connect with friends, family and community.

Find coping skills that work for you, like exercise, deep breathing, or listening to music.



Suggested Text: Take a mental moment to think of one small thing that protects your mental health. It could be connecting with others, being in nature, exercising, journaling, listening to music, or a number of other things. Commit to taking a few moments each day or week to enjoy this activity. You are worth it.

If you are struggling, you are not alone. Call 9-8-8 for free, confidential support.

#SuicidePrevention #SuicidePreventionMonth
#SuicidePreventionAwareness #MentalHealth
#MentalHealthMatters #BeThere #Connect #SelfCare

Protect Mental Health 2: Be Patient



Suggested Text: Maintaining your mental health takes time, and setbacks are a normal part of the journey. Embrace the process and commit to being kind and compassionate to yourself.

24/7 support is available at the Suicide and Crisis Lifeline. Call or text 988.

#SuicidePrevention #SuicidePreventionMonth
#SuicidePreventionAwareness #MentalHealth
#MentalHealthJourney #Patience

2024 Office of Suicide Prevention Social Media Shareables

Suicide Prevention Terms

Terms: Suicide Prevention (Image Carousel or Reel)

Suggested Text: Suicide is preventable and takes effort from the entire community—including you! Swipe to learn common suicide prevention terms that focus on resilience, support, and hope.

#SuicidePrevention #SuicidePreventionMonth #SuicidePreventionAwareness #MentalHealth #MentalHealthMatters #BeThere #Connect #HealthEducation

