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Exploring Community Solutions
Lifeline Mission

To effectively reach and serve all persons who could be at risk of suicide in the United States through a national network of crisis call centers.

#SuicidePrevention #KPIHP
About the Lifeline

• SAMHSA-funded
• Administered by Vibrant Emotional Health
• Comprised of +160 crisis centers (and counting) in 49 states
• Network also supports the Disaster Distress Helpline and Veterans Crisis Line
How the Public Feel

• Most (94%) believe suicide is preventable
• Most (94%) would do something if someone close to them had suicidal ideas
• Most would encourage friend/loved one in crisis to seek mental health help (64%)
• Only 38% would share hotline information or another resource
• 78% interested in learning more how they could help

2018 Harris Poll, by NAASP, AFSP, ADAA
How the Public Feel

Almost 50% of Americans identified barriers that stopped them from trying to help someone at risk for suicide, such as:

- fear that they would say or do something to make things worse rather than better
- not knowing how to find help for a person in crisis

2015 Harris poll
Key Message: Stories of Hope

“Healing, hope and help are happening.”

- Illustrated by stories of hope and recovery
- Focuses on people in crisis now, and those who have survived crisis
Key Message: Take Action

“Everyone can take action to prevent suicide.”

• Personal empowerment and community connection
• Removes prevention from the professional realm and makes it universal
#BeThe1To Action Steps

1. **ASK.**
   - Find out who this can save a life at www.BeThe1To.com
   - If you’re struggling, call the Lifeline at 1-800-273-TALK (8255)

2. **KEEP THEM SAFE.**
   - Find out who this can save a life at www.BeThe1To.com
   - If you’re struggling, call the Lifeline at 1-800-273-TALK (8255)

3. **BE THERE.**
   - Find out who this can save a life at www.BeThe1To.com
   - If you’re struggling, call the Lifeline at 1-800-273-TALK (8255)

4. **HELP THEM CONNECT.**
   - Find out who this can save a life at www.BeThe1To.com
   - If you’re struggling, call the Lifeline at 1-800-273-TALK (8255)

5. **FOLLOW UP.**
   - Find out who this can save a life at www.BeThe1To.com
   - If you’re struggling, call the Lifeline at 1-800-273-TALK (8255)
#BeThe1To in Communities

Share the 5-steps by choosing a Graphic Kit from the options below. The Graphic Kits detail the steps to help someone in crisis. Sample messages to accompany the graphics are included in the plug-and-play Message Kit.

Create your own 5-step Graphic Kit using our Customization Guidelines. Submit your kit to be added to this page by emailing it to communications@vibrant.org with the subject line “#BeThe1To Custom Kit.”

Send a postcard to thank someone who has “been there” for you during a difficult time.

Participate in one of our #BeThe1To Twitter Chats throughout September.

Download a #BeThe1To poster or two, print them out and hang them up in your communities to spread the word that we can all take action to help prevent suicide.

Donate to your local crisis center, or Vibrant Emotional Health, the administrators of the National Suicide Prevention Lifeline.
#BeThe1To in Communities

1. **#BeThe1To ASK**
   - Created by: Construction Industry Alliance for Suicide Prevention

2. **#BeThe1To ASK, KEEP THEM SAFE, BE THERE, HELP THEM CONNECT, FOLLOW UP**
   - Created by: Wellspace Health

3. **#BeThe1To ASK, KEEP THEM SAFE, BE THERE, HELP THEM CONNECT, FOLLOW UP**
   - Created by: United States Navy

4. **#BeThe1To ASK, KEEP THEM SAFE, BE THERE, HELP THEM CONNECT, FOLLOW UP**
   - Created by: Colorado Attorney General’s Office of Community Engagement
#BeThe1To in Media

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Need to talk? Call 1-800-273-TALK (8255) anytime if you are in the United States. It’s free and confidential.

Find more resources at 13reasonswhy.info.

Find out how you can help someone in crisis at bethe1to.com.

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The chef, storyteller and Emmy-winning host of CNN’s “Parts Unknown” died of suicide

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The Institute for Health Policy Forum

#SuicidePrevention #KPIHP
Digital Suicide Prevention

• Working with social media platforms for +10 years to develop safety processes for suicidal users
• Lifeline Facebook page with over 300k followers and active moderation
• Questions from public about social media posts
Social Media Toolkit

• Released September 2018
• Turnkey guidelines for moderators, platforms, digital users
• For the **identification** of and **engagement** with people in crisis online
• Addresses recurring, common questions
• Designed for people outside the mental health space
Social Media Toolkit

Introduction ................................................................. 1
Why Establish Digital Policies for Those at Suicidal Risk? ............. 2
How to Identify Someone at Risk for Suicide Online .................... 3
The Exception to All Rules: Imminent Risk ............................ 5
How to Engage an Individual in Crisis Online ........................ 6
How to Build a Digital Safety Resource Bank .......................... 8
Additional Services ....................................................... 9
Crisis and Suicide Prevention Resource List–U.S.-Based. ............ 10
Crisis and Suicide Prevention Resource List–International .......... 19
Social Media Toolkit

1. Always consider a post about suicide to be serious and genuine. While we can imagine instances where a statement could be disingenuous or a joke, it is absolutely important to err on the side of caution and to recognize any concerning posts as an honest and true expression of suicidal crisis.

2. Develop a system of monitoring and responding to community members in a timely, uniform, and unbiased manner. Only offering a response to certain posters or with irregular frequency may come across as disengaged or insincere to your community members, while also raising the possibility that individuals in need of support may go unanswered.

3. Craft responses that are sensitive to the situation, yet realistic about your ability to support an at-risk individual. It is not your responsibility to provide total support for community members who are experiencing thoughts of suicide. Instead, aim to connect people to appropriate support services during a time of crisis.

4. Keep in mind the exception to all rules: imminent risk. If, in the course of communicating with an individual, you discover that this person is at imminent risk of suicide, reach out to emergency services immediately. Similarly, if another user reports to you that they have found a post that shows another user may be at imminent risk, have a procedure in place to manage the situation.
Social Media Toolkit

• Can be used by all communities with a digital presence

• Provided to content creators and storytellers outspoken about mental health on digital channels

• Provided to SAMHSA

• Provided to journalists, media orgs

• Provided to public figures with large social media followings

#SuicidePrevention #KPIHP
Additional Information

bethe1to.com
suicidepreventionlifeline.org
vibrant.org

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