

Suicide Prevention Awareness Month Toolkit

SEPTEMBER 2025

September is Suicide Prevention Awareness Month. Although mental health and suicide prevention are important to address year-round, Suicide Prevention Awareness Month provides a dedicated time for people, organizations, and communities to join their voices and share that there is hope, help is available, and healing is possible.

Who is this toolkit for?

This toolkit is designed for any person, organization, and community to use as a starting point to talk about mental health and suicide prevention. We encourage you to tailor these messages for the community and add images and graphics to boost the visibility and engagement of each message. A section dedicated to culturally specific recommendations and resources is available to use.

How to use the Suicide Prevention Awareness Month Toolkit

This year's theme is "Creating Hope Through Action." The aim of the theme is to raise awareness about how taking action to prevent suicide can create hope and save lives. Research has shown that people are less likely to attempt suicide or to die by suicide in communities that support, care for, and affirm all their members. To make change happen, we will need to take action to shift our culture from silence and stigma to encouragement, understanding, and support. Each week we will highlight different ways to #CreateHopeThroughAction.

- Week 1: Learn the warning signs: Hope begins with awareness
- Week 2: Reach out: Help is within reach.
- Week 3: Connect to protect: Relationships save lives.
- Week 4: Advocate for change: Your voice matters.

Key messages and ideas for action

The key messages can be used to develop emails and newsletters, or to share with those you keep in touch with, including friends, work colleagues, and other groups. You can also bring this information into conversations, meetings, community events, and more. Review the ideas for action and learning opportunities and get more involved. Help to spread the ideas for action and learning opportunities through emails, newsletters, social media posts or with those you are engaged with.

Social media posts

The social media posts are a starting point. Customize the posts to share what programs, opportunities, and events are happening within your community. Examples of things that could be highlighted include community events, community coalitions working to promote mental health and prevent suicide, and services and programs that are available within the community, where conversations can happen.

The posts are made for social media platforms, like Facebook and Instagram, but can also be shared in places like message boards, employee intranets, Teams groups, and other digital community spaces. Use the hashtags #YouMatterMN and #CreateHopeThroughAction with your social media posts so we can learn from you and search these hashtags to see what others are sharing.

Graphics and images

Graphics and images help bring attention to the messages and can also help social media posts reach more people. Use the resources below or create your own.

- [Suicide Prevention and Mental Health Sharable Graphics \(https://www.health.state.mn.us/communities/suicide/shareables.html\)](https://www.health.state.mn.us/communities/suicide/shareables.html)
- [988 Partner Toolkit \(https://www.samhsa.gov/mental-health/988/partner-toolkit\)](https://www.samhsa.gov/mental-health/988/partner-toolkit)

Week 1: Learn the warning signs: Hope begins with awareness.

Key messages and actions

We all have mental health and it's as essential to a person's life as physical health. [Mental health \(https://www.samhsa.gov/mental-health\)](https://www.samhsa.gov/mental-health) includes our emotional, psychological, and social wellbeing. It affects how we think, feel, and act, and shapes how we handle stress, relate to others, and make choices.

It can be hard to tell if someone is thinking about suicide. However, there are some signs you can look for that may help you recognize if a person may be thinking about suicide. Warning signs can come up in conversations or through action and behavior changes. Most people who die by suicide have one or more warning signs. Think of warning signs as an invitation to help.

What they might talk about:

- Wanting to die
- Feeling hopeless or helpless
- Having no purpose or reason to live
- Feeling trapped or in unbearable pain
- Being a burden to others
- Suicide

What they might do, especially if related to a painful event, loss, or change:

- Looking for a way to end their life
- Increasing the use of alcohol or drugs
- Changes in sleep like sleeping too little or too much
- Giving away possessions

- Withdrawing from activities

What behavior changes they may show:

- Extreme mood swings
- Anxiety or agitation
- Uncontrolled anger or talking about seeking revenge
- Reckless behavior

Learn more about mental health and wellbeing.

- [Creating a Healthier Life: A Step-by-Step Guide to Wellness \(store.samhsa.gov/sites/default/files/d7/priv/sma16-4958.pdf\)](https://store.samhsa.gov/sites/default/files/d7/priv/sma16-4958.pdf): The Substance Abuse and Mental Health Services Administration (SAMHSA) holistic wellness model with the eight dimensions of wellness.
- [MDH Mental Health Promotion \(health.state.mn.us/communities/mentalhealth/index.html\)](https://health.state.mn.us/communities/mentalhealth/index.html): Public health core values and beliefs about and descriptions of mental health and wellbeing.

Learn how to talk about mental health and suicide and identify and support individuals who are struggling or having suicidal experiences.

- [Suicide Prevention Training \(https://www.health.state.mn.us/communities/suicide/communities/preventsuicidetrainings.html\)](https://www.health.state.mn.us/communities/suicide/communities/preventsuicidetrainings.html): Suicide prevention trainings for community groups and delivered by certified trainers.
- [National Alliance on Mental Illness MN All Currently Scheduled Classes \(https://namimn.org/education-and-public-awareness/classes/https-namimn-org-education-and-public-awareness-classes-all-scheduled-classes/\)](https://namimn.org/education-and-public-awareness/classes/https-namimn-org-education-and-public-awareness-classes-all-scheduled-classes/): NAMI Minnesota in person and online classes.
- [Seize the Awkward \(seizetheawkward.org/#starting-the-conversation\)](https://seizetheawkward.org/#starting-the-conversation): Resource with signs that a friend is struggling, conversation starters, tips for support, and where to get help.
- [Substance Abuse and Mental Health Services Administration \(https://www.samhsa.gov/mental-health/how-to-talk/friends-and-family-members\)](https://www.samhsa.gov/mental-health/how-to-talk/friends-and-family-members): Resources to support friend or family member with mental health problems.

Be conscious of language when talking about mental health and suicide.

- [Safe Messaging around Mental Health and Suicide \(health.state.mn.us/communities/suicide/documents/safemessaging.pdf\)](https://health.state.mn.us/communities/suicide/documents/safemessaging.pdf): Guide for safe messaging about suicide.

Learn about and promote resources available in Minnesota.

- [211 United Way \(211unitedway.org\)](https://211unitedway.org): Easy-to-remember number Minnesotans can call to get free and confidential health and human services information.

- [988 Lifeline \(988lifeline.org\)](https://988lifeline.org): Provides 24/7, free, confidential support for people in distress, prevention and crisis resources for you or your loved ones, and best practices for professionals.
- [MN DHS Mobile Crisis Mental Health Services \(mn.gov/dhs/people-we-serve/people-with-disabilities/healthcare/childrens-mental-health/resources/crisis-contacts.jsp\)](https://mn.gov/dhs/people-we-serve/people-with-disabilities/healthcare/childrens-mental-health/resources/crisis-contacts.jsp): Mental Health Mobile Crisis numbers in each county are answered 24 hours a day, seven days a week.

Social media posts

- Starting the conversation around mental health doesn't have to be heavy. It can be as simple as asking "what's going on?" [Seize the Awkward \(seizetheawkward.org/#starting-the-conversation\)](https://seizetheawkward.org/#starting-the-conversation) has tips and opening lines to help make starting the conversation easier. #YouMatterMN #CreateHopeThroughAction
- We are less alone when we turn to each other. [The Mental Health Coalition \(https://www.thementalhealthcoalition.org/belonging/\)](https://www.thementalhealthcoalition.org/belonging/) has tips for fostering connection and how to find people to connect through technology. #YouMatterMN #CreateHopeThroughAction
- Sometimes it is hard to know when you need to connect with someone to support you with your mental health. If you want to learn more about when you may need to get support, check out the [My Mental Health \(https://www.nimh.nih.gov/health/publications/my-mental-health-do-i-need-help\)](https://www.nimh.nih.gov/health/publications/my-mental-health-do-i-need-help) infographic from the National Institute of Mental Health. #YouMatterMN #CreateHopeThroughAction
- Seek help during times of struggle with loneliness or isolation by reaching out to a family member, friend, counselor, health care provider, or 988 Suicide & Crisis Lifeline by calling or texting 9-8-8 or use the 988 online chat [988 Online Chat \(https://chat.988lifeline.org/\)](https://chat.988lifeline.org/) feature. #YouMatterMN #CreateHopeThroughAction

Week 2: Reach out: Help is within reach.

Key messages and actions

It is important to find the help that is right for you when your mental health feels off. Hope and healing can come from many places and in many forms to get the support that you need. Talking about the resources available across Minnesota and in your community can help remove stigma and normalize talking about mental health and focusing on hope and healing.

- People you know can be good resources to find supports in your community. Talk to your friends and family, your primary care doctor, spiritual advisor, or someone else that you can trust about what's going on and what you are looking for.
- Sometimes it is nice to know that you are not alone in your struggle. Having peer support can be a great way to connect with others that may have similar experiences as

you. This could be calling one of Minnesota's warm lines or by attending a support group.

- [Minnesota Warmline - Mental Health Minnesota \(https://mentalhealthmn.org/what-we-do/peer-support/minnesota-warmline/\)](https://mentalhealthmn.org/what-we-do/peer-support/minnesota-warmline/)
 - [Peer-to-Peer Warmlines - NAMI Minnesota \(https://namimn.org/peer-to-peer-warmlines/\)](https://namimn.org/peer-to-peer-warmlines/)
 - [Peer Support Connection MN Warmline \(PSC\) — Wellness in the Woods | Mental Health Advocacy \(https://mnwitw.org/mnwarmline\)](https://mnwitw.org/mnwarmline)
- If you are unsure about what to do and need to talk to someone, try a local or national phone line to get assistance. They have trained counselors available to speak with you or your loved one and assist.
 - Professional help can also make a big difference, but sometimes it is hard to know where to start as there are many different types of mental health professionals.
 - Ask for referrals from your friends, family, primary care physician, clergy, or other people you trust.
 - Contact 211, 988, or your local mental health center to understand what mental health resources are available in your community.
 - Another starting point is to call the number on the back of your insurance card; they can help you identify what providers are a part of your plan.

Social media posts

- Talking with someone about your thoughts and feelings can save your life. The 988 Lifeline provides 24/7, free and confidential support for people in need of emotional and mental health support. If you or someone you know needs support now, reach out to the 988 Minnesota Lifeline by calling or texting 9-8-8 or use the [988 online chat \(https://988lifeline.org/chat/\)](https://988lifeline.org/chat/) feature. #YouMatterMN #CreateHopeThroughAction
- Warm lines and peer support can be valuable for those who are managing stress. You do not need to be in immediate crisis to call the warm line. Anyone seeking support may call the Minnesota Warm Line for Peer Support connection at 844-739-0369, from 5 p.m. to 9 a.m. For more information, visit: [Wellness in the Wood: Transforming Wellness into Reality \(mnwitw.org\)](https://mnwitw.org). Mental Health Minnesota also offers a warmline, their services are available Monday - Saturday, noon to 10 p.m. Call 1-877-404-3190 or text Support to 85511. [Minnesota Warmline – Mental Health Minnesota \(mentalhealthmn.org\)](https://mentalhealthmn.org). #YouMatterMN #CreateHopeThroughAction
- Support groups can help us see that there are others with similar situations and experiences to our own. These groups can help members feel connected and provide peer support from those who understand. To find a list of support groups, visit [NAMI MN \(https://namimn.org/support/nami-minnesota-support-groups/\)](https://namimn.org/support/nami-minnesota-support-groups/) or [Mental Health America \(https://www.mhanational.org/find-support-groups\)](https://www.mhanational.org/find-support-groups). #YouMatterMN #CreateHopeThroughAction

Week 3: Connect to protect: Relationships save lives.

Key messages and actions

Often our first points of contact when we are struggling are our friends, family, or colleagues. If someone you know is struggling emotionally or having a hard time, talking with them can be the difference in getting them the help they need. Talking to a loved one about mental health and suicide can be an uncomfortable and an uncertain topic but it is also one of the best ways to prevent it. We can all take action to have these conversations with someone who may be suicidal by using the five action steps from [#BeThe1To \(https://www.bethe1to.com/\)](https://www.bethe1to.com/).

Ask.

- **How:** Asking openly and directly, “Are you thinking about suicide?” shows that you are willing to discuss suicide in a nonjudgmental and supportive manner. The other important part of this step is to listen to their reasons for their emotional pain as well as reasons that they want to continue to live. Help them focus on their reasons for living, not on the reasons that you think that they should stay alive.
- **Why:** Findings suggest that acknowledging and talking about suicide may reduce suicidal ideation.

Be there.

- **How:** Be physically present for someone, speak with them on the phone when you can, or show up in any other way that demonstrates support for the person at risk. If you are unwilling or unable to commit to being there, talk with them to develop ideas on who might else be able to help and how they might support.
- **Why:** Increasing someone’s connectedness to others and limiting their isolation has shown to be a protective factor against suicide.

Help Keep them Safe.

- **How:** After the “Ask” step, and you’ve determined suicide is indeed being talked about, it is important to find out a few things to establish immediate safety. The first question will be to ensure that they have not done something already to hurt themselves. Secondly, you will want to ask them if they have a plan and a way to die by suicide.
- **Why:** Knowing the answers to each of these questions can tell us about the imminence and severity of danger the person is in.

Help them connect.

- **How:** One way to start helping them find ways to connect is to work with them to develop a [Safety Plan \(https://www.samhsa.gov/resource/988/safety-plan\)](https://www.samhsa.gov/resource/988/safety-plan). A safety plan is designed to guide people through a crisis, with a goal to keep them safe and get them help.
- **Why:** Connected people are significantly less likely to feel depressed, suicidal, and overwhelmed, while also feeling more hopeful.

Follow Up.

- **How:** Make sure to follow-up with them to see how they're doing. Leave a message, send a text, or give them a call. This is great time to see if there is anything else that you can do to support them.
- **Why:** This type of contact can continue to increase their feelings of connectedness and share your ongoing support. There is evidence that even a simple form of reaching out, like sending a caring postcard, can potentially reduce their risk for suicide.

Social media posts

- Check in on your friends and family. Talking with them is one of the best things that we can do to get them through difficult times. However, it can sometimes feel uncomfortable, daunting, or just plain awkward. [The Roadmap to Friends Supporting Friends \(https://www.thementalhealthcoalition.org/friends-supporting-friends-visible/\)](https://www.thementalhealthcoalition.org/friends-supporting-friends-visible/) gives ideas on what support can look like, how to offer support, and where to begin. #YouMatterMN #CreateHopeThroughAction
- Having conversations around mental health and suicide can sometimes be uncomfortable, but it can also make a big difference. Not sure where to start? Check out these trainings offered in Minnesota. [Suicide Prevention Trainings \(https://www.health.state.mn.us/communities/suicide/communities/preventsuicidetrainings.html\)](https://www.health.state.mn.us/communities/suicide/communities/preventsuicidetrainings.html) #YouMatterMN #CreateHopeThroughAction
- If someone you know is struggling emotionally or having a hard time, you matter and can be the difference in getting them the help that they need. [The 988 Suicide & Crisis Lifeline \(https://988lifeline.org/help-someone-else/\)](https://988lifeline.org/help-someone-else/) has resources on what to look for and how you can help them. #YouMatterMN #CreateHopeThroughAction
- It is important to have a conversation about safety if you or someone you know are having or have had suicidal thoughts in the past. Everyone can put together a safety plan to help identify when we might need additional support. Create your own safety plan and encourage your family and friends to do the same. The U.S. Department of Veteran Affairs has a great video called [Michelle's Safety Plan \(https://www.youtube.com/watch?v=a3Zx7ViAadA\)](https://www.youtube.com/watch?v=a3Zx7ViAadA) to show how to develop a safety plan. To download or order safety plans [Safety Plan \(https://www.samhsa.gov/resource/988/safety-plan\)](https://www.samhsa.gov/resource/988/safety-plan) #YouMatterMN #CreateHopeThroughAction

Week 4: Advocate for change: Your voice matters.

Key messages and actions

Talking about mental health and suicide on a community-level can help raise awareness and support of suicide prevention efforts and encourage those who need extra support to connect to services. Surrounding people and families with supportive neighborhoods, businesses, faith communities, schools, services is a critical way to support every person. Communities that work

together in an intentional and proactive way is vital to providing needed mental health and suicide prevention support and resources.

Ideas for action include:

- Start conversations that focus on normalizing mental health over stigma reduction.
- Promote help seeking and sharing mental health and suicide prevention support services or resources for those in need.
- Emphasize that suicide is preventable and there are actions individuals can take if they are having thoughts of suicide or know others who are or might be. Resources such as the 988 Lifeline and established local mental health service providers and crisis centers.
- Learn the warning signs as well as risk, and equally important, know what is effective to protect individuals (protective factors).

Social media posts

- Community conversations are a common thread that builds community. There are many ways to hold conversations within your community. Consider searching for a community education class or community recreation programs near you to help you talk about mental health and suicide prevention. #YouMatterMN #CreateHopeThroughAction
- Community can be defined as a feeling of fellowship with others because of shared common attitudes, interests, and goals. Where do you find your community? #YouMatterMN #CreateHopeThroughAction
- Our community plays an important role in our mental health and wellbeing. What in your community supports your mental health and wellbeing? #YouMatterMN #CreateHopeThroughAction
- Every person and organization in the community has a role in normalizing conversations about mental health and suicide. To see what you can do, explore the Normalizing Conversations About Mental Health and Suicide (<https://www.health.state.mn.us/communities/suicide/documents/convsuicctkit.pdf>) Recommended actions, tools, and resources can be used to normalize conversations about mental health, prevent Minnesotans from having suicidal experiences, and improve the lives of people who are struggling. #YouMatterMN #CreateHopeThroughAction

Suicide Prevention Awareness Month webinar learning opportunities

How Adultification and Criminalization Influence the Increase in Black Youth Suicide

This insightful webinar will explore the critical and complex issues surrounding adultification and criminalization of Black youth and their profound impact on mental health, particularly

regarding the alarming rise in suicide rates within this demographic. Participants will gain an understanding of how societal perceptions and systemic biases contribute to the premature adult-like expectations placed on Black youth, often leading to increased stress, trauma, and feelings of hopelessness.

Date and time: Thursday, Sept. 4, 2025, 11:30 a.m. – 1 p.m.

Registration: [How Adulthood and Criminalization Influence the Increase in Black Youth Suicide \(https://events.gcc.teams.microsoft.com/event/49189bff-89bc-46e1-83b8-b8c7c6f8b998@eb14b046-24c4-4519-8f26-b89c2159828c\)](https://events.gcc.teams.microsoft.com/event/49189bff-89bc-46e1-83b8-b8c7c6f8b998@eb14b046-24c4-4519-8f26-b89c2159828c)

Trevor Project: Ally Training

The Trevor Project Ally Training provides a basic framework for understanding lesbian, gay, bisexual, transgender, queer and questioning (LGBTQ) youth and the unique challenges they often face. This training is designed to create dialogue regarding what it means to be an ally for LGBTQ folks by informing participants about terminology used in the LGBTQ community, the process of “coming out” as an LGBTQ person, and a discussion of the challenges faced by LGBTQ folks in their homes, schools and communities. Through activities participants are encouraged to explore their own biases, build their knowledge and understanding and develop empathy through an intersectional lens. In addition to providing this framework, the Trevor Ally Training offers specific action items to improve the environment for LGBTQ people.

Date and time: Wednesday, Sept. 10, 10 a.m. – Noon

Registration: [Trevor Project Ally Training \(https://events.gcc.teams.microsoft.com/event/94e2ca51-8979-45b0-9ac0-52885d31ca10@eb14b046-24c4-4519-8f26-b89c2159828c\)](https://events.gcc.teams.microsoft.com/event/94e2ca51-8979-45b0-9ac0-52885d31ca10@eb14b046-24c4-4519-8f26-b89c2159828c)

Webinar: Understanding 988 Lifeline System in Minnesota

This webinar will provide an in-depth overview of the 988 Lifeline infrastructure, including understanding the routing system of the 988 network, operational components of 988 Lifeline centers, and how the system is designed to support individuals in need of emotional and mental health support. Whether you are a local organization, stakeholder in crisis services or community member, this session will provide a foundational understanding of how 988 functions in Minnesota.

Date and time: Wednesday, Sept. 17, noon – 1 p.m.

Registration: [Understanding 988 Lifeline System in Minnesota \(https://events.gcc.teams.microsoft.com/event/8c339072-65c7-4501-9f2d-c8c2283b6cb1@eb14b046-24c4-4519-8f26-b89c2159828c\)](https://events.gcc.teams.microsoft.com/event/8c339072-65c7-4501-9f2d-c8c2283b6cb1@eb14b046-24c4-4519-8f26-b89c2159828c)

Counseling on Access to Lethal Means (CALM) – Suicide Prevention Awareness Month Session

Counseling on Access to Lethal Means (CALM) is a training on reducing access to lethal means, such as firearms and medication, and is a proven response in suicide prevention and mental

health crisis intervention. The training also reviews language when talking about suicide prevention, identifies what are lethal means, how to begin conversations around reducing access to lethal means, and tips on developing a safety plan. The training is for anyone interested in learning more about safety planning and reducing access to lethal means.

Date and time: Tuesday, Sept. 23, 2025, 9 a.m. – noon

Registration: [Counseling on Access to Lethal Means \(CALM\) - Suicide Prevention Awareness Month Session \(https://events.gcc.teams.microsoft.com/event/1a0ccac3-77ba-4eda-b3d1-3f971a6981db@eb14b046-24c4-4519-8f26-b89c2159828c\)](https://events.gcc.teams.microsoft.com/event/1a0ccac3-77ba-4eda-b3d1-3f971a6981db@eb14b046-24c4-4519-8f26-b89c2159828c)

Local Outreach to Suicide Survivors (LOSS) Team Model

The Local Outreach to Suicide Survivors (LOSS) Team model, is pioneered by Dr. Frank Campbell in 1977, and is nationally recognized as a strategy for a death after a suicide. LOSS teams offer on-scene, peer-based support to newly bereaved survivors. Jennifer Owens, MPH from SAVE will share about what a LOSS team is, the benefits of a LOSS team, and how you might get involved.

Date and time: Wednesday, Sept. 24, 2025, Noon – 1 p.m.

Registration: [Local Outreach to Suicide Survivors \(LOSS\) Team Model \(https://events.gcc.teams.microsoft.com/event/11ce4b36-6af2-4b91-8966-41ea42a21792@eb14b046-24c4-4519-8f26-b89c2159828c\)](https://events.gcc.teams.microsoft.com/event/11ce4b36-6af2-4b91-8966-41ea42a21792@eb14b046-24c4-4519-8f26-b89c2159828c)

Supporting Clinicians – An Overview of Postvention Pilot Program

This session will share an overview of a program developed by Sanford Health to support clinicians after a patient death by suicide. The presentation will share how the internal response team assists and supports clinicians with managing post-suicide reactions.

Date and time: Friday, Sept. 26, 2025, Noon – 1 p.m.

Registration: [Clinician Postvention Support - September 26th \(https://events.gcc.teams.microsoft.com/event/a581ef96-a9d5-4916-96ff-39640f8570cb@eb14b046-24c4-4519-8f26-b89c2159828c\)](https://events.gcc.teams.microsoft.com/event/a581ef96-a9d5-4916-96ff-39640f8570cb@eb14b046-24c4-4519-8f26-b89c2159828c)

Coalition Building and Community Collaboration for Suicide Prevention

Join us for a panel discussion with representatives from four community suicide prevention grantees will share lessons learned from building their coalitions and collaborating with community partners.

Date and time: Monday, Sept. 29, 2025, noon - 1 p.m.

Registration: [Coalition Building and Community Collaboration for Suicide Prevention \(https://events.gcc.teams.microsoft.com/event/3ec519ea-9b34-4dbd-9399-ea997e534775@eb14b046-24c4-4519-8f26-b89c2159828c\)](https://events.gcc.teams.microsoft.com/event/3ec519ea-9b34-4dbd-9399-ea997e534775@eb14b046-24c4-4519-8f26-b89c2159828c)

The Importance of Safe Language

The way we talk about mental health and suicide has a profound impact on individuals, organizations, and entire communities. Safe messaging plays a critical role in shaping perceptions, reducing stigma, and promoting help-seeking behaviors. This training will equip participants with the knowledge and tools to communicate about mental health and suicide in a way that is responsible, hopeful, and supportive.

Date and time: Wednesday, Sept. 30, 12 - 1 p.m.

Registration: [The Importance of Safe Language](https://events.gcc.teams.microsoft.com/event/4ea68d51-9213-4803-ada6-b0c54a964561@eb14b046-24c4-4519-8f26-b89c2159828c)

(<https://events.gcc.teams.microsoft.com/event/4ea68d51-9213-4803-ada6-b0c54a964561@eb14b046-24c4-4519-8f26-b89c2159828c>)

Opportunities for action

Individuals, organizations, and communities across Minnesota play a vital role in preventing suicides. At every level, across any sector, there are opportunities that someone can take individually and collectively to prioritize suicide prevention and reduce the number of people experiencing suicidal feelings. Moving to action expands an individual's ability to address the many layers that can help reduce the risk of suicide.

The links to the handouts below will provide concrete ways individuals, organizations, and communities can help prevent suicide in Minnesota.

- [Individuals](https://www.health.state.mn.us/communities/suicide/documents/spapindividuals.pdf)
(<https://www.health.state.mn.us/communities/suicide/documents/spapindividuals.pdf>)
- [Communities](https://www.health.state.mn.us/communities/suicide/documents/spapcommunities.pdf)
(<https://www.health.state.mn.us/communities/suicide/documents/spapcommunities.pdf>)
- [Tribal communities](https://www.health.state.mn.us/communities/suicide/documents/spaptribal.pdf)
(<https://www.health.state.mn.us/communities/suicide/documents/spaptribal.pdf>)
- [Schools](https://www.health.state.mn.us/communities/suicide/documents/spapschools.pdf)
(<https://www.health.state.mn.us/communities/suicide/documents/spapschools.pdf>)
- [Media](https://www.health.state.mn.us/communities/suicide/documents/spapmedia.pdf)
(<https://www.health.state.mn.us/communities/suicide/documents/spapmedia.pdf>)
- [Health care and behavioral health](https://www.health.state.mn.us/communities/suicide/documents/spaphealthcare.pdf)
(<https://www.health.state.mn.us/communities/suicide/documents/spaphealthcare.pdf>)
- [Criminal justice systems](https://www.health.state.mn.us/communities/suicide/documents/spapcrimjustice.pdf)
(<https://www.health.state.mn.us/communities/suicide/documents/spapcrimjustice.pdf>)
- [Faith communities](https://www.health.state.mn.us/communities/suicide/documents/spapfaithcomm.pdf)
(<https://www.health.state.mn.us/communities/suicide/documents/spapfaithcomm.pdf>)
- [Workplace](https://www.health.state.mn.us/communities/suicide/documents/spapworkplaces.pdf)
(<https://www.health.state.mn.us/communities/suicide/documents/spapworkplaces.pdf>)

Host a “Light up Purple for Suicide Prevention” Event

NOTE: The 35W bridge will be lit purple on World Suicide Prevention Day, Wednesday, Sept. 10, 2025, to promote and support Suicide Prevention Awareness in Minnesota.

“Light Up Purple for Suicide Prevention” is designed to raise awareness of suicide prevention efforts and show support for suicide awareness.

In Minnesota, we encourage you to Light Up Purple on September 10, World Suicide Prevention Day, and through the whole month of September.

Light up Minnesota

- Swap out your standard lights for purple ones. For one day or all month long.
- Reach out to local businesses, government, councils, and other community spaces and ask to turn their lights purple on September 10. Some communities may have forms, receive emails, or phone numbers to call.

Explain why it is important to you to raise awareness of suicide prevention in your community. Be sure to include specific requests, like lighting up specific buildings or landmarks.



- Share this event throughout your community through social media, message boards, neighborhood associations or others.
- Provide statewide or local resources, training opportunities, and other messaging with local community leaders

By turning your lights purple, you are demonstrating the importance of preventing suicide and supporting those who have lost loved ones to suicide.

Minnesota’s suicide prevention efforts are rooted in the belief that suicides are preventable, help is available, and recovery is possible. Visit [Minnesota Department of Health Suicide Prevention \(https://www.health.state.mn.us/communities/suicide/index.html\)](https://www.health.state.mn.us/communities/suicide/index.html) to learn more about suicide prevention in Minnesota and other suicide prevention resources.

Population specific resources

The toolkit is a starting point. These messages should be tailored by adding in images, graphics, and resources that will best resonate with specific communities. Below are additional resources some specific populations in Minnesota.

Youth and young adults

- [Jed Foundation \(https://jedfoundation.org\)](https://jedfoundation.org): The Jed Foundation (JED) is a nonprofit that protects emotional health and prevents suicide for our nation's teens and young adults, giving them the skills and support they need to thrive today and tomorrow.
- [988- Youth and Young Adult Resources \(https://988lifeline.org/help-yourself/youth/\)](https://988lifeline.org/help-yourself/youth/): Resources available for yourself and to help support loved ones who are youth or young adults.

Middle-Aged males

- [Man Therapy \(https://mantherapy.org\)](https://mantherapy.org): An interactive mental health campaign targeting working age men that employs humor to cut through stigma and tackle issues like depression, divorce, and anxiety.
- [Suicide Prevention Resource Center \(https://www.sprc.org/populations/men\)](https://www.sprc.org/populations/men): Materials, programs, and trainings to support middle-aged men.

LGBTQ+ communities

- [The Trevor Project \(https://www.thetrevorproject.org/\)](https://www.thetrevorproject.org/): Information & support to LGBTQ young people 24/7, all year round.
- [988 LGBTQ Resources \(https://988lifeline.org/help-yourself/lgbtq/\)](https://988lifeline.org/help-yourself/lgbtq/): Resources available for yourself and to help support loved ones who identify as a member of the LGBTQ+ community.

People with disabilities

- [The Mental Health of People with Disabilities \(https://www.cdc.gov/disability-and-health/articles-documents/mental-health-of-people-with-disabilities.html\)](https://www.cdc.gov/disability-and-health/articles-documents/mental-health-of-people-with-disabilities.html): Shares research and information regarding mental health and people with disabilities.
- [People with Disabilities NAMI \(https://www.nami.org/Your-Journey/Identity-and-Cultural-Dimensions/People-with-Disabilities\)](https://www.nami.org/Your-Journey/Identity-and-Cultural-Dimensions/People-with-Disabilities): Describes resources and challenges for people living with a disability.

Veterans

- [US Department of Veteran Affairs Suicide Prevention \(https://www.mentalhealth.va.gov/suicide_prevention\)](https://www.mentalhealth.va.gov/suicide_prevention): Provides resources to assist veterans and their family around suicide and mental health related concerns.
- [988 Veteran Mental Health Resources \(https://988lifeline.org/help-yourself/veterans/\)](https://988lifeline.org/help-yourself/veterans/): Resources for those that serve or who have served, or those that are supporting someone who has.

Black, Indigenous, and People of Color

- [Mental Health America 2025 BIPOC Mental Health Toolkit \(https://mhanational.org/bipoc-mental-health/bipoc-mental-health-month/\)](https://mhanational.org/bipoc-mental-health/bipoc-mental-health-month/) A toolkit that was developed for 2025 BIPOC Mental Health Month to highlight Culture, Community and Connection.

Multicultural communities

- [NAMI Resources for Multicultural Communities \(https://namimn.org/education-and-public-awareness/nami-resources-for-multicultural-communities/\)](https://namimn.org/education-and-public-awareness/nami-resources-for-multicultural-communities/): Resources for multicultural communities that face unique challenges in accessing mental health treatment and receiving care that is free from racism, homophobia, and other biases.

American Indian

- [Indian Health Service: Suicide Prevention and Care Program \(https://www.ihs.gov/suicideprevention/\)](https://www.ihs.gov/suicideprevention/): This resource provides guidance on recognizing and responding to suicide.
- [988 American Indian, Alaska Native, Indigenous Peoples \(https://988lifeline.org/help-yourself/americanindian-alaskanatives-indigenouspeoples/\)](https://988lifeline.org/help-yourself/americanindian-alaskanatives-indigenouspeoples/): Resources available for yourself and to help support loved ones who are from the Native American Community.

Black/African Americans

- [Black Emotional and Mental Health collective \(https://beam.community\)](https://beam.community): A resource to remove barriers that Black people experience getting access to or staying connected with emotional health care and healing through education, training and advocacy, and the creative arts.
- [988 Black Mental Health Resources \(https://988lifeline.org/help-yourself/black-mental-health/\)](https://988lifeline.org/help-yourself/black-mental-health/): Resources available for yourself and to help support loved ones who are from the Black/African American Community.

Attempt survivors

- [With Help Comes Hope \(https://lifelineforattemptsurvivors.org/\)](https://lifelineforattemptsurvivors.org/): Resources available for yourself or to support a loved one who is thinking about suicide now or in the past or has made a prior suicide attempt.
- [988 Attempt Survivor Resources \(https://988lifeline.org/help-yourself/attempt-survivors/\)](https://988lifeline.org/help-yourself/attempt-survivors/): Resources available for yourself and to help support a loved one who has survived a suicide attempt.

We want to hear from you!

Please share about your outreach and impact using this toolkit. Your feedback will be instrumental in the development in future toolkits. Send your feedback by filling out [this survey \(https://survey.vovici.com/se/56206EE3706DA052\)](https://survey.vovici.com/se/56206EE3706DA052).

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7/25/2025 *To obtain this information in a different format, call: 651-201-5400*