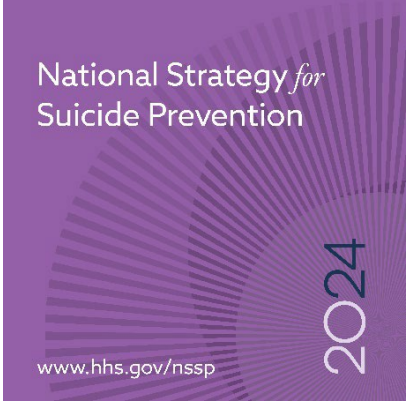
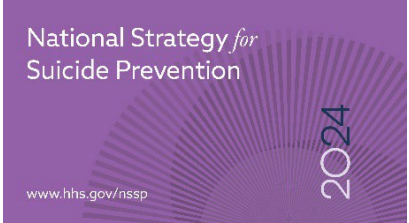

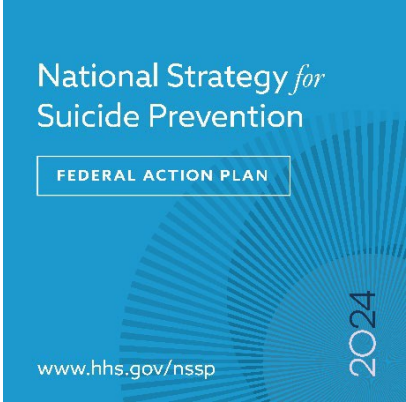
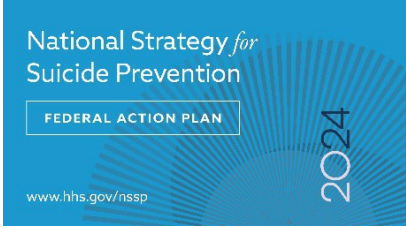
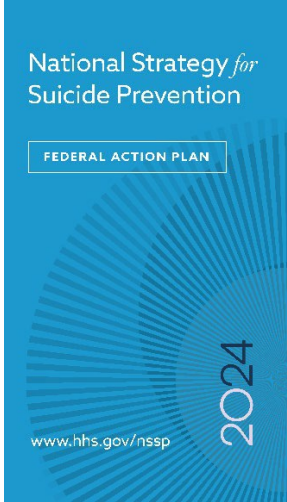
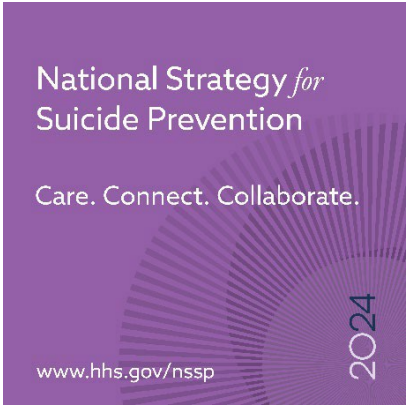
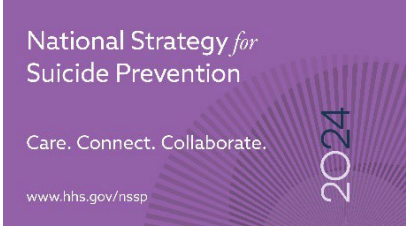
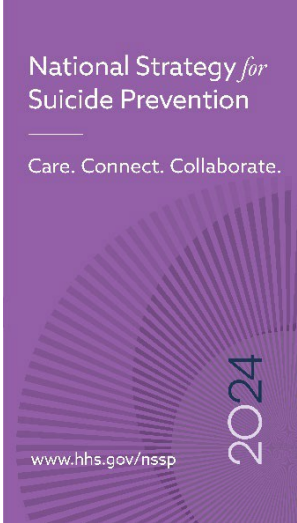


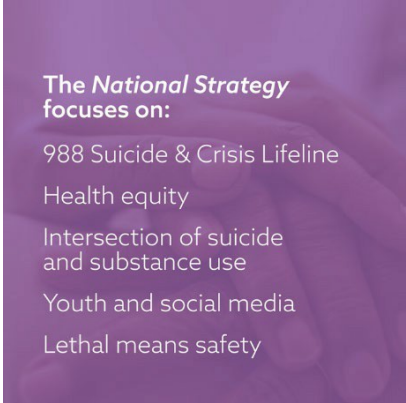
2024 National Strategy for Suicide Prevention and Federal Action Plan Social Media Toolkit


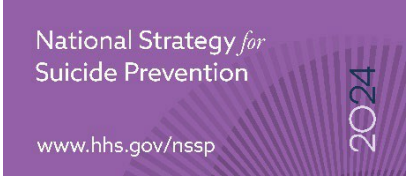

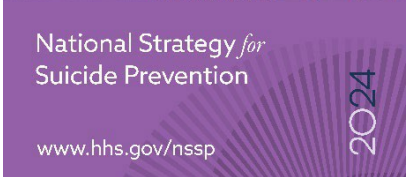

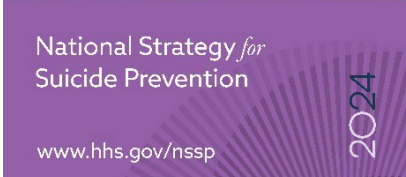

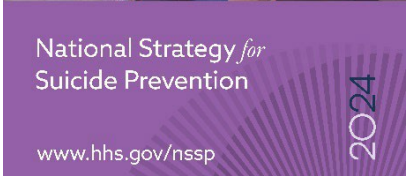
All graphics can be downloaded here: <https://www.samhsa.gov/sites/default/files/nssp-materials.zip>


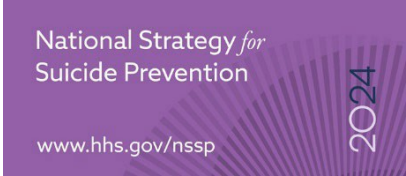

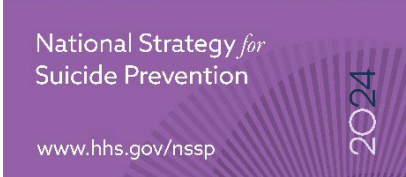

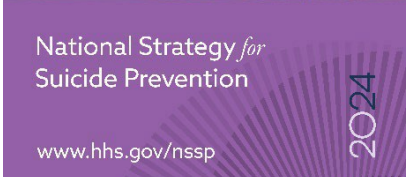

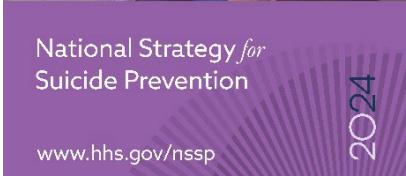
Theme	Copy	Assets
<p><i>National Strategy Launch (April 23 – April 28)</i></p>	<p>Twitter (X): Just released: The 2024 National Strategy for Suicide Prevention from @HHSgov. It is a bold new 10-year whole-of-society approach that provides concrete recommendations for addressing gaps in the suicide prevention field. www.hhs.gov/nssp @Action_Alliance</p> <p>LinkedIn: The 2024 National Strategy for Suicide Prevention was released earlier today from @ the Department of Health and Human Services. The 2024 National Strategy is a bold new 10-year whole-of-society approach that provides concrete recommendations for addressing gaps in the suicide prevention field. It promotes a coordinated and comprehensive approach to #suicideprevention in communities across the country and at the national, state, tribal, local, and territorial levels. Visit www.hhs.gov/nssp to learn how you can achieve meaningful, equitable, and measurable advancement in suicide prevention. @national-action-alliance-for-suicide-prevention</p> <p>Facebook: The @ the Department of Health and Human Services 2024 National Strategy for Suicide Prevention was released earlier today. The National Strategy is a bold new 10-year whole-of-society approach to suicide prevention that provides concrete recommendations for addressing gaps in the suicide prevention field. It promotes a coordinated and comprehensive approach to suicide prevention in communities across the country. www.hhs.gov/nssp #suicideprevention @ActionAlliance</p> <p>Instagram: Just released: The 2024 National Strategy for Suicide Prevention. It is a bold new 10-year whole-of-society approach to suicide prevention that provides concrete recommendations for addressing gaps in the suicide prevention field, promotes a coordinated and comprehensive approach to #suicideprevention in communities across the country and at the national, state, tribal, local, and territorial levels. Learn more at the link in our bio. @HHSgov #ActionAlliance</p>	<p>File names below each asset.</p>  <p>NSSPpurple1200x1200.png</p>  <p>NSSPpurple600x335.png</p>  <p>NSSPpurple1080x1920.png</p>

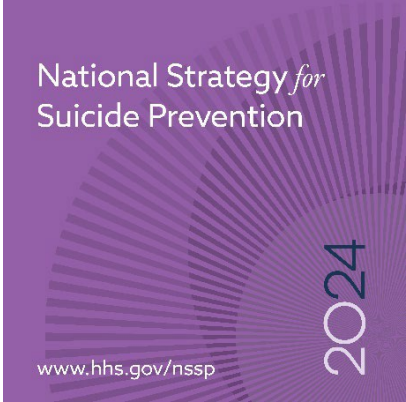
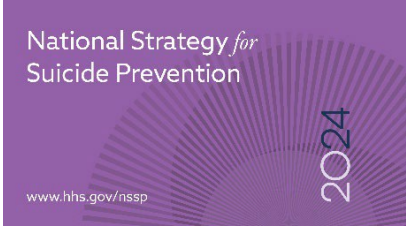

Theme	Copy	Assets
<p>For Federal Partners – <i>Federal Action Plan</i></p>	<p>Twitter (X): The 2024 National Strategy for Suicide Prevention. Federal agencies, including <agency name>, have committed to actions they will carry out related to the National Strategy. More: www.hhs.gov/nssp. @HHSGov @Action_Alliance #suicideprevention</p> <p>LinkedIn: The Department of Health and Human Services launched the 2024 National Strategy for Suicide Prevention and Federal Action Plan. Federal agencies, including <agency name>, have committed to specific, short-term actions to carry out related to the goals and objectives included in the National Strategy. Learn more about the steps we plan to take at www.hhs.gov/nssp. #suicideprevention @national-action-alliance-for-suicide-prevention</p> <p>Facebook: @Department of Health and Human Services recently released the 2024 National Strategy for Suicide Prevention and Federal Action Plan. <Agency name>, along with other federal agencies, has committed to specific, short-term actions to carry out related to the goals and objectives included in the National Strategy. Learn more about our plans at www.hhs.gov/nssp. #suicideprevention @ActionAlliance</p> <p>Instagram: The 2024 National Strategy for Suicide Prevention and Federal Action Plan from @hhs.gov. <Agency name> is proud to join other federal agencies in committing to specific, short-term actions related to the National Strategy. Go to www.hhs.gov/nssp for more. #suicideprevention #ActionAlliance</p>	<p>File names below each asset.</p>  <p>NSSPblue1200x1200.png</p>  <p>NSSPblue600x335.png</p>  <p>NSSPblue1080x1920.png</p>

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<p>Care. Connect. Collaborate.</p>	<p>Twitter (X): The 2024 National Strategy for Suicide Prevention is a commitment to care, connect, and collaborate. Visit www.hhs.gov/nssp for more information on how you can advance this national call to action. @HHSgov @Action_Alliance</p> <p>LinkedIn: The Department of Health and Human Services 2024 National Strategy for Suicide Prevention is a commitment to care, connect, and collaborate.</p> <ul style="list-style-type: none"> • Caring about suicide prevention requires a thoughtful strategy and the intersection of prevention, intervention, and postvention supports. • Connecting to community and culture are key protective factors for health and well-being, including protecting against suicide risk. Connecting with data and research helps inform efforts and approve the ability for effective suicide prevention strategies. • Carrying out a comprehensive approach relies on collaboration with public and private sector partners, people with suicide-centered lived experience, and people in populations disproportionately affected by suicide and suicide attempts. <p>Visit www.hhs.gov/nssp to learn the ways you can collaborate to achieve meaningful, equitable, and measurable advancement in suicide prevention. @national-action-alliance-for-suicide-prevention</p> <p>Facebook: The Call to Action for the Department of Health and Human Services 2024 National Strategy for Suicide Prevention is a commitment to care, connect, and collaborate. Visit www.hhs.gov/nssp to learn the ways you can collaborate to achieve meaningful, equitable, and measurable advancement in suicide prevention:</p> <ul style="list-style-type: none"> • How caring about suicide prevention requires a thoughtful strategy and the intersection of prevention, intervention, and postvention supports. • Why connecting to community and culture are key protective factors for health and well-being, including protecting against suicide risk; and how the importance of connecting with data and research helps inform efforts. • How carrying out comprehensive approach relies on collaboration with public and private sector partners, people with suicide-centered lived experience, and people in populations disproportionately affected by suicide and suicide attempts. @ActionAlliance <p>Instagram: The 2024 National Strategy for Suicide Prevention is a commitment to care, connect, and collaborate. Learn how you can help advance this call to action at the link in our bio. @HHSgov #actionalliance</p>	<p>File names below each asset.</p>  <p>NSSPpurplecare1200x1200.png</p>  <p>NSSPpurplecare600x335.png</p>  <p>NSSPpurplecare1080x1920.png</p>

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Key Areas of Focus	<p>Twitter (X): The 2024 National Strategy for Suicide Prevention's key areas of focus: @988lifeline, health equity, intersection of suicide and substance use, youth and social media, and lethal means safety. Learn more: www.hhs.gov/nssp. @HHSGov @action_alliance #suicideprevention</p> <p>LinkedIn: The recently released 2024 National Strategy for Suicide Prevention has several key areas of focus: 988 Suicide & Crisis Lifeline, health equity, intersection of suicide and substance use, youth and social media, and lethal means safety. Learn more about @ the Department of Health and Human Services coordinated and comprehensive approach to #suicideprevention at www.hhs.gov/nssp.</p> <p>@national-action-alliance-for-suicide-prevention</p> <p>Facebook: Key areas of focus in the @ the Department of Health and Human Service 2024 National Strategy for Suicide Prevention:</p> <ul style="list-style-type: none"> - @988lifeline, - health equity, - the intersection of suicide and substance use, - youth and social media, and - lethal means safety. <p>Learn more about this coordinated and comprehensive approach to #suicideprevention: www.hhs.gov/nssp.</p> <p>@ActionAlliance</p> <p>Instagram: There are several key areas of focus in @HHSgov 2024 National Strategy for Suicide Prevention: @988lifeline, health equity, the intersection of suicide and substance use, youth and social media, and lethal means safety. Learn more about this coordinated and comprehensive approach to #suicideprevention on the link in our bio. #ActionAlliance</p>	<p>File names below each asset.</p>  <p>NSSPsocialvideo.mp4</p>

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<p>A Coordinated and Comprehensive Approach to Suicide Prevention</p>	<p>Twitter (X): The recently released 2024 National Strategy for Suicide Prevention is meant to address gaps in the #suicideprevention field and promote a coordinated and comprehensive approach through four Strategic Directions. Learn more: www.hhs.gov/nssp. @HHSgov @Action_Alliance</p> <p>LinkedIn: The Department of Health and Human Services 2024 National Strategy for Suicide prevention is meant to address gaps in the #suicideprevention field and promote a coordinated comprehensive approach through four Strategic Directions:</p> <ol style="list-style-type: none"> (1) Community-Based Suicide Prevention; (2) Treatment and Crisis Services; (3) Surveillance, Quality Improvement, and Research; and (4) Health Equity in Suicide Prevention. <p>Learn more at www.hhs.gov/nssp and help to achieve meaningful, equitable, and measurable advancement in suicide prevention.</p> <p>@national-action-alliance-for-suicide-prevention</p> <p>Facebook: The @ the Department of Health and Human Services 2024 National Strategy for Suicide Prevention is meant to address gaps in the #suicideprevention field and promote a coordinated and comprehensive approach through:</p> <ol style="list-style-type: none"> (1) Community-Based Suicide Prevention; (2) Treatment and Crisis Services; (3) Surveillance, Quality Improvement, and Research; and (4) Health Equity in Suicide Prevention. <p>Learn how you can help address this national challenge at www.hhs.gov/nssp. @ActionAlliance</p> <p>Instagram: The recently released 2024 National Strategy for Suicide Prevention is meant to address gaps in the #suicideprevention field and promote a coordinated and comprehensive approach through four Strategic Directions. Learn how you can help address this national challenge on the link in our bio. @HHSgov #ActionAlliance</p>	<p>File names below each asset.</p>   <p>NSSPpurplegroup1200x1200.png</p>   <p>NSSPpurplephotob1200x1200.png</p>   <p>NSSPpurplephotoa1200x1200.png</p>   <p>NSSPpurplephotoc1200x1200.png</p>

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<p>Prevention; Intervention and Postvention; and Use of Data, Evaluation, and Research</p>	<p>Twitter (X): The 2024 National Strategy for Suicide Prevention is a coordinated and comprehensive approach to #suicideprevention spanning prevention, intervention and postvention; and the use of data, evaluation, research, and quality improvement to guide efforts. www.hhs.gov/nssp @HHSgov @action_Alliance</p> <p>LinkedIn: The Department of Health and Human Services 2024 National Strategy for Suicide Prevention is a coordinated and comprehensive approach to #suicideprevention spanning prevention, intervention, and postvention; and the use of data, evaluation, research, and quality improvement to guide efforts. Learn more about this 10-year National Strategy: www.hhs.gov/nssp. @national-action-alliance-for-suicide-prevention</p> <p>Facebook: The 10-year Department of Health and Human Services 2024 National Strategy for Suicide Prevention is a coordinated and comprehensive approach to #suicideprevention. This includes prevention, intervention, and postvention; and the use of data, evaluation, research, and quality improvement to guide efforts. Learn more about the National Strategy and how to provide meaningful, equitable, and measurable advancement in suicide prevention at www.hhs.gov/nssp. @ActionAlliance</p> <p>Instagram: The 2024 National Strategy for Suicide Prevention is a coordinated and comprehensive, 10- year approach to #suicideprevention spanning prevention, intervention, and postvention; and the use of data, evaluation, research, and quality improvement to guide efforts. Learn more at the link in our bio. @HHSgov #actionalliance</p>	<p>File names below each asset.</p>   <p>NSSPpurplegroup1200x1200.png</p>   <p>NSSPpurplephotob1200x1200.png</p>   <p>NSSPpurplephotoa1200x1200.png</p>   <p>NSSPpurplephotoc1200x1200.png</p>

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<p>Public and Private Partners</p>	<p>Twitter (X): A comprehensive approach to #suicideprevention relies on many factors, including collaboration across public and private sector partners. We are proud to join @HHSgov to advance the 2024 National Strategy for Suicide Prevention. www.hhs.gov/nssp @Action_Alliance</p> <p>LinkedIn: A comprehensive approach to #suicideprevention relies on collaboration across public and private sector partners, people with suicide-centered lived experience, and people in populations disproportionately affected by suicide and suicide attempts. <Company name> is proud to join the Department of Health and Human Services in their suicide prevention efforts with the 2024 National Strategy for Suicide Prevention. www.hhs.gov/nssp @national-action-alliance-for- suicide-prevention</p> <p>Facebook: We know that a comprehensive approach to #suicideprevention relies on collaboration across public and private sector partners, people with suicide-centered lived experience, and people in populations disproportionately affected by suicide and suicide attempts.</p> <p><Company name> is proud to join the Department of Health and Human Services in their suicide prevention efforts with the 2024 National Strategy for Suicide Prevention. www.hhs.gov/nssp @ActionAlliance</p> <p>Instagram: <Company name> is proud to join @HHSgov in their suicide prevention efforts with the 2024 National Strategy for Suicide Prevention, because we know a comprehensive approach to #suicideprevention relies on many factors, including collaboration across public and private partners. Learn more about the 2024 National Strategy at the link in our bio. #ActionAlliance</p>	<p>File names below each asset.</p>  <p>NSSPpurple1200x1200.png</p>  <p>NSSPpurple600x335.png</p>  <p>NSSPpurple1080x1920.png</p>