

Thank you for joining the National Suicide Prevention Lifeline to help prevent suicide!

As a part of National Suicide Prevention Month (September 1-September 30), the Lifeline encourages you to share the #BeThe1To message, highlighting that everyone has a role to play in suicide prevention. After a year of unprecedented stress and tragedy, we're looking ahead to the future and recognizing how it is more important than ever to provide resources and support for people to help each other through crisis.

In this toolkit, we've included:

- How to promote this campaign on your social media
- Ready-to-post social media content about the 5 steps
- Ready-to-post resources regarding COVID-19, physical distancing, and self-care
- Ready-to-post messages for World Suicide Prevention Day

Be sure to share our series of #BeThe1To graphics we will be releasing throughout the month. Each one will feature an important action that can help someone who may be in suicidal crisis.

Thank you for helping the Lifeline spread the word that we can all do something to help prevent suicide!

You can connect with us on [Facebook](#), [Twitter](#), and [Instagram](#) using #BeThe1To.

#BeThe1To

There are many ways you can help promote #BeThe1To to your networks.

You can...

- Visit and share our #BeThe1To website: <https://bit.ly/3DhCAhC>
- Post messages from our social media toolkit
- Share, RT, or regram our posts throughout the month
- Add [bethe1to.com](https://bit.ly/3DhCAhC) to your Instagram bio
- Submit your customized kit to be added to the #BeThe1To site by emailing it to communications@vibrant.org with the subject line “#BeThe1To Custom Kit”
- Submit a virtual postcard to say “Thank You” to someone who has been there for you: #BeThe1To Say Thanks <https://bit.ly/3mtRonj>
- Participate in our #BeThe1To Twitter Chat on World Suicide Prevention Day on September 10 at 2pm EST/11am PST
- Donate to a [Lifeline Crisis Center](#) or [Vibrant Emotional Health](#), the administrator of the Lifeline

Each week of September, we will share one of the #BeThe1To steps in the order below. Please feel free to post the graphics on your own channels or to reshare them from the Lifeline’s social media channels directly.

Please remember to include the graphic along with its corresponding text when you post. You can download the graphics here: <https://bit.ly/3BblkIL>

The 5 Steps – Facebook, Twitter, Instagram

Week 1 (8/30-9/3): ASK

In honor of #SuicidePreventionMonth, @800273TALK will be releasing a series of graphics that will list the 5 steps you can take to help someone in suicidal crisis. Learn more about #BeThe1To by visiting bethelto.com. #SPM21

If you think someone might be considering suicide, take the first step and #BeThe1To ask. Ask directly, “Are you thinking about killing yourself?” #SPM21
[Attach graphic for Step 1: ASK]

Week 2 (9/6-9/10): BE THERE

If someone you know is thinking about suicide, take the next step and #BeThe1To be there. Listen to their reasons for feeling hopeless and in pain. Listen without judgment and with compassion and empathy. #BeThere #SPM21
[Attach graphic for Step 2: BE THERE]

#BeThe1To

Week 3 (9/13-9/17): KEEP THEM SAFE

If you ask someone if they are thinking about suicide and they say yes, #BeThe1To keep them safe. Separate them from anything they are thinking of using to hurt themselves. #SPM21
[Attach graphic for Step 3: KEEP THEM SAFE]

Week 4 (9/20-9/24): HELP THEM CONNECT

If someone you know is thinking about suicide, #BeThe1To help them connect to resources. Help them build a support system, including @800273TALK, family, friends, clergy, coaches, co-workers or therapists. #SPM21
[Attach graphic for Step 4: HELP THEM CONNECT]

Week 5 (9/27-10/1): FOLLOW UP

If someone you know tells you they've been thinking about suicide, don't forget to take the last step and #BeThe1To follow up with them. It can make all the difference. #SPM21
[Attach graphic for Step 5: FOLLOW UP]

#BeThe1To and COVID-19

While being physically present may not be an option right now due to #COVID19, there are still many other ways to #BeThere for someone else. Visit our #BeThe1To COVID-19 page to learn more. <https://bit.ly/3gtDCgn> #SPM21

Helping people connect with other services that can support them during #COVID19 is still possible while staying physically distant. Visit our #BeThe1To COVID-19 page to learn more. <https://bit.ly/3gtDCgn> #SPM21

In times of physical distancing, social connection is more important than ever. During #COVID19, you can still #BeThe1To help a friend in need. <https://bit.ly/3gtDCgn> #SPM21

Crisis Centers

DYK that @800273TALK is composed of a network of 180+ crisis centers across the U.S.? It's the counselors at these local crisis centers who answer the contacts the Lifeline receives every day. Learn more & how to support them below. #BeThe1To #SPM21 <https://bit.ly/3sNA2TB>

Want to support #suicideprevention? Help a crisis center. The counselors at crisis centers across the country answer all of @800273TALK's contacts & are the heroes of the Lifeline. Find out how to help your local center below. #BeThe1To #SPM21 <https://bit.ly/3sNA2TB>

The @800273TALK crisis centers across the country are an essential service for providing #suicideprevention & #mentalhealth crisis intervention services, including appropriate follow-up services, to individuals seeking help at any time, day or night; get ways to support them by visiting: <https://bit.ly/3sNA2TB> #BeThe1To #SPM21

Crisis centers are essential. They answer all of the contacts the Lifeline receives every day. #BeThe1To organize a fundraiser to help support your local crisis center. Visit @800273TALK's Center Locator here: <https://bit.ly/3sNA2TB> #SPM21

When 988 launches in July 2022, the contacts that the Lifeline receives will be answered by our network of 180 crisis centers. Find out how you can support them below. <https://bit.ly/3sNA2TB> #SPM21

#BeThe1To

Self-care Messaging

While you are supporting and helping someone who may be in crisis, it is especially important for you to also take care of yourself. This page shares tips and resources to help you practice self-care. <https://bit.ly/38dEG3O> #BeThe1To #SPM21

When you take care of yourself and are not stressed, you are better able to meet the needs of others. Check out this page full of tips and resources to help you practice self-care. <https://bit.ly/38dEG3O> #BeThe1To #SPM21

By maintaining your physical and mental health, you will likely be better equipped to handle the stressors that come along with supporting someone you care about. For tips and resources, visit <https://bit.ly/38dEG3O> #BeThe1To #SPM21

World Suicide Prevention Day (9/10/21)

Today is #WSPD21. #BeThe1To make a difference - stepping forward and reaching out can help save lives. <https://bit.ly/3DhCAhC>

This #WSPD21, @IASPinfo reminds us that we all have a role to play in suicide prevention. By raising awareness, reducing the stigma around suicide and encouraging well-informed action, we can help save lives. <https://bit.ly/38fwpfs> #BeThe1To

Looking for ways to honor #WorldSuicidePreventionDay? Check out @IASPinfo's list to help get you started. #BeThe1To #WSPD21 #SPM21 <https://bit.ly/3mx7pZv>

#BeThe1To

General Messaging (to post throughout September; for Facebook & Twitter)

Join @800273TALK during #SuicidePreventionMonth as they encourage others to #BeThe1To help someone else. <https://bit.ly/3BbIkIL> #SPM21

September is #SuicidePreventionMonth! #BeThe1To play a role in suicide prevention. Here's how. <https://bit.ly/3BbIkIL> #SPM21

What is #BeThe1To and what does it mean? Find out. <https://bit.ly/38glwcl> #SPM21

Find out why the 5 steps of #BeThe1To can help someone in crisis. <https://bit.ly/3kmnJtn> #SPM21

Most of us would take action if we knew someone close to us was thinking about suicide. But many of us don't know what to do. Check out this hand-drawn explainer video for 5 steps you can take to #BeThe1To help save a life. <https://bit.ly/3yi55rG> #SPM21

#BeThe1To share these warning signs with everyone you know. Knowledge and awareness can help save lives. <https://bit.ly/3DgYSQi> #SPM21

#BeThe1To create a safety plan! Having one on hand can help keep you safe during times of emotional distress. <https://bit.ly/2XY5VNO> #SPM21

Worried someone you know might be suicidal? You can #BeThe1To help. Here's how. <https://bit.ly/3zdJGkC> #SPM21

Know a suicide attempt survivor? #BeThe1To share this site with them. It's full of resources, self-care tips, and more! <https://bit.ly/3mDjsVr> #SPM21

Check out @800273TALK's youth #YouMatter blog! It provides a safe space for youth to discuss mental health. <https://bit.ly/3jeramH> #BeThe1To #SPM21

Did you know you could create your own 5-step graphics kit for @800273TALK's #BeThe1To? Learn more under our "Customization Guidelines." <https://bit.ly/3BbIkIL> #SPM21

Who was there for you in your time of need? Submit a virtual thank you note below about how much it meant to you. <https://bit.ly/3mtRonj> #BeThe1To #BeThere #SPM21

If you've lost someone to suicide, you're not alone. The Lifeline is available 24/7 if you need someone to talk to. Call 1-800-273-TALK (8255) or visit <https://bit.ly/2Wozsje> #BeThe1To #SPM21

If you're considering sharing your mental health story, we recommend that you use this storytelling checklist to help determine how to share your story safely & effectively – for yourself & others. <https://bit.ly/3B6HOWo> #BeThe1To #SPM21

#BeThe1To