



National Children's  
**MENTAL HEALTH  
AWARENESS DAY**

Suicide Prevention: Strategies That Work

Dear Awareness Day Supporter,

We are so pleased you are interested in the Substance Abuse and Mental Health Services Administration's (SAMHSA) Awareness Day 2019 event, "Suicide Prevention: Strategies That Work."

National Children's Mental Health Awareness Day (Awareness Day) shines a national spotlight on the importance of caring for every child's mental health and reinforces that positive mental health is essential to a child's healthy development. More than 1,100 communities and nearly 170 national collaborating organizations and federal programs observe Awareness Day through an array of activities.

As a national collaborating organization, you play a key role in the success of Awareness Day and are an essential voice in the discussion about children's mental health.

SAMHSA's Awareness Day 2019 event will take place on Monday, May 6, 2019 at the Hubert H. Humphrey Building in Washington, DC. During the event, SAMHSA will focus on the impact that suicide has on children, youth, young adults, families, and communities and will showcase evidence-based strategies to connect those in need to information, services, and supports that can save lives. States, tribes, territories, and communities across the nation are encouraged to host events and activities around children's mental health throughout the month of May.

During the event, Assistant Secretary for Mental Health and Substance Use Dr. Elinore McCance-Katz will recognize the collective work of crisis hotlines and the crucial role they play in preventing suicide, as well as share additional information about SAMHSA's evidence-based programs. The U.S. Department of Health and Human Services will livestream the event.

The following content is designed to provide information that will assist you in planning and implementing your organization's Awareness Day 2019 activities. Whether your organization is hosting its own activities or promoting the SAMHSA event in Washington, DC, through its communication channels, these tools will help you accomplish your Awareness Day goals.

Thank you for your dedication and support!



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## I. SAMHSA Event Details 2-Pager



### SAMHSA's Awareness Day 2019 Event, "Suicide Prevention: Strategies That Work"

#### What is Awareness Day?

National Children's Mental Health Awareness Day (Awareness Day) shines a spotlight on the importance of caring for every child's mental health and reinforces that positive mental health is essential to a child's healthy development.

More than 1,100 communities and nearly 170 [national collaborating organizations](#) and federal programs across the country participate in community events, youth education programs, health fairs, art exhibits, and social networking campaigns in observance of Awareness Day. Each year, SAMHSA hosts an event in Washington, DC, to complement these local activities.

#### What else can you tell me about SAMHSA's Awareness Day 2019 event?

**Focus:** "Suicide Prevention: Strategies That Work"—The SAMHSA event will focus on evidence-based strategies and resources for preventing suicide among children, youth, and young adults.

**Date:** Monday, May 6, at 3 p.m. EDT

**Location:** The Great Hall of the Hubert H. Humphrey Building, the U.S. Department of Health and Human Services Headquarters, 200 Independence Ave SW, Washington, DC 20201

**Live Webcast Link:** <https://www.hhs.gov/live>

#### Goals

- Raise awareness of successful evidence-based practices that have resulted in a decrease of suicide rates among children, youth, and young adults.



- Showcase SAMHSA and its partners' evidence-based programs that have been effective in addressing suicide.
- Build on existing efforts to position SAMHSA as a leader in the conversation around suicide prevention for children, youth, and young adults and share data on programs and practices.
- Provide information about resources (e.g., Suicide Prevention Lifeline, Treatment Services Locator) that the public can use to obtain help and ultimately save lives.

#### **Event Format**

- Young adults and family members will share their perspectives and discuss suicide prevention efforts at the local level.
- Experts in the field of suicide prevention will highlight evidence-based practices and programs.
- SAMHSA will webcast the event.

#### **Audiences**

- Health professionals (mental health and behavioral health, primary care, suicide prevention)
- Child-serving professionals (faith community, juvenile justice, social workers, school counselors, family and youth organizations)
- Young adults and family members

## **II. Engage Your Audience**

### **A. Sample Email Message for Your Listserv**

Dear [Title of Addressee],

Save the date! SAMHSA's Awareness Day 2019 event will take place on Monday, May 6, 2019 at the Hubert H. Humphrey Building in Washington, DC.

During SAMHSA's Awareness Day 2019 event, "Suicide Prevention: Strategies That Work", SAMHSA will focus on the impact that suicide has on children, youth, young adults, families, and communities and will showcase evidence-based strategies to connect those in need to information, services, and supports that can save lives. States, tribes, territories, and communities across the nation are encouraged to host events and activities around children's mental health throughout the month of May. Young adults, families, and senior federal leaders will discuss evidence-based strategies for preventing suicide across states, tribes, and territories.

[Insert Organization Name] is excited to collaborate with SAMHSA in support of Awareness Day 2019 activities. Awareness Day shines a national spotlight on the importance of caring for every child's mental health and reinforces that positive mental health is essential to a child's healthy development. Over the years, Awareness Day has raised awareness and support for children's mental health in a variety of ways. The event connects different organizations in their efforts to



promote awareness of children’s mental and substance use disorders not just on a single day, but year-round.

The event will be available for viewing via [live webcast starting at 3 p.m. EDT](#). Use the hashtag #HeroesofHope to engage in the Awareness Day conversation on social media.

Sincerely,  
[Your Name]

## **B. Social Media Tips**

Awareness Day provides an exciting opportunity to engage your audience on social media and have them participate in a larger conversation around children’s mental health. Use the hashtag #HeroesofHope when talking about your Awareness Day activities on social media.

Additional [social media tips](#) can be found on SAMHSA’s website.

Tip topics include:

- Selecting a social media platform.
- Creating engaging messages for communities, families, and youth.
- Using relevant hashtags.

## **C. Media Outreach Tools**

Awareness Day provides a great opportunity to attract media coverage for your organization! It creates a compelling story that allows you to initiate media coverage and establish your organization as a thought leader on children’s mental health.

Learn more about Awareness Day media outreach by visiting the [media outreach tools](#) section on SAMHSA’s website.

The tools include:

- How to create a [media list](#).
- How to make a [pitch](#).
- How to write a [news/press release](#).
- How to write a [drop-in article](#).
- How to write an [op-ed](#).
- How to obtain a [letter of proclamation](#).



#### D. Sample Website/Article Message

Save the date! SAMHSA's Awareness Day 2019 event will take place on Monday, May 6, 2019 at the Hubert H. Humphrey Building in Washington, DC.

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More than 1,100 communities and nearly 170 federal programs and national collaborating organizations across the country observe Awareness Day through an array of activities. The launch event connects a variety of organizations in their efforts to promote awareness of children's mental and substance use disorders not just on a single day, but year-round.

The event will be available for viewing via [live webcast starting at 3 p.m. EST](#). We encourage you to watch the live webcast and join the conversation on social media using the hashtag #HeroesofHope.

### III. Share Images to Help Spread the Word

Social media graphics for **Facebook, Twitter, Instagram, and Snapchat** are available for promotion of your Awareness Day activities, as well as SAMHSA's Awareness Day event on May 6. We encourage you to replace your organization's profile picture or cover photo with these graphics and share the content on your social media platforms. Be sure to always use the hashtag #HeroesofHope when talking about your Awareness Day activities on social media.

Hosting your own event for youth and young adults? Use the **Snapchat filter** to get collaborators and attendees excited about Awareness Day and encourage them to share pictures directly from your event on their own social media.

Never used Snapchat filters before? That's OK. Here are a few easy steps to use these graphics for your own local events and to promote Awareness Day 2019:

1. Visit [www.snapchat.com/create](http://www.snapchat.com/create).
2. Click on "Filters," then "Upload."
3. Upload the image that we provided in the graphics suite, then click "Next."
4. Select the dates and time frame that you want people in your community to be able to access the filter, then click "Next." (Consider, for example, whether you want people to be able to access your filter for a full weekend or just the few hours of your event.)
5. Draw a border, or geofence, around where you are holding your event and where you want people to be able to access the filter.



6. Click on “Checkout” in the bottom-right corner of the screen. (Note: Most filters will cost less than \$50 depending on how long you want them to run and the size of the area inside your geofence.)

Downloadable [social media graphics](#) promoting Awareness Day 2019 are available on SAMHSA’s website.

Don’t see what you need? Email Jasmine Berry at [jberry@vancomm.com](mailto:jberry@vancomm.com) and let her know what additional types of images you could use.



The Awareness Day team created a **Facebook Frame** that you can use to show your support of Awareness Day 2019! To add a frame to your profile picture, simply:

1. Hover over your Facebook profile picture and click “Update.”
2. Click “Add Frame.”
3. Search “Awareness Day 2019.”
4. Choose the frame that you wish to add.
5. At the bottom of the screen choose when you want your Facebook picture to revert back to not having a frame. The options are: 1 hour, 1 day, 1 week, never, and custom.
6. Click “Use as profile picture.”

We also encourage you to share these frames with your internal constituents and encourage others to change their profile picture in support of Awareness Day 2019.



## IV. Get Involved

### A. Event Submission Form

Let us know how you will observe Awareness Day by completing the [Awareness Day 2019 Event Submission Form](#), previously known as our Pledge Form, for your organization and corresponding partners. Completing the Event Submission Form gives your organization an opportunity to publicize your local Awareness Day activities and connect with other events in your area.

It also gives SAMHSA an opportunity to help highlight your organization's event through the TA Telegram newsletter, on the Awareness Day website, and you might even find yourself spotlighted in the Awareness Day Final Report.

### B. Event Planning Checklist

Hosting an Awareness Day event is a great way to engage your community. By hosting an event during the month of May, you can help raise awareness about the importance of children's mental health, and SAMHSA is here to help.

One of the first steps in planning a successful Awareness Day event is to develop a detailed timeline and checklist of tasks. To assist in your Awareness Day planning process, an [Event Planning Checklist](#) is available on SAMHSA's website. Also, be sure to use the hashtag #HeroesofHope when talking about your Awareness Day activities on social media.

### C. Engaging Partners

Engaging local partners in Awareness Day activities is a great way to increase public awareness to address the needs of all children, youth, and young adults, including those with serious emotional disturbance (SED) and serious mental illness (SMI), and their families. With more than 1,100 communities and numerous local, regional, state, and federal collaborating organizations and programs participating in community events, your organization has ample opportunities to work across communities and disciplines to host an Awareness Day event and build involvement at a local level to meet the needs of children, youth, and young adults, including those who have SED/SMI, and their families year-round.

To assist you in [forming and cultivating key partnerships](#) for your Awareness Day event and year-round, dig into this systematic approach to partnership-building available on SAMHSA's website.