



Hope, Resilience & Recovery

Suicide Prevention Week: September 6-12, 2020

World Suicide Prevention Day: September 10

National Recovery Month: September


Suicide Prevention Kit 2020

Overview and Activity Guide

This year, in support of National Suicide Prevention Awareness Week, World Suicide Prevention Day and National Recovery Month, all held in September, we are encouraging a special focus on the intersection between suicide prevention, alcohol and drug use and efforts that foster resilience and recovery. This activity guide is intended to help organizations across California with planning and implementation of Suicide Prevention Week activities. For additional support and questions, please email info@suicideispreventable.org

2020 Suicide Prevention Kit: www.eachmindmatters.org/spw2020/

Preparation: August 1st – September 6th, 2020

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- Review suicide prevention data for your county and highlight local prevention efforts such as calls to your local crisis line, awareness walks and gatekeeper trainings.
 - Review the suicide prevention materials available from the Know the Signs suicide prevention campaign on EMMResourceCenter.org.
 - Customize the proclamation template.
 - Familiarize yourself with guidelines for effective messaging around suicide prevention and share with others as well as your local media.
 - Encourage your local media to report on suicide prevention and recovery efforts that are taking place in your county.
 - The 2020 Suicide Prevention Kit theme is Hope, Resilience and Recovery. Reserve an hour on your calendar to download and read the talking points and data briefings provided in the kit.
 - Share resources with your public information officer and discuss ways to promote Suicide Prevention Week and Recovery Month.
 - Schedule social media posts.
 - Schedule virtual events.
 - Customize daily emails.

- 🕒 Add resources to your county's website.
- 🕒 Share the Suicide Prevention Kit resources with your local suicide prevention coalition (if you have one) or schedule a meeting with county and community partners to share the materials and discuss activities you are interested in.
- 🕒 If there is another group planning activities for Recovery Month, consider a joint planning meeting.
- 🕒 Reach out to local bars, restaurants and coffee shops and ask them to distribute Know the Signs coffee sleeves and coasters during the month of September.
- 🕒 September is also Recovery Month. Familiarize yourself with resources for suicide prevention and Alcohol and Other Drug (AOD) treatment providers, send email to AOD providers, and/or invite them to a zoom meeting to learn about suicide prevention.

National Recovery Month (September 2020) Tuesday, September 1st, 2020

- 🕒 Send out an email sharing planned activities, resources and alerting your staff and partners that National Recovery Month is beginning today and that Suicide Prevention Week is beginning on Sunday, September 6th. Share planned activities and resources.

Suicide Prevention Week (September 6-September 12, 2020)

Monday, September 7th, 2020 (Hope)

- 🕒 Send out daily email "Hope."
- 🕒 If possible, set up a resource table to promote local and statewide resources, or share resources via social media.
- 🕒 Implement the Heart Wall Installation Activity, in public places if appropriate or in your own home.
- 🕒 Create a video, photo, song, dance — whatever you can imagine — sharing a message of hope. Post to any social media channel with the hashtags #EachMindMatters #SuicidePreventionWeek2020 #NationalRecoveryMonth.



*Inspired by Fresno
County Behavioral Health*

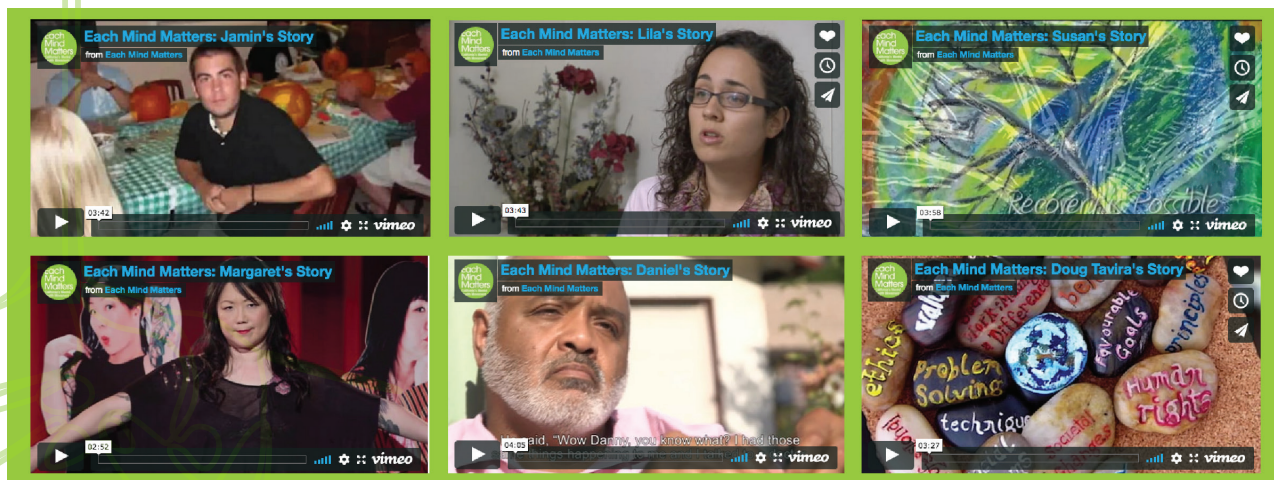
September 8th, 2020 (Resilience)

- 🕒 Send out daily email "Resilience."
- 🕒 Share the drop-in article to promote self-care tips for parents.
- 🕒 Promote and screen youth created short films about mental health and suicide prevention. Share via social media or host a virtual screening and discussion panel.
- 🕒 Promote different ways parents and educators can incorporate social emotional learning into family, school, club and other activities and distance learning.
- 🕒 Partner with someone in your community and offer a virtual art or painting class for families.



Wednesday, September 9th, 2020 (Recovery)

- 🕒 Send out daily email "Recovery."
- 🕒 Share the "5 Ways to Incorporate Suicide Prevention in Alcohol and Other Drug Treatment Settings" email with local AOD treatment providers.
- 🕒 Provide a suicide prevention gatekeeper training or presentation to the AOD or restaurant industry.
- 🕒 Share stories of recovery and information on mental health and AOD resources. You can find stories from across California here: www.eachmindmatters.org/stories/.
- 🕒 Host an in-person or virtual Recovery Panel, where individuals in recovery can share their stories.



Inspired by EachMindMatters.org/Stories

Thursday, September 10th, 2020 (World Suicide Prevention Day!)

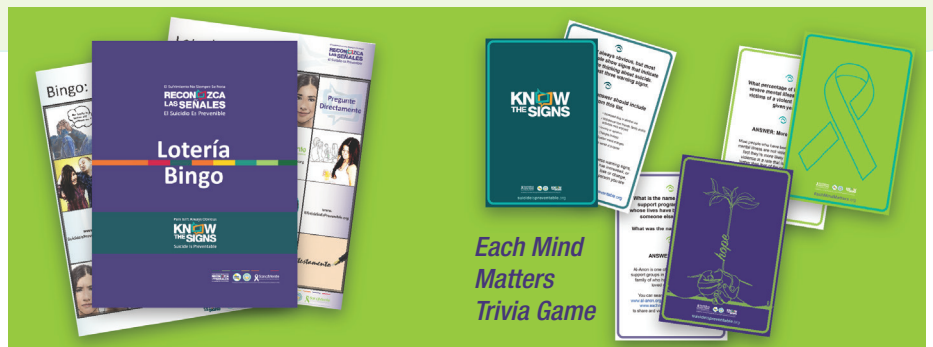
- 🕒 Send out daily email "World Suicide Prevention Day."
- 🕒 Join in World Suicide Prevention Day celebrations and light a candle near a window at 8PM.
- 🕒 Find "Light a Candle Near a Window at 8 PM" postcards in various languages at: www.iasp.info/wspd2020/light-a-candle/.
- 🕒 Put together bags with resources, including materials from the kit, and host a 'World Suicide Prevention Day Drive Through' where people can come and pick up free resource kits.
- 🕒 Take the Each Mind. Pledge to share how you're strengthening California's Mental Health Movement.
- 🕒 Play "The Rock" or "Reconozca Las Señales" 30-second radio spots while callers are placed on hold to local 2-1-1 or county access lines, or reach out to a local radio station. The spots can be customized.



Inspired by www.iasp.info/wspd2020

Friday September 11th, 2020 (Friday is for Fun and Reflection)

- 🕒 Send out daily email "Friday is for Fun and Reflection."
- 🕒 Host a virtual (or in-person) Lotería/Bingo Game or Trivia Game. Make a new connection and partner with a local restaurant or organization.
- 🕒 Share photos of the past week's activities on social media or via email and be sure to tag @EachMindMatters.



Saturday September 12th, 2020 (Self Care)

- 🕒 Take care of yourself and practice self-care!
- 🕒 Host a virtual (or in-person) self-care activity such as yoga, drumming or mindfulness.
- 🕒 Share Know the Signs self-care resources including drop-in articles, social media posts and postcards.