



Advancing Health in America

Suicide Prevention Month Toolkit



Links:

Hashtags: #SuicidePreventionMonth

General Link: <https://www.aha.org/suicideprevention>

TWITTER:

https://www.aha.org/suicideprevention?utm_source=twitter&utm_medium=organic&utm_campaign=suicide-prevention-month-2024

FACEBOOK:

https://www.aha.org/suicideprevention?utm_source=facebook&utm_medium=organic&utm_campaign=suicide-prevention-month-2024

LINKEDIN:

https://www.aha.org/suicideprevention?utm_source=linkedin&utm_medium=organic&utm_campaign=suicide-prevention-month-2024

Suicide Prevention Month Posts:

- The 988 Lifeline helps thousands of struggling people overcome suicidal crisis or mental-health related distress every day. The AHA has resources for those who want to learn more about the 988 crisis line #SuicidePreventionMonth

<https://www.aha.org/issue-landing-page/2022-07-15-988-national-suicide-prevention-lifeline-resources>

- 988 Day is a national initiative dedicated to raising awareness about the 988 Suicide & Crisis Lifeline and emphasizing the importance of mental health and suicide prevention. Learn more: #SuicidePreventionMonth
<https://www.aha.org/issue-landing-page/2022-07-15-988-national-suicide-prevention-lifeline-resources>
- Why Boards Focus on Suicide Prevention <https://trustees.aha.org/why-boards-should-focus-suicide-prevention> #SuicidePreventionMonth
- As we observe #SuicidePreventionMonth, check out this podcast series, co-developed by the AHA's Physician Alliance and the Education Development Center, featuring stories of recovery and ideas for supporting colleagues struggling with thoughts of suicide: <https://www.aha.org/advancing-health-podcast/be-well-preventing-physician-suicide>
- How Respectful Dialogue Can Reduce Mental Health Stigma: <https://www.aha.org/news/blog/2022-07-13-how-respectful-dialogue-can-reduce-mental-health-stigma> #SuicidePreventionMonth
- As we observe #SuicidePreventionMonth, be sure to check out the @AHAPhysAlliance Clinician Well-Being Playbook, which can help hospital leaders provide support for physicians who might be struggling with burnout: <https://www.aha.org/physicians/well-playbook>
- Nationwide, there is a critical shortage of trained care providers to meet the needs of kids struggling with mental health issues, and the problem is especially acute in rural areas. In this conversation, three experts from Dartmouth Health discuss their five-part virtual behavioral health training program, "Keeping Students Safe: Supporting Youth in Mental Health Distress."
<https://www.aha.org/advancing-health-podcast/2024-08-12-youth-crisis-how-innovative-program-addressing-pediatric-mental-health>

Posts Specific to Health Care Worker Suicide Prevention:

Links:

TWITTER: https://www.aha.org/suicideprevention/health-care-workforce/suicide-prevention-guide?utm_source=twitter&utm_medium=organic&utm_campaign=suicide-prevention-month-2024

FACEBOOK: <https://www.aha.org/suicideprevention/health-care-workforce/suicide-prevention->

[guide?utm_source=facebook&utm_medium=organic&utm_campaign=suicide-prevention-month-2024](https://www.aha.org/suicideprevention/health-care-workforce/suicide-prevention-guide?utm_source=facebook&utm_medium=organic&utm_campaign=suicide-prevention-month-2024)

LINKEDIN: https://www.aha.org/suicideprevention/health-care-workforce/suicide-prevention-guide?utm_source=linkedin&utm_medium=organic&utm_campaign=suicide-prevention-month-2024

- Download this AHA/HRET guide that offers a curated list of 12 evidence-informed interventions hospitals can implement to reduce the risk of suicide among their health care workers. <https://www.aha.org/suicideprevention/health-care-workforce>
- According to the CDC, health care workers are at increased risk for suicide for numerous reasons, including workplace violence. Download this AHA/HRET guide to help your organization implement solution to reduce the risk of suicide among health care workers. <https://www.aha.org/suicideprevention/health-care-workforce>
- Hospitals and health systems are committed to supporting mental well-being and improving access to behavioral health screenings, referrals and treatment when the workforce needs it. Read more about how these hospitals improved access to behavioral health and well-being resources for its workforce: <https://www.aha.org/suicideprevention/health-care-workforce/guide-in-action>
- Job-related stress can take a toll on a health care worker’s mental well-being. While we might not be able to change or eliminate some of these stressors, we can ensure that we have supports in place to help our health care workers navigate them. See how our members are supporting their workforces to reduce the effects of job-related stress. <https://www.aha.org/suicideprevention/health-care-workforce/guide-in-action>
- From February – July 2023, 37 AHA member organizations participated in an AHA-led learning collaborative with the goal of creating or expanding their health care worker well-being and suicide prevention programming. Learn how three of those members enhanced their workforce’s mental health and well-being. <https://www.aha.org/suicideprevention/health-care-workforce/guide-in-action>


Video: Enhancing Well-Being and Preventing Suicide in the Health Care Workforce

Link: <https://www.youtube.com/watch?v=bqFnTYaFrLw>

- The AHA, in partnership with the CDC, has released a guide that outlines three key drivers of suicidality and offers interventions to help you take action now. Download the guide. #SuicidePreventionMonth
- Whether you are in HR at small rural hospital, a nurse manager in a city trauma center, or a trustee at a health system, supporting the mental well-being of your hospital colleagues is critical. The AHA, in partnership with the CDC, has released a guide that outlines three key drivers of suicidality and offers interventions to help your organization take action. Download the guide. #SuicidePreventionMonth
- You want to help support your colleagues' mental health needs, but don't know where to start. The AHA, in partnership with the CDC, has released a guide with curated resources to aid you in your efforts to support your co-workers. Download the guide. #SuicidePreventionMonth
- The AHA, in partnership with the CDC, has released a guide that outlines three key drivers of suicidality among health care workers and offers interventions to help you and your organization take action. Hospitals and health care systems can tailor the interventions to their specific needs. Download the guide. #SuicidePreventionMonth
- AHA's guide on preventing suicide in the health care workforce is enhanced through podcasts and videos with real life examples, as well as key metrics to help measure success. These practical resources along with the guide will help health care leaders support the mental health well-being of their colleagues. Download the guide. #SuicidePreventionMonth

Podcast: Finding the Right Words: The Role of Peer Support with Mental Health

LINK: <https://www.aha.org/advancing-health-podcast/2023-05-24-finding-right-words-role-peer-support-mental-health>

- [PODCAST ]: For health care workers, finding the right words to support a colleague struggling with their mental health or thoughts of suicide can be challenging. According to Luci New, assistant professor of Nurse Anesthesia at Wake Forest University School of Medicine, the best thing you can say to a struggling colleague is simple: "I care about you." #SuicidePreventionMonth

Podcast: Preventing Suicides in the Health Care Workforce: The Role of Resilience

LINK: <https://www.aha.org/advancing-health-podcast/2023-05-24-finding-right-words-role-peer-support-mental-health>

- Check out this Advancing Health podcast with @healthydriven CEO Gina Sharp and Lindsey Harrington, Psy.D., Manager, Psychology and Counseling, about the importance of mental health for health care workers, and how the health system works to support its staff's mental health needs, including destigmatizing the act of asking for help.
- In this Advancing Health podcast with @healthydriven CEO Gina Sharp and Lindsey Harrington, Psy.D., Manager, Psychology and Counseling, Dr. Harrington discuss the importance of ensuring that hospital leadership earns the trust of their staff when thinking about employee mental health programs.
- For health care workers, putting their own needs first can be counterintuitive to their nature. In this Advancing Health podcast, @healthydriven CEO Gina Sharp and Lindsey Harrington, Psy.D., Manager, Psychology and Counseling, talk about how to break down barriers that can prevent hospital staff from asking for help if they need it.
- In this Advancing Health podcast, @healthydriven's Lindsey Harrington, Psy.D., manager of psychology and counseling, talks about how the health system changed its culture to help its health care workers feel more comfortable taking time for themselves and their own mental health.
- What are 3 success factors for establishing an employee mental health engagement program at your hospital and health system? Check out this Advancing Health podcast featuring @healthydriven CEO Gina Sharp and Lindsey Harrington, Psy.D., Manager, Psychology and Counseling.

AHA Center for Health Innovation Market Scan

- New: Concerted efforts to improve physicians' work lives and mental health after the pandemic seem to be making a difference. New American Medical Association (AMA) data show that physician burnout rates have dipped below 50% for the first time in four years after reaching a peak of nearly 63% in 2021. Learn more in this AHA Market Scan story. <https://www.aha.org/aha-center-health-innovation-market-scan/2024-07-16-work-remains-physician-burnout-rates-are-coming-down>
- 3 key takeaways from a recent American Medical Association survey on the rates of physician burnout. <https://www.aha.org/aha-center-health-innovation-market-scan/2024-07-16-work-remains-physician-burnout-rates-are-coming-down>

People Matter, Words Matter: Supporting Your Colleagues

<https://www.aha.org/system/files/media/file/2023/12/PMWM-supporting-colleagues.pdf>

Health care workers encounter adverse events and stressful situations that may require time and space to process. We all have a role to play in supporting our colleagues who

may be struggling. Download this #PeopleMatterWordsMatter poster to learn more. #SuicidePreventionMonth

Download this #PeopleMatterWordsMatter poster to learn about the actions and words you can use to support your health care colleagues after they experience an adverse event or distressing situation. #SuicidePreventionMonth

People Matter, Words Matter Suicide Prevention Poster

LINKS:

TWITTER: https://www.aha.org/people-matter-words-matter?utm_source=twitter&utm_medium=organic&utm_campaign=people-matter-suicide-prevention&utm_content=behavioral-health

FACEBOOK: https://www.aha.org/people-matter-words-matter?utm_source=facebook&utm_medium=organic&utm_campaign=people-matter-suicide-prevention&utm_content=behavioral-health

LINKEDIN: https://www.aha.org/people-matter-words-matter?utm_source=linkedin&utm_medium=organic&utm_campaign=people-matter-suicide-prevention&utm_content=behavioral-health

- The topic of suicide, and the sometimes-stigmatizing language around it, must be handled with compassion. Download this #PeopleMatterWordsMatter poster to learn how health care professionals can discuss this sensitive issue. #SuicidePreventionMonth
- Joking about or using suicide in hyperbolic manner can increase stigma. This #PeopleMatterWordsMatter poster focuses on using more compassionate language when talking about suicide, which can lead to more people seeking treatment. #SuicidePreventionMonth
- Talking about suicidal thoughts is an important first step for someone with suicidal ideation and can lead to seeking professional help. Check out this #PeopleMatterWordsMatter poster for ways to use more compassionate language to help patients feel comfortable in discussing behavioral health issues. #SuicidePreventionMonth
- Talking about thoughts of suicide reduces its stigma and normalizes these conversations, allowing for open conversations that can lead to the person seeking help. Download this #PeopleMatterWordsMatter poster for more. #SuicidePreventionMonth

- If you heard, “Someone who really wants to end their life is beyond help, and there’s nothing we can do,” how would you respond? Download this [#PeopleMatterWordsMatter](#) poster to learn how to change the conversation around suicide. [#SuicidePreventionMonth](#)
- The topic of suicide, and the sometimes-stigmatizing language around it, must be handled with compassion. The language you use can be an important factor in whether or not a person seeks care. Download this [#PeopleMatterWordsMatter](#) poster for more. [#SuicidePreventionMonth](#)

IMAGES

[Google Drive](#)





**PEOPLE MATTER,
WORDS MATTER**

ARE YOU USING **DESTIGMATIZING**
LANGUAGE ABOUT SUICIDE?