

Spreading the Word

A Guide for Developing a Newsletter on SPM

The 2021 SPM theme is *Connect to Protect: Support is Within Reach*. Recognizing entities throughout the DoD, the Services, and military and veteran service groups produce a variety of newsletters with varying frequency, formatting, and article lengths, we recommend the following talking points and a message triangle to help structure messaging and help writers develop topics and quotes.

First, identify the top three points you want to make in the article and ensure messages align for a well-structured story.

1. Determine the “Five W’s”: Who, What, Where, When, and Why of the event/story
2. Connectedness plays an important role in preventing suicide, especially as we consider the unique challenges of the COVID-19 pandemic and its impact on individuals and families.
3. Resources are available to Service members, veterans, and their families to help prevent suicide.
 - a. Ensure you add the following resources:
 - i. Military OneSource
Phone: 800-342-9647
Chat: livechat.militaryonesourceconnect.org/chat
Web: www.militaryonesource.mil
 - ii. Veterans/Military Crisis Line
Phone: 1-800-273-8255 (Press 1), Text 838255, or Chat online at: www.veteranscrisisline.net/get-help/chat
Calling from overseas:
In Europe: 00800 1273 8255 or DSN 118
In Korea: 0808 555 118 or DSN 118
In Afghanistan: 00 1 800 273 8255 or DSN 111
 - b. Refer to the “[Leader Suicide Prevention Safe Messaging Guide](#)” for safely communicating and reporting about suicide.

If you wish to promote your work widely across civilian outlets, a press release template is provided in [Appendix A](#). The press release template should be used as a guide in preparing your statement. Closely coordinating with your Public Affairs Officer (PAO) and other appropriate measures should be taken before publishing any press releases.