

## Appendix A. Press Release Template

This year's SPM theme is ***Connect to Protect: Support is Within Reach***. To help connect with your local community, we recommend distributing releases to your local community newspaper and, as available, newsletters, magazines, and radio and television stations. Coordinate with your PAO in taking appropriate measures for publishing the press release.

Below is a sample template for you to use as a guide.

**[Insert Installation Name] Hosts [Name of Event] to Support Suicide Prevention Efforts**

[Insert Installation and date]. [Installation name] is joining the Department of Defense (DOD) in promoting Suicide Prevention Month to educate the military community about suicide prevention, resources, and steps everyone can take to protect one another against suicide. Each September, DOD observes Suicide Prevention Month to promote prevention resources across military communities and share ways to take simple action to ***Be There*** for others and themselves.

This year's SPM campaign slogan is ***Connect to Protect: Support is Within Reach***, highlighting the important role connections with family, friends, the community, and resources play in preventing suicide, especially in these unique and challenging times. Research indicates connectedness is a protective factor against some of the risk factors for suicide, such as loneliness or feeling like a burden. The slogan reinforces how everyone within reach – leaders, Service members, and families – can play a role in preventing suicide.

[Insert quote from DOD leader, such as from your Service]

Throughout September, [insert installation] will host a variety of events and activities to emphasize the importance of suicide prevention and highlight available resources. The Suicide Prevention Month Campaign outreach events during September will include:

[Placeholder for calendar/listing of installation's scheduled events/activities during September]

For more information of Suicide Prevention Month and resources available, visit [www.dsps.mil/spm](http://www.dsps.mil/spm).

[Placeholder for PAO point of contact for media inquiries]

*Service members and veterans who are in crisis or having thoughts of suicide, and those who know a Service member or veteran in crisis, can call the Veterans/Military Crisis Line for confidential support available 24 hours a day, seven days a week, 365 days a year. Call 1-800-273-8255 and Press 1, text to 838255 or chat online at [VeteransCrisisLine.net/Chat](http://VeteransCrisisLine.net/Chat).*

*Because suicide is a public health issue and scientific research indicates that certain types of reporting can negatively impact vulnerable individuals, reporters covering this topic can visit [ReportingOnSuicide.org](http://ReportingOnSuicide.org) for important resources on communicating about suicide.*

