



DEFENSE SUICIDE PREVENTION OFFICE

Sample PSA Script Language



Connect to Protect: Support is Within Reach

The following Public Service Announcements (PSA) were created to assist local military installations and programs with language that amplifies the campaign message, *Connect to Protect: Support is Within Reach* during Suicide Prevention Awareness Month.

:30 PSA about the campaign: September is Suicide Prevention Awareness Month. This month, [Name of installation and program] is planning community events so our Service members know support is within reach. Our campaign *Connect to Protect: Support is Within Reach* addresses the importance of staying connected. [Name of installation and program] is focused on creating connections within our community to encourage belonging, help-seeking, and support. Find out about our events and resources at [w-w-w-dot-local program website-dot-com]. If you need help, call the Military and Veterans Crisis Line at 988 and press one or text 838255.

:30 PSA on Lethal Means Safety: September is Suicide Prevention Awareness Month, and [installation and program] want to take this time to remind everyone to secure their firearms and medications. Putting space and time between suicidal thoughts and the means to act can save a life. Store your firearms in a gun safe or secure them with a trigger cable. Medications should be stored in a safe, locked cabinet, or returned to a local pharmacy for safe disposal. *Connect to Protect: Support is Within Reach*.

:45 PSA about the campaign: September is Suicide Prevention Awareness Month and [installation name and program] wants everyone to Connect to Protect. Our campaign *Connect to Protect: Support is Within Reach* promotes belonging and supportive relationships within our military community. Connecting with family, friends, and co-workers helps protect us from loneliness and gives us people we can count on during challenging times. Find a list of events, programs, and suicide prevention resources at [program website or D-S-P-O-dot-M-I-L]. If you or someone you know is in crisis, please call the Military and Veterans Crisis Line at 988 and press one or text 838255.

:45 PSA on lethal means safety: Do you know that putting time and distance between suicidal thoughts and the means to act can save a life? Most military suicides happen by firearm. Please, this September, in recognition of Suicide Prevention Awareness Month, secure your firearms in a gun safe or with a gun lock. [you can add information on how to find a gun lock locally or suggest buying them online.] Take your unused medication to a pharmacy for safe disposal and secure other medications in a locked cabinet. If you or someone you know is in crisis, please call the Military and Veterans Crisis Line at 988 and press one or text 838255. *Connect to Protect: Support is Within Reach*.



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:45 PSA on access to care: September is Suicide Prevention Awareness Month, and the Department of Defense campaign, Connect to Protect: Support is Within Reach, promotes the need for connections within our military community as part of a mental health support network. Service members and their families have access to mental health providers in a variety of forms. Find non-medical counseling that is both free and confidential at [MilitaryOneSource.com](https://www.militaryonesource.com). TRICARE-dot-M-I-L-backslash-mental health is your resource for mental health services and a telehealth option. If you or someone you know needs help immediately, please call the Military and Veterans Crisis Line at 988 and press one. [Installation name and program] asks you to reach out for help because support is within reach.

:60 PSA on campaign: Did you know that September is Suicide Prevention Awareness Month? Many people are affected by the tragedy of suicide, but we can come together as a community to support and protect Service members and their families. Our campaign Connect to Protect: Support is Within Reach urges everyone to make connections and have supportive relationships, both personally and within the community. [Installation name and program] provides our military community with activities to create healthy connections, find resources, and provide information about suicide prevention. In the coming month, we will be holding [announce key public activity]. We can find valuable resources available on [DSPO.com](https://www.dspo.com) [or the local website]. If you, or a Service member you know is in crisis, please call the Military and Veterans Crisis Line at 988 and press one.