

# Press Release Template

Send a press release to your community's newspaper to promote local Suicide Prevention Month activities within your community and pitch them stories of how your community is taking steps to prevent suicide. Use the press release template provided or write your own.



## 2020 Suicide Prevention Month Press Release Template for Installations

### Department of Defense 2020 Suicide Prevention Month Campaign Kicks Off with an Emphasis on Connectedness

[Insert Installation and date]. [Installation name] is joining the Department of Defense (DOD) in promoting Suicide Prevention Month – in September – to educate about suicide prevention, resources, and steps everyone can take to protect against suicide among Service members and their families. Each year, the DOD executes a Suicide Prevention Month campaign in September and encourages communities across the force and all individuals to get involved, and **#BeThere** for others and yourselves.

This year's campaign slogan, **Connect to Protect**, highlights the important role connections to family friends, the community, and resources can play in preventing suicide. Research indicates connectedness is a protective factor that can reduce the risk of suicide, while loneliness and feeling like a burden can be suicide risk factors for some individuals. The 2020 Suicide Prevention Month tagline, **Make it Your Mission to #BeThere**, reinforces everyone – leaders, Service members, and families – can play an active role in preventing suicide.

Throughout September, [insert installation] is hosting 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]

A downloadable Suicide Prevention Month Planning Guide provides materials and suggestions installations and others can use to design and execute Suicide Prevention Month campaign activities. The planning guide and materials are available on the Defense Suicide Prevention Office website at <https://www.dspo.mil/spm/>.

The DOD will also recognize one exemplary installation from each of the Service components, including from the Reserve and National Guard, for their exceptional suicide prevention efforts in support of the **Connect to Protect** campaign.

[Insert Installation Name]  
Insert Installations' Boiler Plate Language

