



# DEFENSE SUICIDE PREVENTION OFFICE

## Suicide Prevention Awareness Month Sample Public Service Announcement Script Language

The Department of Defense created the following public service announcements (PSAs) to assist local military installations, garrisons, units, and programs with language that amplifies the campaign message, “Joining Your Fight: Connect to Protect,” during 2025 Suicide Prevention Awareness Month in September.

### 30-Second PSA — Campaign Overview

September is Suicide Prevention Awareness Month. [Insert Installation or Program Name] is hosting events to promote wellness, build resilience, and strengthen readiness across the military community. The campaign, “Joining Your Fight: Connect to Protect,” calls the entire Total Force to unite, act, and help save lives. For crisis support, dial 988, press 1, or text 838255 for the Veterans/Military Crisis Line.

### 30-Second PSA — Lethal Means Safety

September is Suicide Prevention Awareness Month. [Insert Installation or Program Name] urges safe storage of firearms and medications. Creating time and space between suicidal thoughts and access to lethal means saves lives. Use a gun safe or trigger lock. Secure medications or return them to a pharmacy for safe disposal. Stand together in the “Joining Your Fight: Connect to Protect” campaign.

### 45-Second PSA — Campaign Overview

September is Suicide Prevention Awareness Month. [Insert Installation or Program Name] hosts events and shares resources, aligning with the Department of Defense’s campaign, “Joining Your Fight: Connect to Protect.” It calls on the Total Force to focus on community, collaboration, and connection to combat suicide and save lives. Asking for help is a sign of strength — this September and beyond. Find a list of events, programs, and resources at [Insert local website]. For crisis support, dial 988, press 1, or text 838255 for the Veterans/Military Crisis Line. Download resources at [program website or D-S-P-O-dot-M-I-L].

### 45-Second PSA — Lethal Means Safety

Creating time and space between suicidal thoughts and access to lethal means can save lives. During Suicide Prevention Awareness Month and every day, [Insert Installation or Program Name] encourages safe storage of firearms and medications. Use a gun safe or trigger lock. Store medications and household poisons in a locked cabinet or return them for safe disposal. For crisis support, dial 988, press 1, or text 838255 for the Veterans/Military Crisis Line. Stand together in the “Joining Your Fight: Connect to Protect” campaign.





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### 45-Second PSA — Access to Care

“Joining Your Fight: Connect to Protect” is the Department of Defense’s theme for Suicide Prevention Awareness Month in September. The campaign strengthens the Total Force in the fight against suicide. [Insert Installation or Program Name] reminds the military community that mental health care is available in many ways. Military OneSource offers free, confidential non-medical counseling. TRICARE provides mental health medical services and a telehealth option. Civilian employees can access the Employee Assistance Program. For crisis support, dial 988, press 1, or text 838255 for the Veterans/Military Crisis Line.

### 45-Second PSA — Health and Wellness

Total Force health and wellness are mission-critical. During Suicide Prevention Awareness Month, [Insert Installation or Program Name] highlights the importance of sleep, nutrition, physical activity, and connection. Small actions — such as checking in with a teammate or taking a walk — can create meaningful change. Mental and physical fitness strengthen resilience and enhance readiness. Wellness resources can be found at D-S-P-O-dot-M-I-L or at the Real Warrior Campaign on Health-dot-M-I-L.

For crisis support, dial 988 and press 1, or text 838255 to reach the Veterans/Military Crisis Line. Joining Your Fight: Connect to Protect.

### 60-Second PSA — Brandon Act

September is Suicide Prevention Awareness Month. [Insert Installation or Program Name] supports innovative programs and resources that educate and raise awareness about suicide prevention. One of these efforts includes upholding the Brandon Act.

The Act empowers Service members to request and receive confidential mental health evaluations by speaking with their commander or supervisor. This process helps remove barriers to care and provides timely access to support. The Department of Defense remains committed to fostering a culture where seeking help is recognized as a strength and mental health care is accessible and encouraged. For crisis support, dial 988, press 1, or text 838255 for the Veterans/Military Crisis Line.

### 60-Second PSA — Campaign Overview

September is Suicide Prevention Awareness Month. Suicide remains a public health issue that affects many. The Department of Defense’s campaign, “Joining Your Fight: Connect to Protect,” promotes a unified effort to prevent suicide across the military community. It encourages the Total Force to support each other, encourage help-seeking, and act when someone is in crisis. Connections encourage a cohesive, mission-ready force.

[Insert Installation or Program Name] hosts events to build healthy connections, share resources, and raise awareness. In September, [Insert Installation or Program Name] will host [insert key public activity]. Find resources at D-S-P-O-dot-M-I-L [or the local website]. For crisis support, dial 988, press 1, or text 838255 for the Veterans/Military Crisis Line.

