



Prevention Awareness Month Sample PSA Script Language



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

:30 PSA about the campaign: September is Suicide Prevention Awareness Month. This month, [Name of installation or program] is planning community events so our Service members, family members, and employees know that they are not alone in the battle against suicide. This year's campaign *Joining Your Fight: Connect to Protect* is a call to action to the greater military community to focus on community, collaboration, connection, and hope. [Name of installation and program] informs, engages, and educates to save lives. 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] wants to take this time to remind everyone to secure their firearms and medications. Time and space 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 lock. Keep medications in a safe, locked cabinet, or return to a local pharmacy for safe disposal. *Joining Your Fight: Connect to Protect.*

:45 PSA about the campaign: September is Suicide Prevention Awareness Month and [installation name and program] wants everyone to join us in the fight against suicide. This year's campaign *Joining Your Fight: Connect to Protect* is a call to action to the Total Force to focus on community, collaboration, connection, and hope. Let's show our community that asking for help is a sign of courage this September and beyond. Together we can make a difference. 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: Did you know that putting time and space between suicidal thoughts and the means to act can save a life? Seventy percent of military suicide deaths involve firearms. 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. *Joining Your Fight: Connect to Protect.*





DEFENSE SUICIDE PREVENTION OFFICE

:45 PSA on access to care: Joining Your Fight: Connect to Protect is the DOD suicide prevention campaign for suicide prevention month. It promotes our support of the Total Force in the battle against suicide and encourages connections within our military community as part of a mental health support network. Our community has access to mental health providers in many ways. Non-medical counseling 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 medical services and a telehealth option. Civilian employees can contact the Employee Assistance Program (including local EAP contact). If you or someone you know needs help immediately, please call 988. To reach the Military and Veterans Crisis Line dial 988 and press one, or text 838255. [Installation name and program] asks you to reach out for help because support is always 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 the Total Force. Our campaign Joining Your Fight: Connect to Protect promotes a unified effort in the battle to end suicide across the military 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]. Valuable resources are available on [DSPO.mil](https://www.dspo.mil) [or the local website]. If you, or a Service member you know is in crisis, you can reach the Military and Veterans Crisis Line by dialing 988 and pressing one, or texting 838255.

