

SUICIDE / SAY SOMETHING ABOUT SUICIDE

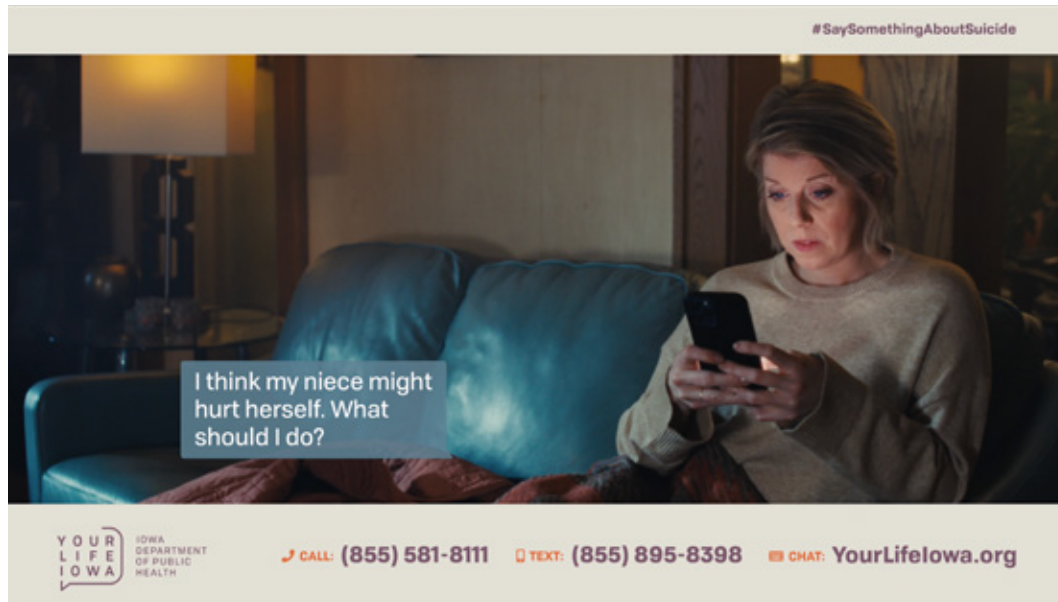
Your Life Iowa

VIDEO

(Expires 5/2/25)

:30

Targeting: Influencers who are close friends, family, teachers, coaches, etc. Anyone who may see that someone might be in harm/danger.



BANNER ADS

(Animated and Static)

Mobile: 300x250px / 300x50px / 320x50px



The easiest way to access these materials is to visit <https://yourlifeiowa.org/prevention/media-center>.

HOW TO GET FILES



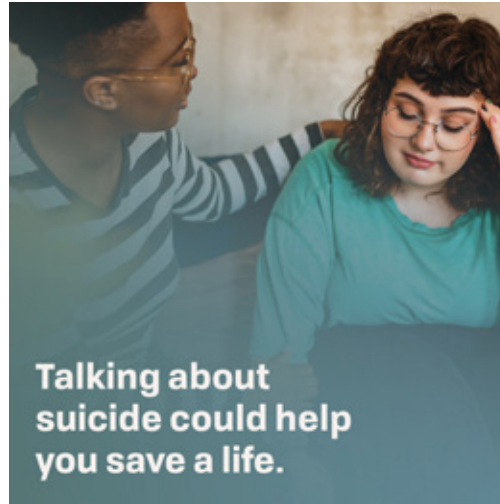
SUICIDE / SAY SOMETHING ABOUT SUICIDE

Your Life Iowa

PROMOTED SOCIAL

(Static)

1080x1080px



CONVERSATION STARTER GUIDES

8.5" x 11"

Talk to your children about suicide. It could save their life.

YOUR LIFE IOWA IOWA DEPARTMENT OF PUBLIC HEALTH

You talk to your children about important topics like sex, bullying, drugs and more. But have you talked to them about suicide and their mental health? If not, it's critical that you do. Because suicide is the second leading cause of death for children ages 10-19 in the United States.¹ We know talking about suicide can be hard. But it might be one of the most important conversations you ever have.

DO YOU KNOW THE WARNING SIGNS OF SUICIDE?

If you've noticed your child showing any of these behaviors, talk to them as soon as possible.

- Feeling down or hopeless
- Withdrawing from you, friends or other family members
- Having major changes in their sleep, eating or activity levels
- Withdrawing from activities they used to like (sports, band, etc.)
- Suddenly giving away possessions
- Making comments about wishing they were dead or being a burden to others
- Being preoccupied with suicide or dying
- In writing, drawing or online activity

HOW TO START THE CONVERSATION.

- Pick a good time and location when you have their attention.
- Some questions you can ask include:
 - Have you felt down or depressed lately?
 - Do you ever feel like hurting yourself?
 - Are you okay? How can I help you?
- Make sure whatever your children have to say, you listen and acknowledge them in a supportive way.

You love your children. That's why it's so important to make sure they know they can talk to you. Especially if they've been thinking about suicide.

SO, WHAT IF THEY HAVE CONSIDERED SUICIDE?

Don't brush it off or think it's just a phase. Get them help immediately. Your Life Iowa can help connect you to mental health resources near you. If you're worried they're in a state of emergency, call 911.

IMPORTANT THINGS TO KNOW.

Talking about suicide does not make someone suicidal. In fact, it may be the opportunity they need to open up about their feelings.

LGBTQ youth are more than four times as likely to attempt suicide than their peers.²

WE'RE HERE FOR YOU AND YOUR FAMILY 24/7.

If you need help talking to your children about suicide or finding mental health resources near you, Your Life Iowa is always here. You're not alone.

CALL: (855) 581-8111
TEXT: (855) 895-8398
CHAT: YourLifeIowa.org

SAY SOMETHING ABOUT SUICIDE.

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Say something about suicide. It could save someone's life.

YOUR LIFE IOWA IOWA DEPARTMENT OF PUBLIC HEALTH

You might not know what to say to someone in your life who you think may be considering suicide. We get it. Talking about suicide can be hard. But it might be one of the most important conversations you ever have.

DO YOU KNOW THE WARNING SIGNS OF SUICIDE?

If you've noticed someone in your life showing any of these behaviors, talk to them as soon as possible.

- Feeling down or hopeless
- Withdrawing from friends or family
- Having major changes in their sleep, eating or activity levels
- Withdrawing from activities they used to like
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 - Have you felt down or depressed lately?
 - Do you ever feel like hurting yourself?
 - Are you okay? How can I help you?
- Make sure whatever they have to say, you listen and acknowledge them in a supportive way.

You care about the people in your life. That's why it's so important to make sure they know they can talk to you. Especially if they've been thinking about suicide.

IMPORTANT TO KNOW.

Talking about suicide does not make someone suicidal. In fact, it may be the opportunity they need to open up about their feelings.

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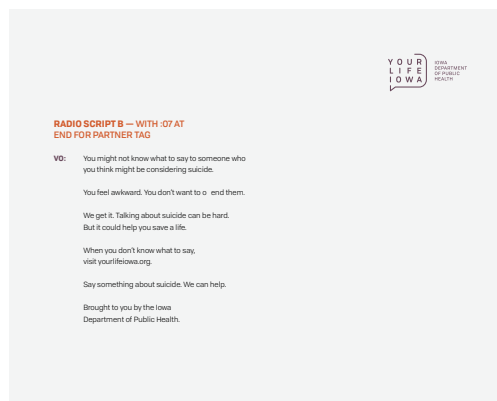
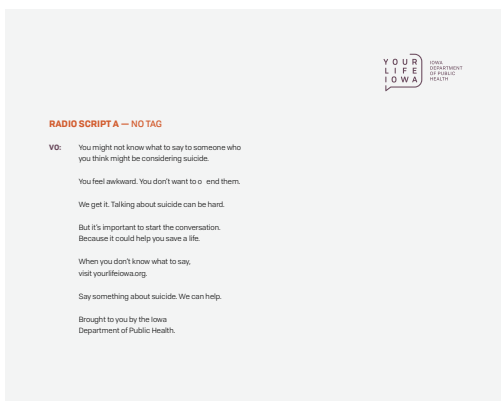
POSTERS

11" x 17"



RADIO SCRIPTS

:30 (No Tag and with :07 tag)



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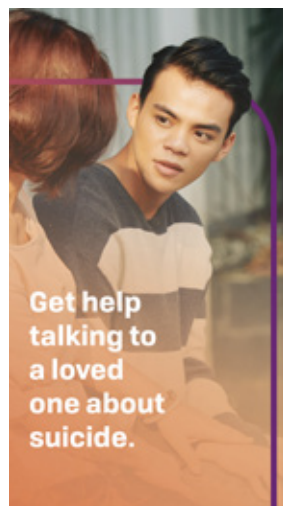
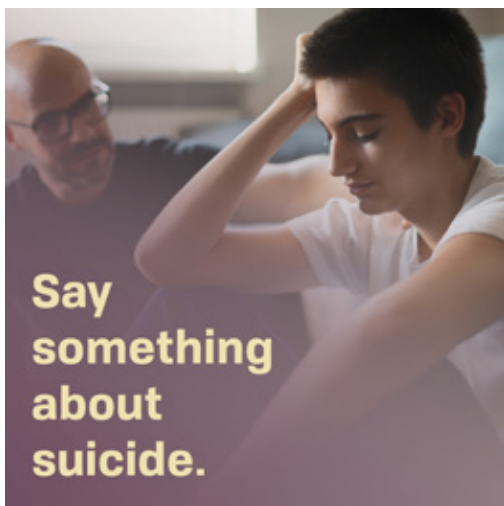
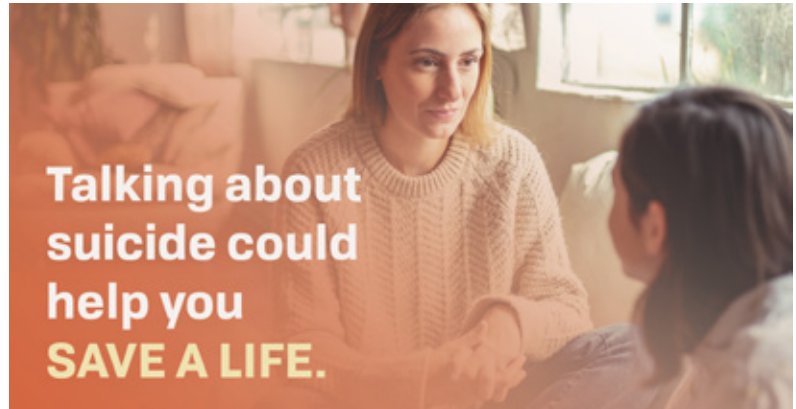
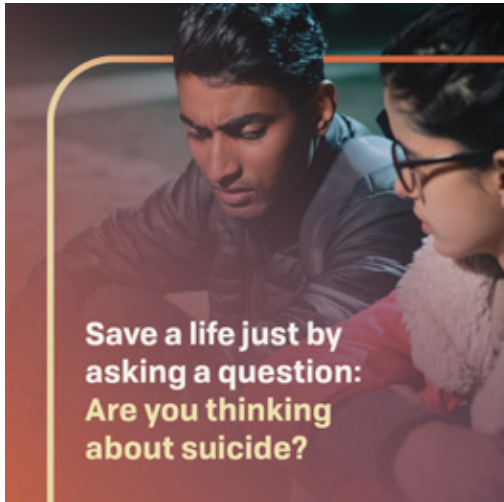
SUICIDE / SAY SOMETHING ABOUT SUICIDE

Your Life Iowa

SHARED SOCIAL

(Static)

1080x1080px / 1080x1920px / 1200x628px



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