**HHS**

**Suicide Prevention**

*“Hero”*

Paid Ad – Carousel

(PRIMARY TEXT): Be a hero. If you think someone you care about is thinking about suicide, ask them. Get help knowing what to say by contacting Your Life Iowa.

(CAROUSEL CARD #1 TEXT): You don’t have to be a firefighter…

(CAROUSEL CARD #2 TEXT): …or a scientist…

(CAROUSEL CARD #3 TEXT): …or a doctor to save a life.

(CAROUSEL CARD #4 TEXT): You just have to ask a question.

(CAROUSEL CARD #5 TEXT): Get help talking about suicide.

(CALL-TO-ACTION BUTTON): Contact us

\*UPLOAD ACCOMPANYING IMAGE\*

*“Save A Life – Female/Man”*

Paid Ad – Single Image

(PRIMARY TEXT):

You can save a life just by asking this question: “Are you thinking about suicide?”

(HEADLINE):

Get help talking about suicide

(CALL-TO-ACTION BUTTON UNDER IMAGE):

Contact us

(SITE DESCRIPTION):

We can help you help your loved ones

\*UPLOAD ACCOMPANYING IMAGE\*

*“Save A Life – Man/Man”*

Paid Ad – Single Image

(PRIMARY TEXT):

You can save a life just by asking this question: “Are you thinking about suicide?”

(HEADLINE):

Get help talking about suicide

(CALL-TO-ACTION BUTTON UNDER IMAGE):

Contact us

(SITE DESCRIPTION):

We can help you help your loved ones

\*UPLOAD ACCOMPANYING IMAGE\*