

## Iowa Department of Public Health 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\***