American Association of Suicidology

National Suicide Prevention Week
September 5 - 11, 2021
Crisis Services Information Dissemination Template

Crisis centers can take the opportunity of an increased spotlight during National Suicide Prevention Week and Month to showcase the importance of and need for their services. By leveraging this attention, crisis centers can create momentum of increased knowledge and access to the services, programs, trainings, and other resources they provide. This can be done in ways such as:

Provide information on your services in visually appealing ways, e.g. infographics, compelling social media posts, PSAs, newspaper editorials or op-eds, etc.

Include information on the number of callers, chatters, texters, or other contacts you receive in a certain, relevant time period. For crisis centers with limited budgets, it could be useful to share information about your limited resources and needs. For instance, showing the incredible amount of work you do with limited resources (small budget, limited volunteer/staff hours, etc.).

Include specific information about the costs of services (x number of hours of volunteer or staff time costs x amount; keeping the phones open for x amount of time costs x amount of dollars, etc.). Provide information on how to make a donation to your crisis center.

Highlight high-profile donors or funding sources that are particularly important within your community or region. Work with those parties to cross-promote your programming as well.

Include information about any training programs you provide within the community. Consider including specific numbers of those trained in each training program.

Include information about local/regional partnerships or collaborations you’ve established with other organizations (schools, churches, social programs, etc.), businesses, hospitals, emergency departments, mental health centers, or partners outside of the industry. Specifically highlight success stories resulting from these collaborations (e.g. follow-up programs implemented at the local emergency department). Collaborate with these partners to cross-promote programming and NSPW activities.

Highlight stories from your staff and volunteers. Include information about why they became involved and how helping others has positively affected them. Include hopeful and uplifting, successful stories. Also include information regarding how the public can become involved in your center’s activities (e.g. donating, volunteering, collaborating).

If able, highlight quotes or stories from crisis contacts who have benefited from your services (anonymous or not with prior approval from said contacts).
Include information about any activities you're planning for NSPW or for the month of September and beyond.

Highlight the importance of accreditation, certification, or other awards your center has received. Explain the importance of these things, including information about particular standards or metrics where your center specifically excels.

Share recent, local statistics, pairing those with both national-level statistics and local resources (e.g. the most recent CDC report).

Participate in social media activities. Share and follow hashtags like #AAS365 and #BeThere and #SPM21