



Dear Suicide Prevention Supporter,

It's widely known that the media is a powerful influencer. This is especially true when it comes to suicide. More than 50 studies conducted worldwide have found that certain types of news coverage can increase the likelihood of suicide among vulnerable individuals; even well-intentioned reports can contribute to suicide contagion. The good news is that media can play a role in suicide prevention provided the coverage is done responsibly.

According to a recent analysis, a majority of California media coverage fails to meet the suggestions provided in the *Recommendations for Reporting on Suicide*, a national consensus-based document that helps reporters discuss suicide in a safe and responsible manner, and you can help.

This Media Outreach Toolkit is designed to help you effectively work with your local media to report suicide responsibly, to encourage help-seeking behavior and to provide resources within their news stories. In this toolkit you will find the following components:

- Making Headlines: Guide to Working with the Media
- Know the Signs Campaign Talking Points
- Recommendations for Reporting on Suicide
- Tip sheet for prepping people with personal stories about suicide for a media interview
- 3 topical template articles:
 - Suicide in Rural Communities
 - Older Adults and Suicide
 - Lethal Means Restriction

All the information in this toolkit is available for download in the Resource Center at www.YourVoiceCounts.org, a public online forum that engages Californians in the development of statewide suicide prevention efforts. Please utilize this toolkit to help harness the power of the media to bring positive change to California. Please provide a copy of this toolkit to your Public Information Officer and Mental Health Director, as well as anyone you feel would benefit from this information. We also welcome you to provide your feedback about this toolkit, how you've used it, and any media coverage that resulted from your work.

In the coming months, we will also provide another toolkit that will contain *Know the Signs* campaign materials for you to use locally (PSAs, posters, brochures, etc).

Thank you for your continued support and dedication to suicide prevention in California. With your help, we look forward to changing the conversation about suicide.

If you have questions about this toolkit, please contact Sherry LeCocq at (619) 326-9663 or sherry@adease.com.

