

Prevent Suicide New Jersey:

Campaign Toolkit

Join the youth-led movement for suicide prevention in New Jersey. Share mental health resources and advocate for open conversations about suicide.

Your mental health is not an afterthought, it's a priority.

If you or someone you know needs immediate support, call or text the **988 Youth Suicide & Crisis Lifeline** or visit the **Prevent Suicide New Jersey** website for resources and support.



Download Free Content

Suicide *isn't* caused by just *one factor.*

Learning the warning signs helps you **support your friends** when they need it most. Recognize the signals of someone in crisis and make a difference.

Learn More>>

Struggling with mental health? **Call or text the 988 Suicide & Crisis Lifeline** or visit **PreventSuicideNJ.org**.

Source: American Foundation for Suicide Prevention

This program is funded by the New Jersey Department of Health and the SAMHSA Garrett Lee Smith State/Tribal Youth Suicide Prevention (GLS) and Early Intervention Grant Program.



Prevent Suicide
New Jersey

NJHealth
New Jersey Department of Health

New Jersey Chapter
INCORPORATED IN NEW JERSEY

American Academy of Pediatrics
DEDICATED TO THE INTERESTS OF ALL CHILDREN

Post on Social

Select and download an image or video from the folder below to share on social media.

Tag [@preventsuicidenj](#) on Instagram and use the hashtags:

#PreventSuicideNJ #PNSJ

#PreventYouthSuicideNJ

Download Content

Share the Memes

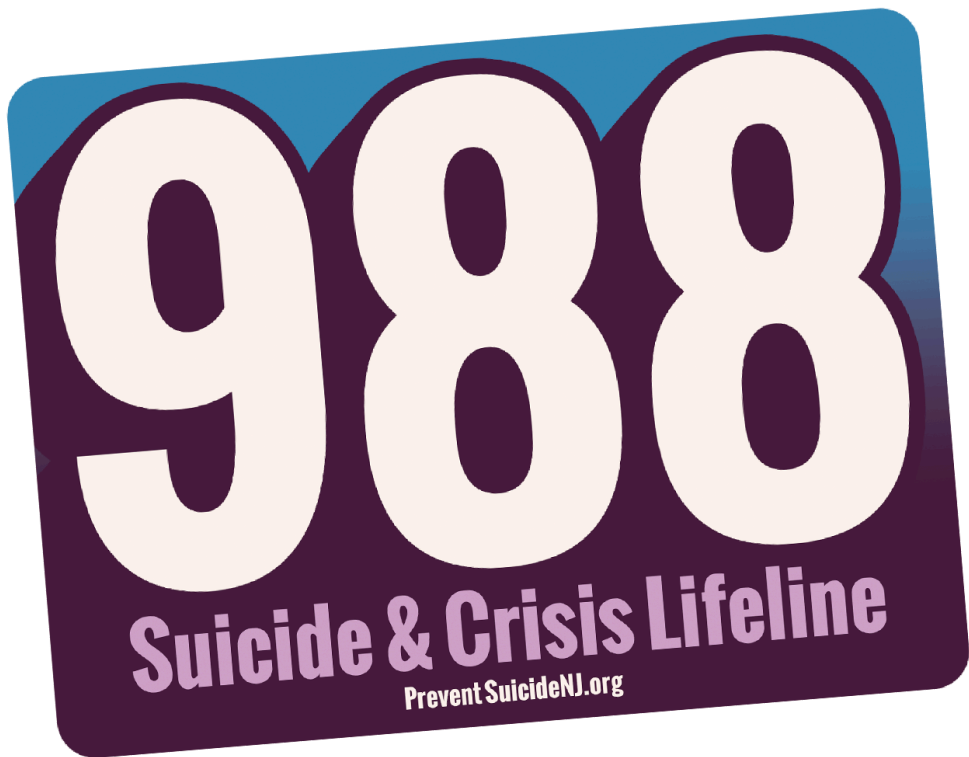
The following memes were created by the members of the Prevent Suicide New Jersey Youth Planning Committee (YPC). These memes express their creativity and dedication to raising mental health awareness. These memes are for educational and awareness purposes only, not for commercial use or sale.

Download Content



Use our GIFs

On Instagram Stories, search **#PSNJ** to add these GIFs to your story!



988
Suicide & Crisis Lifeline

PreventSuicideNJ.org

Your
mental health
is a priority

PreventSuicideNJ.org

Prevention **starts**
with connection.

PreventSuicideNJ.org



Prevent

suicide

PreventSuicideNJ.org





Share your story on Instagram! Remember to tag

@preventsuicidenj and use the hashtags:

#MentalHealthFitCheck #PreventSuicideNJ

#PreventYouthSuicideNJ #PNSJ

Record a 15-to 60-second video about your mental health journey, your “fit” of the day, and how it empowers your mental state.

Whether it’s your favorite cozy hoodie or a playlist that lifts you up, your voice is powerful.

Learn how to participate and inspire others by first reading our guidance and then submitting your video here.

What is Safe Messaging?

When talking about suicide prevention on social media, we want to help others feel safe and empowered to take care of their mental health. We don't want to create negative stereotypes or make suicide seem "trendy."

Check out these tips below before posting:

Do's:

- Encourage seeking help from a friend or trusted adult, or share where to find help.
- Share resources like mental health apps 2nd Floor, SafeNJ, and/or texting or calling crisis lines like 988. See our section on

resources below!

- Focus on themes of hope and positivity when sharing your story. Examples include:
 - Talk about a coping skill or resource that has helped you.
 - Use encouraging phrases like “support is available”, “you are not alone”, “your mental health is a priority,” or whatever feels authentic to you.
 - Highlight that we know suicide is preventable and mental health challenges are solvable.
- Use direct terms “attempted suicide” or “died by suicide” (see below for why we don’t want to use ‘committed’)
- If using stats or data, cite credible sources like National Institute of Mental Health (NIMH), Substance Abuse and Mental Health Services (SAMHSA), or National Alliance for Mental Illness (NAMI).
- Reach out to an adult you trust if you’re unsure about the safety of your message.

Don'ts:

- Avoid glorifying or romanticizing suicide or people who have died by suicide.
- Avoid overly clinical terms so messaging is clear for everyone to understand.

- Don't share graphic details about suicide methods or locations.
- If mentioning a death by suicide, do not say "committed suicide" or "successful attempt". This can create shame and stigma around mental health being 'bad' – or perpetuate a crime association. The preferred term is "died by suicide".
- Don't reinforce negative stereotypes, myths, or stigmas related to suicide or mental health.
 - Example, a phrase like "the weather is so bipolar" is not a correct use of a real mental health diagnosis.
- Do not say someone died by suicide because of a single cause (bullying, depression, etc.). There are often multiple warning signs to intervene.
- Avoid labeling people by their mental health conditions (e.g., instead of "Person A is so depressed," say, "Person A is living with depression").

Sources:

Society for the Prevention of Teen Suicide (SPTS)

How to Talk Safely About Suicide American Foundation for Suicide Prevention

Take Action Today

The logo for "Stand Together" is located at the top of the first call-to-action box. It consists of a blue oval with the word "Stand" in a white, cursive font and the word "Together" in a bold, green, sans-serif font below it.

Stand
Together

Request Campaign Swag for your school or organization. Sign up for PSNJ to provide resources at an upcoming event.

Need social content that is specific to your community? Complete our **Content Request Form**.

The logo for "Reach Out" is located at the top of the second call-to-action box. It features a yellow sunburst background with the word "Reach" in a bold, blue, sans-serif font and the word "Out" in a white, cursive font below it.

Reach
Out

Join the conversation and get campaign updates from PSNJ!

Join our mailing list!

The logo for "Speak Up" is located at the top of a central box. It features the word "Speak" in a white serif font and "Up" in a bold, green sans-serif font, both set against a dark purple oval background.

SpeakUp

Share content on your social platforms
using the materials in this toolkit.

Tag us on IG [@preventsuicidenj](https://www.instagram.com/preventsuicidenj) and
use the hashtags:

#PreventSuicideNJ

#PreventYouthSuicideNJ #PSNJ

**Suicide
prevention
resources are**

available and accessible to everyone.

Resources:

988: Youth Suicide & Crisis Lifeline

2NDFLOOR App

For youth, by youth!

Thank you to these brave **Youth Planning Committee** members for their leadership and dedication in developing this Prevent Suicide New Jersey media campaign.

Ashley
Aanya
Anushka
Arya
Ekansha
Gabriella M.

Piya
Cynthia
Danielle
Erin
Gabby S.
Grace

Sarah
Shane
Soorya
Vaishnavi
Dan
Carlee

Haasini
Ishanvi
Jenya
Melony
Nana
Niti

Isaac
Jam
Maanvi
Paige
Pari
Parv

This program is funded by the New Jersey Department of Health and the SAMHSA
Garrett Lee Smith State/
Tribal Youth Suicide Prevention (GLS) and Early Intervention Grant Program.





Prevent Suicide New Jersey

New Jersey Chapter

INCORPORATED IN NEW JERSEY

American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN®

