2022 State and Territorial Suicide Prevention Needs Assessment Messaging Toolkit for Participants

This toolkit was designed for groups that took part in SPRC's 2022 State and Territorial Suicide Prevention Needs Assessment (SNA). Public and private partners at the state, territorial, and national level that did not take part in the 2022 SNA are encouraged to use our messaging toolkit designed for partners.

We invite you to use the recommended messaging below to promote the 2022 SNA's key findings and associated calls to action, and to tailor the language for your audiences.

Key Messages

Use the key messages below to guide your communication efforts for promoting the 2022 SNA results.

SNA Background

- The Suicide Prevention Resource Center's (SPRC) State and Territorial Suicide Prevention Needs Assessment (SNA) is an annual survey that examines suicide prevention infrastructure and capacity in U.S. states and territories.

2022 SNA Findings

- In Spring 2022, SPRC conducted its second annual SNA, gathering input from 42 states and 2 territories on their challenges, strengths, and progress in developing suicide prevention infrastructure. Read the full assessment and a summary with calls to action.

- The SNA findings revealed four priority areas for strengthening suicide prevention infrastructure in the U.S.: (1) develop designated funding and capacity for suicide prevention, (2) grow partner and leader coordination in suicide prevention, (3) increase community representation and participation in suicide prevention, and (4) strengthen suicide prevention data systems and evaluation processes.

Recommendations for State Suicide Prevention Infrastructure

- The SNA measures state, territorial, and national progress in establishing the six essential elements in SPRC's *Recommendations for State Suicide Prevention Infrastructure*: Authorize, Lead, Partner, Examine, Build, and Guide. Read below to learn what the 2022 SNA found.

- **Authorize:** The 2022 SNA results show a lack of dedicated funding is a significant barrier to suicide prevention efforts. Learn how to identify and secure needed resources for prevention infrastructure.

- **Lead:** While most SNA participants report having a suicide prevention coordinator for their state or territory, many do not have additional staff to support the rollout of prevention efforts. Read about the importance of adequate staffing levels.

- **Partner:** Over three-quarters of SNA respondents have a statewide suicide prevention coalition in place, with most reporting broad public and private sector representation. Find contact information for our state coalition and learn how to support [Insert name of your state/territory]'s efforts.

- **Examine:** More than two-thirds of SNA participants have systems to collect and analyze suicide data. However, few are linking different data systems together (such as state mental health and death record data) to further understand suicide trends. Read guidance on developing data infrastructure.

- **Build:** Most SNA respondents have a state suicide prevention plan calling for a comprehensive approach to preventing suicide, but just over a quarter have enough funding to fully implement it. Learn what is needed to carry out a comprehensive approach to suicide prevention.

- **Guide:** Most SNA participants have regional or community suicide prevention coalitions in their state or territory, but limited staff and funding make it hard to adequately support local prevention efforts. Find guidance on how we can increase support for [Insert name of your state/territory]'s local prevention efforts.

Key Resources

When you promote the 2022 SNA results, direct your audiences to these five key SPRC resources.

State and Territorial Suicide Prevention Needs Assessment Homepage
This homepage is your one-stop shop for all SNA documents.

2022 State and Territorial Suicide Prevention Needs Assessment
This technical report presents complete findings from the 2022 SNA.

2022 State and Territorial Needs Assessment: Call to Action and Summary of Priority Areas
This resource summarizes findings from the 2022 SNA, identifies priority areas for strengthening suicide prevention infrastructure in the U.S., and offers calls to action for your state or territory.

Priority Areas for Strengthening Suicide Prevention Infrastructure in the U.S.
These two-page snapshots also include real-life success stories from states.
1. Develop designated funding and capacity for suicide prevention
2. Grow partner and leader coordination in suicide prevention
3. Increase community representation and participation in suicide prevention
4. Strengthen suicide prevention data systems and evaluation processes

Recommendations for State Suicide Prevention Infrastructure
These recommendations can help you expand and strengthen key elements of suicide prevention infrastructure in your community.

States
This webpage provides contact information for individuals and groups leading suicide prevention efforts in U.S. states and territories.

Newsletter Blurb and Image

Use the text and image below to promote the 2022 SNA via newsletter, listserv, or other communication channel.

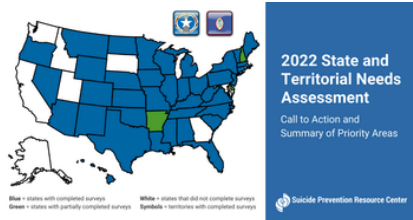**2022 State and Territorial Needs Assessment: Call to Action**

[Insert name of your state/territory] was honored to participate in the Suicide Prevention Resource Center's (SPRC) second annual assessment of suicide prevention infrastructure and capacity of U.S. states and territories. To learn about **the United States'** needs and strengths in preventing suicide, we invite you to read the full 2022 assessment as well as a summary with calls to action.

To help you share key information from these reports, SPRC has also developed two-page snapshots of priority areas for strengthening suicide prevention infrastructure across the nation, which include real-life success stories from states. Read about the four priority areas and find tools to help you establish them:

1. Develop designated funding and capacity for suicide prevention
2. Grow partner and leader coordination in suicide prevention
3. Increase community representation and participation in suicide prevention
4. Strengthen suicide prevention data systems and evaluation processes

Learn more about building a solid foundation for effective, sustainable state suicide prevention efforts.

Download Image

Social Media Posts and Images

Use the text and images below to promote the 2022 SNA through your social media channels.
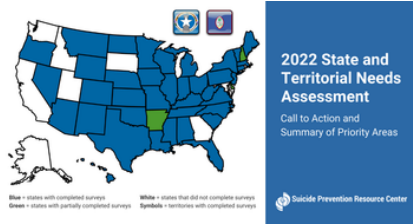
2022 SNA

- **Twitter:** [Insert name of your state/territory] was honored to participate in @SPRCtweets' second annual state and territorial #suicideprevention needs assessment. Learn about our unique needs and strengths in preventing suicide: http://ow.ly/7abq50KHgar #SNA22

- **Facebook:** [Insert name of your state/territory] was honored to participate in the @SuicidePreventionResourceCenter's second annual state and territorial #suicideprevention needs assessment. Learn about our unique needs and strengths in preventing suicide: http://ow.ly/7abq50KHgar #SNA22

- **LinkedIn:** [Insert name of your state/territory] was honored to participate in the @SuicidePreventionResourceCenter's second annual state and territorial #suicideprevention needs assessment. Learn about our unique needs and strengths in preventing suicide: http://ow.ly/7abq50KHgar #SNA22
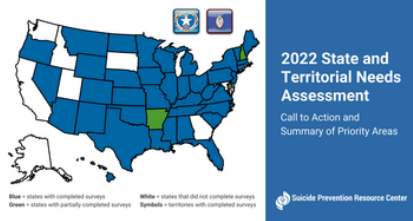
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2022 SNA Call to Action

- **Twitter:** [Insert name of your state/territory] was excited to participate in @SPRCtweets' second annual state and territorial #suicideprevention needs assessment. Check out a summary with calls to action: http://ow.ly/yCwT50KG4gI #SNA22

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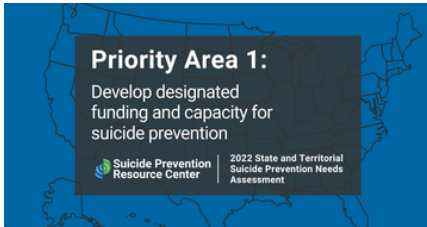
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2022 SNA Priority Areas

- **Twitter:** Learn about the four priority areas for strengthening #suicideprevention infrastructure in the U.S. and [Insert name of your state/territory]'s current focus on [Insert name of priority area]: http://ow.ly/yCwT50KG4gI @SPRCtweets #SNA22

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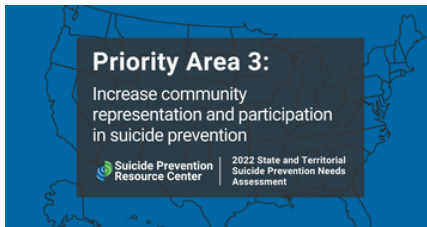
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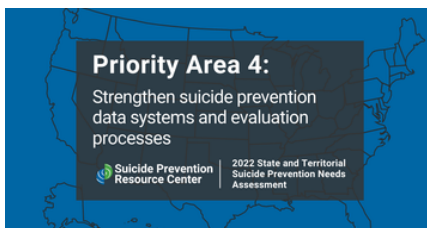Download Image

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Infrastructure Recommendations

- **Twitter:** Recent data show there's a lot we can do to strengthen #suicideprevention infrastructure in [Insert name of your state/territory]. Learn what it takes to build a solid foundation for prevention efforts: http://ow.ly/CJki50KH79E @SPRCtweets #SNA22

- **Facebook:** Recent data from the @SuicidePreventionResourceCenter show there's a lot we can do to strengthen #suicideprevention infrastructure in [Insert name of your state/territory]. Learn what it takes to build a solid foundation for prevention efforts: http://ow.ly/CJki50KH79E #SNA22

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Infrastructure Recommendations Essential Elements

- **Twitter:** Do you know the six essential elements of #suicideprevention infrastructure that [Insert name of your state/territory]'s working to put in place? Find out now and learn how to build a solid foundation for prevention efforts: https://sprc.org/SNA @SPRCtweets #SNA22

- **Facebook:** Do you know the six essential elements of #suicideprevention infrastructure that [Insert name of your state/territory]'s working to put in place? Find out now and read the @SuicidePreventionResourceCenter's recommendations for building a solid foundation for prevention efforts: https://sprc.org/SNA #SNA22

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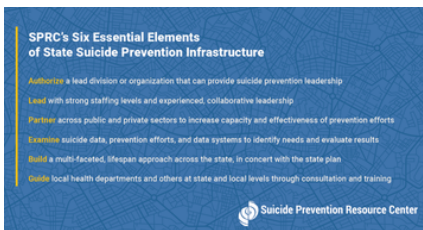
Presentation Deck

Download this slide deck to present the 2022 SNA results to your audiences.

2022 SNA PowerPoint Slide Deck for Participants