#BeThe1To

Join us for National Suicide Prevention Month 2016.

#BeThe1To is the National Suicide Prevention Lifeline’s campaign for National Suicide Prevention Month 2016 and beyond, illustrating the Lifeline’s key message that everyone can take action to prevent suicide.

The campaign consists of:

1. A message kit containing social media posts and graphics to post throughout the month, illustrating the 5 steps people can take to prevent suicide;
2. A microsite featuring stories of hope and recovery from partner organizations and submitted by the general public;
3. A public Twitter chat for World Suicide Prevention Day.

If you’d like to participate in this campaign, we request you:

1. Post messaging from our social media message kit through September;
2. Provide stories of personal action and impact that have helped others which will be posted on social media and on the campaign microsite;
3. Join our Twitter chat on Friday, September 9th in honor of World Suicide Prevention Day.

For those who would like to work more closely with us on this campaign, we offer formal partnership with the Lifeline. For details or questions, email communications@mhaofnyc.org.

Sign up via our Google form: [http://goo.gl/forms/CAVw1XOEu4WCQ7w03](http://goo.gl/forms/CAVw1XOEu4WCQ7w03)

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