

# #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](mailto:communications@mhaofnyc.org).

Sign up via our Google form: <http://goo.gl/forms/CAVw1XOEu4WCQ7w03>



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