

PREVENTS

The President's Roadmap to Empower Veterans
and End a National Tragedy of Suicide



PREVENTS More Than Ever Before Partner Toolkit

Thank you for your continued support of PREVENTS. As a partner in this mission, your commitment to PREVENTS will help change the culture around emotional well-being, mental health and suicide nationally.

The COVID-19 pandemic has created an urgent need for PREVENTS and for our partners. We are already seeing an increase in calls to the Suicide Prevention Lifeline and the Veterans Crisis Line – and we are anticipating an overall increase in mental health challenges. We must encourage all Americans to pay attention to their emotional well-being and the well-being of their loved ones. This isn't an option – It's a necessity.

This toolkit will provide the materials you need to help us implement the **More Than Ever Before** messaging campaign to respond specifically to the COVID-19 crisis. This campaign is designed to help people deal with the stress and anxiety caused by the pandemic by encouraging them to care for their mental health – and support those they love – every day. We are providing information, tips and resources to help people manage their stress – and to help them reach others who are vulnerable.

How Can You Help With the Campaign

- Social Media:
 - Like our Facebook page (www.facebook.com/WeArePREVENTS) and promote it to your Facebook friends.
 - Follow our Twitter feed @WeArePrevents and retweet
 - Send the tweets below on your twitter feed
 - Include our hashtag #MoreThanEverBefore in relevant posts
 - Use the approved graphics below
- If you are comfortable, create a short video of your own about the importance of caring for our emotional well-being everyday – and feel free to challenge others to do the same. Please see talking points below to help guide you.
- Talk to your friends and network about #MoreThanEverBefore and encourage them to share the messages and resources listed below.

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Talking Points

About the Campaign:

- More Than Ever Before, we must pay attention to our emotional well-being and the well-being of our loved ones. This isn't an option – it's a necessity.
- Just as washing our hands, disinfecting surfaces and maintaining physical distance is required to minimize the impact of this pandemic, so too is caring for our mental health and the mental health of those around us.
- Fortunately, there are things we can do to minimize the psychological damage done to our families and communities during this profoundly challenging time. In response to this emergency, we need a fundamental shift in how we promote and maintain our mental health.
- The key is for everyone to become part of the solution. We need to focus daily on caring for our own emotional well-being while supporting the well-being of those we love. We can successfully mitigate the mental health effects of the novel coronavirus to our families and the communities during the profoundly challenging time.

Scope of the Problem:

- Americans across the country are being dramatically affected by this unprecedented psychological challenge. The national public health emergency poses factors that can contribute to an increased risk for a variety of mental health conditions including: fear and uncertainty, individuals losing jobs, families losing savings, constant information overload, vulnerable loved ones, along with compounding challenges that many individuals and families are already facing– further driving them to hopelessness and despair.
- If we all step into this challenge, we will limit emotional suffering, save lives and lay the foundation for a mentally healthier nation going forward. We have recently seen a shift in how Americans are beginning to think about the importance of emotional well-being– but at this time during this crisis we need ALL Americans to actively engage in behaviors that will enhance their overall psychological functioning, protect the emotional health of their kids, and support the mental health of those who are struggling.

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Sample Social Media Posts

- Check in with yourself. You know how you are doing emotionally better than anyone. #MoreThanEverBefore it is important to prioritize #mentalhealth. Online tools are a great place to start. Visit [PREVENTS MTEB page link] for helpful resources.
- While there is a lot that seems out of our control right now, we can control how we take care of ourselves. Exercise, worship, meditate, cook, read, call friends and family, continue therapy through telehealth options. Do what you know helps. #MoreThanEverBefore
- Who have you reached out to today? #MoreThanEverBefore, our social connection must be strong as we continue to face this period of #physicaldistancing. Share your struggles and your successes with loved ones. You are not alone.
- As we adopt new routines, tune in to your kids— they might be feeling confused, scared, or sad. Open conversations that prioritize their #mentalhealth are necessary and good for you and for them! Check out online resources for parents to help you navigate those conversations.
- If you or someone you know is in crisis, call the National Suicide Prevention Lifeline at 1-800-273-8255 (and press 1 if you're a Veteran). #MoreThanEverBefore, we must take action to #PreventSuicide.
- #MoreThanEverBefore, your #mentalhealth deserves the same attention and care as your physical health. [Insert Partner name] is proud to be working with @WeArePREVENTS to spread this message. What are you doing to take care of yourself today?
- #MoreThanEverBefore, we must connect with our friends, family members, co-workers, and community members to share our struggles and successes! We all do better when we see that we are not alone. We will get through this, and we'll get through it together.
- #MentalHealth is something [Company name] cares deeply about. We have been working with @WeArePREVENTS to promote positive mental health and encourage our followers to check-in on coworkers, friends, and family during this challenging time. #MoreThanEverBefore
- It's okay to not be okay. #MoreThanEverBefore it is important that you ask for help if you need it. Visit [PREVENTS MTEB/or Company mental health page] page for support and resources to help keep yourself mentally/physically healthy. And reach out to trusted family and friends who can provide additional support.

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- What is one virtual way you can spread kindness today as you practice #physicaldistancing? Call a friend to check in, send an encouraging note or email, or text a family member to let them know you are thinking about them! #MoreThanEverBefore
- The effects of the pandemic can compound the challenges that many individuals and families are already facing. #MoreThanEverBefore, we must reach out to friends, family, and neighbors who may be struggling or vulnerable. A simple call or text can really help. .
- We all need compassion and support right now— some of us will need more. Take a minute every day to think about your network – and if there is someone who may need additional support, reach out and offer it. You don't need to have all of the answers – you just need to offer to be part of their support system.
- If you or someone you know struggles with addiction and is in need of help, this may be an especially difficult time for them. Please reach out to them to provide support. Find treatment options near you: <https://findtreatment.gov>
- An increase in stress may lead some individuals to increase their use of alcohol, tobacco, or illegal drugs. It is important to recognize the signs of stress in yourself and your loved ones. Learn more from @samhsagov/@samhsa: [<https://store.samhsa.gov/sites/default/files/d7/priv/sma14-4885.pdf>]

Resources for Mental Health Support

- **American Psychological Association**– [General Resources](#)
 - Information and preparedness and safety resources, resources specifically for psychology professionals and students, healthcare professionals, and parents and caregivers.
- **Centers for Disease Control and Prevention** – [Stress & Coping](#)
 - Tips and resources for mental health management during stressful situations.
- **National Alliance on Mental Illness**- [COVID-19 Resource and Information Guide](#)
 - A comprehensive guide to answer questions about COVID-19, resources, and how to care for yourself and others.
- **Mental Health America**- [Mental Health and COVID-19- Information and Resources](#)
 - A range of resources and information for all individuals, as well as resources specifically organized for mental health providers, parents, caregivers, older adults, domestic violence survivors, LGBTQ+ individuals, and Veterans.
- **Veterans Affairs** – [Reducing firearm and other household safety risks](#)

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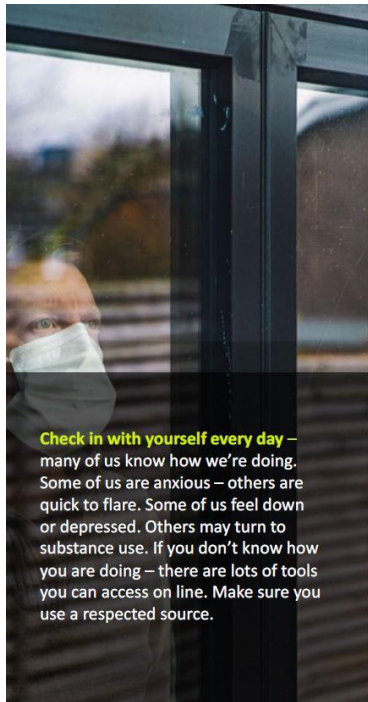
- Contact your local Vet center and Suicide Prevention Coordinator to inquire about free gun locks.
- **Veterans Affairs-** [Maintaining and Enhancing Your Mental Health and Well-being During the Novel Coronavirus Disease \(COVID-19\) Outbreak](#)
 - How to manage stress and anxiety, avoid too much exposure to news, stay connected, and stay informed during the coronavirus outbreak.
- **Substance Abuse and Mental Health Services Administration** – [COVID-19 Guidance and Resources](#)
 - SAMHSA is providing guidance and resources to assist individuals, providers, communities, and states across the country.
- **Veterans Crisis Line** – [Local Resources](#)
 - No matter what you are experiencing, there are resources and support systems near you to help.
- **Suicide Prevention Lifeline-** [Talk to Someone Now](#)
 - If you or someone you know is in distress, call or chat with the lifeline 24/7 for free and confidential crisis services.

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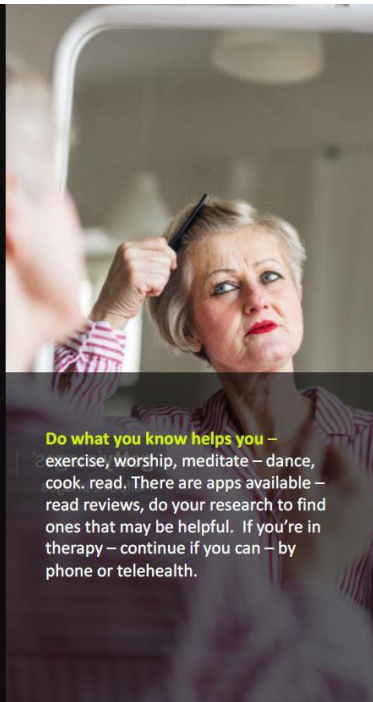
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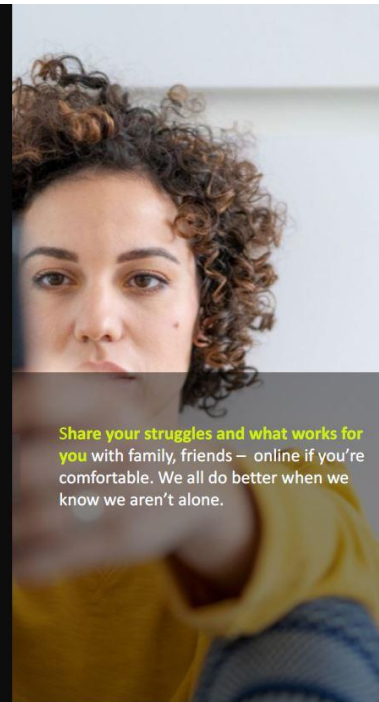
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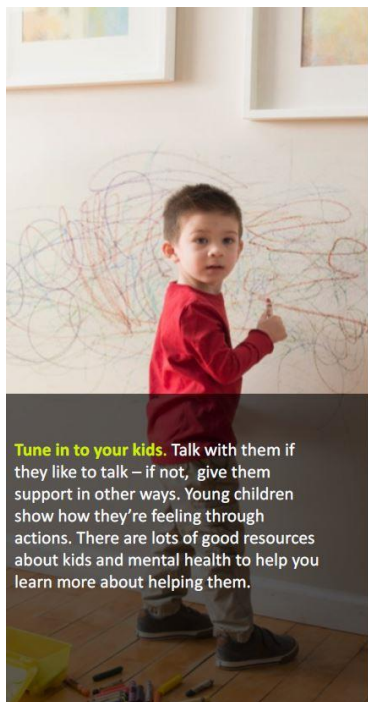
Check in with yourself every day – many of us know how we're doing. Some of us are anxious – others are quick to flare. Some of us feel down or depressed. Others may turn to substance use. If you don't know how you are doing – there are lots of tools you can access on line. Make sure you use a respected source.



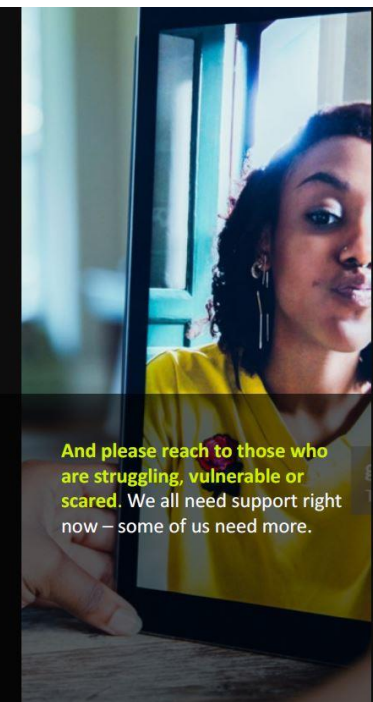
Do what you know helps you – exercise, worship, meditate – dance, cook, read. There are apps available – read reviews, do your research to find ones that may be helpful. If you're in therapy – continue if you can – by phone or telehealth.



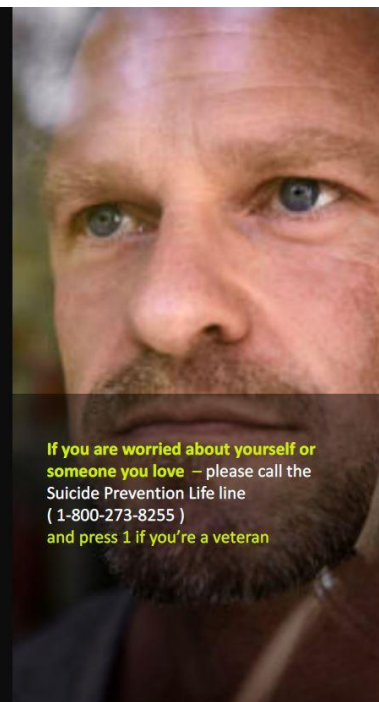
Share your struggles and what works for you with family, friends – online if you're comfortable. We all do better when we know we aren't alone.



Tune in to your kids. Talk with them if they like to talk – if not, give them support in other ways. Young children show how they're feeling through actions. There are lots of good resources about kids and mental health to help you learn more about helping them.



And please reach to those who are struggling, vulnerable or scared. We all need support right now – some of us need more.



If you are worried about yourself or someone you love – please call the Suicide Prevention Life line (1-800-273-8255) and press 1 if you're a veteran