



Don't Wait. Reach Out" Campaign Suicide Prevention Month 2022 Talking Points for Campaign Supporters

You can use the talking points below to share information about the "Don't Wait. Reach Out" campaign and the issue of Veteran suicide prevention more broadly.

Key Messages

- September is Suicide Prevention Month, and we're reminding Veterans everywhere that suicide is preventable and there is hope.
- Reaching out for help isn't always easy. But Veterans are trained do hard things.
- ***Don't wait. Reach out.*** If you or a Veteran you know needs support, visit VA.gov/REACH.
- At VA.gov/REACH, you can also find social media content to help spread the word to Veterans in your life. Everyone can be part of the solution and help save lives.

Additional Supporting Messages

- Tragically, US Veterans are at a higher risk for suicide compared to the general population.
- In 2021, the Ad Council and the Department of Veterans Affairs partnered to create "***Don't Wait. Reach Out.***"—a national campaign that encourages struggling Veterans to seek help for their life challenges before they reach a crisis point.
- Through this campaign, we can spread hope that Veterans, and all of us, can overcome difficult things.
- The "***Don't Wait. Reach Out.***" campaign is part of VA's 10-year strategy to end Veteran suicide through a comprehensive, public health approach.
- Suicide is complex, and stressful life events like divorce or job loss can be risk factors. The "***Don't Wait. Reach Out.***" campaign is designed to support Veterans across a wide range of life challenges, before these problems become overwhelming.
- Everyone can be part of the solution by checking in with the Veterans in their life who may be going through a rough time and encouraging them to reach out if they need help.



FAQs

Why is it important to encourage Veterans to reach out before their challenges become overwhelming?

- Veterans are trained to endure challenging situations, but stigma can make it difficult to reach out for help.
- Suicide is preventable. This campaign aims to address some known risk factors for suicide, which include stressful life events like divorce, job loss, substance use, and housing troubles.
- By encouraging Veterans who are struggling to reach out for help, and providing comprehensive resources at [VA.gov/REACH](https://www.va.gov/REACH), we can help Veterans manage their challenges before their stress reaches a boiling point.

Why is this message needed now?

- According to the [2021 National Veteran Suicide Prevention Annual Report](#), although the Veteran suicide rate significantly and meaningfully decreased in 2019, the suicide rate among Veterans was 52% higher than non-Veteran adults in the U.S.
- VA has made great strides in Veteran suicide prevention, but much work remains to be done.