



“Don’t Wait. Reach Out” Campaign 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

- We’re reminding Veterans everywhere that suicide is preventable and there is hope. If you or a Veteran you know is struggling, don’t wait. Reach out.
- Veterans were trained to put a mission or others before themselves, which can make it harder for Veterans to accept or ask for help. That’s why [the new PSA](#) poses the question: “When was the last time *you* asked for help?” Don’t Wait. Reach Out. Visit VA.gov/REACH for resources today.
- 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.
- Veterans, it's okay to ask for help.

Additional Supporting Messages

- If you’re a Veteran in crisis or concerned about one, contact the Veterans Crisis Line to receive 24/7 confidential support. You don't have to be enrolled in VA benefits or health care to connect. To reach responders, **Dial 988 then Press 1**, chat online at VeteransCrisisLine.net, or text **838255**.
- Tragically, our nation’s Veterans are at a higher risk for suicide compared to the general population. And everyone plays a role in suicide prevention.
- 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.
- Reaching out isn’t always easy. And Veterans are trained to do hard things. Don’t wait. Reach out. If you or a Veteran you know needs support, visit VA.gov/REACH.
- 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, and normalizing conversations about mental health and suicide prevention can make it easier 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?

- Although the Veteran suicide rate meaningfully decreased in both 2019 and 2020, the suicide rate among Veterans in 2020 was 57% higher than non-Veteran adults, according to the most recent available data from the [2022 National Veteran Suicide Prevention Annual Report](#).
- VA has made great strides in Veteran suicide prevention, but much work remains to be done.
- Our efforts can make a difference, and we will continue to share this message of hope and inspire more Veterans to reach out for the resources they need.