



VETERAN
BUDDY CHECK



OUTREACH KIT

VA



U.S. Department of Veterans Affairs
Veterans Experience Office



VETERAN BUDDY CHECK



OVERVIEW

Veteran Buddy Checks encourage Veterans to connect or reconnect with their Veteran friends – just to check in. A [STRONG Veterans Act of 2022](#) initiative, Veteran Buddy Checks build on the success of the American Legion's [Buddy Check program](#) and the Veteran Wellness Alliance's [Get Involved program](#). In addition to Veteran Buddy Checks, Buddy Check Week, will take place October 21 – 25, 2024.

Explore [VA Veteran Buddy Check](#) to learn more about Buddy Checks, access valuable resources—including training modules and the Buddy Check Outreach Kit—and [subscribe to Veteran Buddy Check emails](#) to receive additional tools to support your Buddy Checks. Veteran Buddy Checks enhance peer-to-peer connections, improve mental health, and increase access to VA resources. Veterans and their families are encouraged take the [pledge](#) to **Talk to 10** buddies.

We need your help to raise awareness about Buddy Checks! This communications kit includes key messages, draft posts, key resources, and scripts that you can use to help spread the word. Thank you, as always, for your partnership and support.

KEY MESSAGE:

- » Take the [pledge](#) to **Talk to 10** Veteran buddies. Check-in, catch up, be a buddy. Learn more at: [VA Veteran Buddy Check](#).
- » Take the training before talking – recognize the signs of distress and learn about resources you can recommend to your buddy if needed.
 - [Peer Wellness Training 2023](#)
 - [VA S.A.V.E. Training](#)
- » No one can replace the trust built between Veterans who served together. Don't let that bond fade, reconnect. If you need help finding buddies from your unit, try [Together We Served](#) today.
- » Join the largest social network from the military by, for, and about service members and Veterans. Use [RallyPoint](#) to find, bond with or be a buddy.



DRAFT SOCIAL MEDIA COPY

General options:

1. Take the [pledge](#), **#TalkToTen!** Reconnect with your battle buddies, make sure they're okay.
[Take the pledge](#)
2. When was the last time you talked to your battle buddy from boot camp? You may be doing great, but are they? Learn more about Buddy Checks at [VA Veteran Buddy Check](#)
3. All Veterans know "that guy." He was the one who always lost his cover, always showed up late with the best excuse, but always made you laugh. When was the last time you talked to him? Be a buddy, check in. We're asking all Veterans to **#TalkToTen** buddies. Learn more at: [VA Veteran Buddy Check](#)
4. Many of your friends may be doing well, but others may need help from the community or VA in some way. Check in on your buddies and connect them to useful resources, such as [VA.gov](#) or 1-800-MyVA411 (1-800-698-2411).
5. When's the last time you spoke with your military crew from back in the day? Veteran Buddy Checks, [pledge](#) to **#TalkToTen** fellow Vets – let's make a difference together.
6. Do you ever wonder how that Airman, Marine, Soldier, Guardian, or Sailor that you served with is doing today? Doing a Buddy Check is the perfect time to find out! Take the [pledge](#), **#TalkToTen!** Learn more: [VA Veteran Buddy Check](#)
7. I took the [pledge](#) to **#TalkToTen** Veterans because reaching out makes a difference. Learn more at: [VA Veteran Buddy Check](#)

KEY RESOURCES AND FACT SHEETS:

- » [VA Veteran Buddy Check](#) - the best place for Veterans and their families to learn about all things about Buddy Checks.
- » Take VA trainings to help you act with care and compassion if you encounter a Veteran who may be in crisis or experiencing suicidal thoughts.
 - [Peer Wellness Training 2023](#)
 - [VA S.A.V.E. Training](#)
- » [VA's Health Care Application](#)
- » Find Veterans you served with at [Together We Served](#).
- » Use [RallyPoint](#) to find, bond with or be a buddy.
- » Veterans Crisis Line is available 24/7. You don't have to be enrolled in VA benefits or health care to connect. **Dial 988 then Press 1**, [Chat Online](#), or Text 838255.



NEWSLETTER SAMPLE COPY

I PLEDGE TO TALK TO 10 VETERANS THIS BUDDY CHECK

In the military, we learned to rely on each other. Now that we're out, that hasn't changed. We all need help sometimes, but do you know when your buddies need help? Join the Veteran community to perform Veteran Buddy Checks and encourage everyone to check in with their battle buddies or rekindle old friendships. Will you check-in?

Take the Pledge to Talk to 10

Reach out to your Veteran friends, check in. Talk about your family, where you live now, how life has changed since you were back on base together.

KNOW HOW TO HELP

If you think that your buddy could use some help, tell them about the resources available to him or her.

1. 1-800-MyVA411 (1-800-698-2411) is always the right number to call and a great place to get started with VA.
2. Veterans Crisis Line is available 24/7. **Dial 988 then Press 1**, [Chat Online](#), or Text 838255.
3. Print [VA Welcome Kit](#) to learn more about what VA offers, how we can help, and how to get started.

TAKE THE TRAINING

1. Do you know the signs of distress? Take this [30-minute online training](#) you'll be an even better advocate for your friends.
2. Many of your friends may be doing well, but others may need help from the community or VA in some way. Be a buddy.
3. Learn more about Veteran Buddy Checks at [VA Veteran Buddy Check](#).





BLOG/ARTICLE SAMPLE COPY

BUDDY CHECK – TALK TO 10!

In support of The STRONG Veterans Act of 2022, the Department of Veteran Affairs (VA) established Veteran Buddy Checks to encourage peer-to-peer connections among Veterans and their families, reduce isolation, support peer crisis intervention, and increase access to both VA and community care and services. To bolster this connectivity and support for Veteran Buddy Checks, VA and partners will promote an annual weeklong observance October 21 – 25, 2024.

We invite all Veterans to complete peer wellness, resiliency, and [VA S.A.V.E. Training](#) with a [pledge](#) to contact or **Talk to 10** Veterans. Our goal is to support peer networking, increase access to Veteran resources, improve mental health, promote suicide prevention, and build connections. VA and partners will provide training tools, resources, and other forums to ask questions and share stories about Veterans connecting with peers and battle buddies.

Everyone can be part of the solution by checking in with the Veterans in their life and encouraging them to reach out if they need help. Many of your friends may be doing well, while others may need assistance from the community or VA in some way. Share the 1-800-MyVA411 (1-800-698-2411) phone number, [VA.gov/REACH](#), and [VA Welcome Kit](#) as gateways for needed resources.

1-800-MyVA411 (1-800-698-2411) can help your friends with health care, community care, memorial affairs, crisis, debt management, facility locator, benefits assistance, homelessness, and PACT Act information. Sharing the [VA Welcome Kit](#) may also prove helpful for your buddies who need more information on VA services and benefits.

GET PREPARED NOW Start by accessing the [VA S.A.V.E. Training](#). In just 30 minutes, you'll be better equipped to reach your buddies and friends offering the support they may need.

Find Friends Explore new ways to find your battle buddies and friends using [Together We Served](#) and [RallyPoint](#). Check out other Veteran serving organizations efforts such as [Buddy Check | The American Legion](#) and the [Veteran Wellness Alliance Check In](#) to get involved.

VETERANS CRISIS LINE Your battle buddies and friends from service may be experiencing a variety of stressors in their life. It's important to have the right resources handy when talking about life--past, present, and future. The Veterans Crisis Line is the fastest way to get help if your buddy is in crisis or at risk of killing themselves. **Dial 988 then Press 1** if you encounter a friend needing help now.

2023 SAMPLE BLOGS:

[VA's first-ever Buddy Check Week – get involved! - VA News](#)

[Veterans' organizations support VA's Buddy Check Week - VA News](#)

[Finding hope with help from our buddies - VA News](#)

START A VETERANS SOCIAL

Veterans Socials are a place to meet friends, find resources, and have fun with other Veterans and community members. [Start a Veterans Social](#) today!

SOCIAL GRAPHICS AND FLYERS

Below you'll find the primary event flyer and social media graphics:



BE A BUDDY!

VETERAN BUDDY CHECK



TAKE THE
PLEDGE!
CHECK IN WITH
10 VETS



Veteran Buddy Checks encourage Veterans to connect or reconnect with their Veteran friends – just to check in.

Take the pledge to **#TalkToTen Veterans** at: <https://department.VA.gov/veterans-experience/va-veteran-buddy-checks/>

If you think that your Veteran buddy could use some help, tell them about the resources available to him or her.



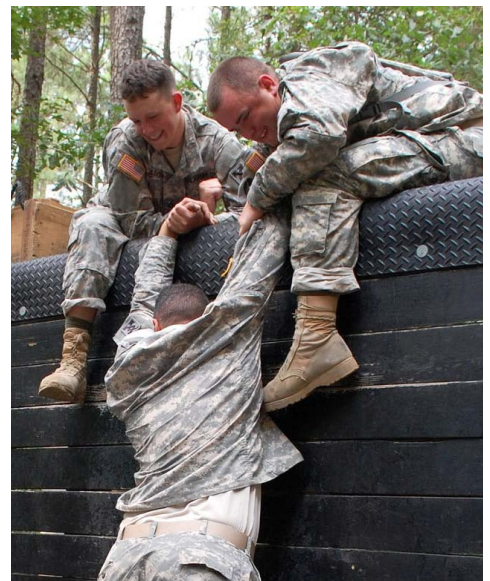
1-800-MyVA411 is a great place to get started with VA, it's always the right number to call.



Veterans Crisis Line is available 24/7. Dial 988 then Press 1, Chat Online, or Text 838255.



Get the **VA Welcome Kit** to learn what VA offers and how to get started. [VA.gov/welcome-kit](https://www.va.gov/welcome-kit)



Scan this code for valuable training to recognize the signs of distress and learn about resources you can recommend to your buddy if needed.

EFFORT 1

“Take the Pledge”



Facebook



Instagram Story



Instagram Post

EFFORT 2-A

“When was the Last Time?”

**When was the last time
you talked to your battle
buddy from basic training?**

**YOU MIGHT BE DOING
GREAT, BUT ARE THEY?**

**VETERAN
BUDDYCHECK** 



Facebook

**When was the last time
you talked to your battle
buddy from basic training?**



**YOU MIGHT BE DOING
GREAT, BUT ARE THEY?**

**VETERAN
BUDDYCHECK** 

Instagram Story

**When was the last time you talked to
your battle buddy from basic training?**

**YOU MIGHT
BE DOING
GREAT, BUT
ARE THEY?**



**VETERAN
BUDDYCHECK** 

Instagram Post

EFFORT 2-B

“When was the Last Time?”

**When was the last time
you talked to your battle
buddy from boot camp?**


**YOU MIGHT BE DOING
GREAT, BUT ARE THEY?**

**VETERAN
BUDDYCHECK** 




Facebook

**When was the last time
you talked to your battle
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**YOU MIGHT BE DOING
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Instagram Story

**When was the last time you talked to
your battle buddy from boot camp?**

**YOU MIGHT
BE DOING
GREAT, BUT
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**VETERAN
BUDDYCHECK** 

Instagram Post

EFFORT 3

“Know How to Help”



Facebook



Instagram Story



Instagram Post

EFFORT 4

“Get Training”



Facebook



Instagram Story



Instagram Post

EFFORT 5

“Recognize the Signs”



Facebook



Instagram Story



Instagram Post

EFFORT 6

“Check in Today”



Facebook



Instagram Story



Instagram Post

EFFORT 7

“Shield”



Facebook



Instagram Story



Instagram Post