



RECOGNIZING 15 YEARS OF PROGRESS ADVANCING SUICIDE PREVENTION EFFORTS

For 15 years, the National Action Alliance for Suicide Prevention (Action Alliance) has served as a catalyst for driving sustained change across the suicide prevention field through the work of its public and private partners.

Through the commitment and dedication of this collective leadership, the Action Alliance has spearheaded key initiatives, continued to advance systems-level change, and has driven progress across the suicide prevention field.

Over the past 15 years, the Action Alliance:

- Has played a significant role in the creation of the Zero Suicide Initiative and the 988 Suicide & Crisis Lifeline, both of which were developed from Action Alliance Task Forces.
- Convened partners such as The Joint Commission and CARF (Commission on Accreditation of Rehabilitation Facilities) to update national patient safety goals and accreditation standards to align with Action Alliance recommendations.
- Catalyzed Crisis Now, which served as the foundation of SAMHSA's National Guidelines, used by states across the country to transform behavioral health crisis systems.

The work of the Action Alliance is only possible thanks to the commitment of its partners who have been tireless in their efforts to reduce suicide across the United States. We thank them for their continued dedication as we look ahead to convene partners and advance high-impact priority areas of the *National Strategy for Suicide Prevention*.

SEPTEMBER 2010



NATIONAL ACTION ALLIANCE FOR SUICIDE PREVENTION (ACTION ALLIANCE) LAUNCHES

The U.S. Department of Health and Human Services (HHS) Secretary Kathleen Sebelius and U.S. Department of Defense Secretary Robert Gates officially launch the National Action Alliance for Suicide Prevention (Action Alliance) on World Suicide Prevention Day (September 10) at the National Press Club. The Action Alliance was created as the nation's public-private coordinating body for suicide prevention to oversee the implementation of the *National Strategy for Suicide Prevention (National Strategy)*.

2012

THE ACTION ALLIANCE CATALYZES THE ZERO SUICIDE INITIATIVE

The Action Alliance releases the [Suicide Care in Systems Framework](#) report, outlining best practices for preventing suicide in health care settings, launching the national Zero Suicide initiative.

THE ACTION ALLIANCE FOCUSES ON WORKPLACE SUICIDE PREVENTION

The Action Alliance's Workplace Task Force releases the [Comprehensive Blueprint for Workplace Suicide Prevention](#) and [A Manager's Guide to Suicide Postvention in the Workplace](#), equipping workplaces with the resources and tools needed to prioritize mental health and suicide prevention.

SEPTEMBER 2012



A NEW NATIONAL STRATEGY FOR SUICIDE PREVENTION IS RELEASED

The Action Alliance, HHS, and Office of the U.S. Surgeon General (OSG) release a [National Strategy for Suicide Prevention](#), which serves as the nation's roadmap for suicide prevention. In advancing high-priority areas of the *National Strategy*, the Action Alliance identifies three key areas of focus: transforming health systems, transforming communities, and changing the conversation.

MAY 2012



LAUNCH OF THE NFL LIFE LINE

The Action Alliance partners with the National Football League, the Substance Abuse and Mental Health Services Administration (SAMHSA), the National Suicide Prevention Lifeline (now, 988 Suicide & Crisis Lifeline), and Centerstone to establish the launch of the [NFL Life Line](#).

JULY 2013



CONGRESSIONAL BRIEFING ON SUICIDE PREVENTION

The Action Alliance co-hosts its first bipartisan Congressional briefing and panel discussion on suicide prevention with Reps. Grace F. Napolitano and Tim Ryan.

SEPTEMBER 2013

THE ACTION ALLIANCE RELEASES JUVENILE JUSTICE RESOURCES

The Action Alliance's Youth in Contact with the Juvenile Justice System Task Force releases a [series of resources](#) aimed at supporting suicide prevention in juvenile justice settings.

JANUARY 2014

2014

RAIL INDUSTRY FORUM

The Action Alliance convenes a forum of U.S. railroad company executives and suicide prevention experts to jointly discuss the role of the railroad industry in promoting suicide prevention.

TRAINING LAUNCHES FOR NEWS MEDIA

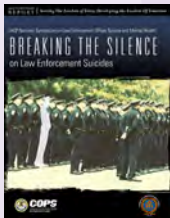
The Action Alliance partners with the [Poynter Institute](#), Education Development Center (EDC), Suicide Awareness Voices of Education (SAVE), Reingold, and the U.S. Department of Veterans Affairs (VA) to train reporters on ethical and safe reporting.

FEBRUARY 2014

PRIORITIZED RESEARCH AGENDA

The Action Alliance's Research Prioritization Task Force releases [A Prioritized Research Agenda for Suicide Prevention: An Action Plan to Save Lives](#), aiming to guide the nation's investments in suicide prevention research.

JUNE 2014



LAW ENFORCEMENT ROADMAP

The Action Alliance and the International Association of Chiefs of Police (IACP) release [IACP National Symposium on Law Enforcement Officer Suicide and Mental Health: Breaking the Silence on Law Enforcement Suicides](#), an actionable roadmap for how police departments can mitigate the risk of law enforcement suicide.

ZERO SUICIDE ACADEMY LAUNCHES

Action Alliance partners hold the first [Zero Suicide Academy](#) training for health and behavioral health organizations seeking to reduce suicides among those in their care, based on the Action Alliance's [Zero Suicide Framework](#).

THE ACTION ALLIANCE DEVELOPS PUBLIC MESSAGING GUIDANCE

The Action Alliance and the Suicide Prevention Resource Center (SPRC) launch the [Framework for Successful Messaging](#), a resource providing guidance in developing public messages about suicide and suicide prevention.

JULY 2014

AUGUST 2014

LIVED EXPERIENCE REPORT IS RELEASED

The Action Alliance's Suicide Attempt Survivors Task Force releases [The Way Forward: Pathways to Hope, Recovery, and Wellness with Insights from Lived Experience](#), which discusses the value and importance of engaging the perspectives of suicide attempt survivors and provides recommendations on how to do so.

LAW ENFORCEMENT SUICIDE PREVENTION RESOURCES ARE DEVELOPED

The Action Alliance, in partnership with the American Association of Suicidology (AAS), Carson J Spencer Foundation, and the IACP, releases [Breaking the Silence: Suicide Prevention in Law Enforcement](#), along with a [video facilitation guide](#), offering guidance on how police departments can make suicide prevention a priority.

SEPTEMBER 2014



FAITH.HOPE.LIFE. IS INTRODUCED

The Action Alliance's Faith Communities Task Force launches the [Faith.Hope.Life.](#) campaign to involve U.S. faith communities, regardless of creed, in suicide prevention.

RECOMMENDATIONS FOR IMPROVING NATIONAL DATA SYSTEMS

The Data and Surveillance Task Force produces a series of recommendations for improving national data systems for the surveillance of suicide-related events. These recommendations appear in [Improving National Data Systems for Surveillance of Suicide-related Events](#) published by the *American Journal of Preventive Medicine*.

OCTOBER 2014

FIRST-OF-ITS-KIND CLINICAL WORKFORCE TRAINING GUIDE

The Action Alliance's Clinical Workforce Preparedness Task Force releases first-of-its-kind training guidelines, [Suicide Prevention and the Clinical Workforce: Guidelines for Training](#), designed to advance the competency of the broader clinical workforce in serving individuals at risk of suicide.

MARCH 2015

PORTFOLIO ANALYSIS OF PUBLIC AND PRIVATE SECTOR INVESTMENTS

The Action Alliance partners with the National Institute of Mental Health (NIMH) to release [U.S. National Suicide Prevention Research Efforts: 2008–2013 Portfolio Analyses](#), outlining public and private sector investments in suicide research.

APRIL 2015

THE ACTION ALLIANCE DEVELOPS RESOURCES TO ENSURE AN EFFECTIVE RESPONSE FOLLOWING A SUICIDE

The Action Alliance's Survivors of Suicide Loss Task Force releases [Responding to Grief, Trauma, and Distress After a Suicide: U.S. National Guidelines](#), describing the infrastructure, resources, systems, and services required to ensure an effective response following a suicide.

SEPTEMBER 2015

THE ACTION ALLIANCE RELEASES FIRST PUBLIC PERCEPTION POLL

The Action Alliance [releases findings from a national survey](#) on public perceptions about mental health and suicide awareness. [The first in an ongoing initiative](#), the Action Alliance partners with the American Foundation for Suicide Prevention (AFSP), SPRC, and The Harris Poll in [2018](#), [2020](#), [2022](#), and [2024](#) to measure what the public knows about who to support someone who is struggling and perceptions of barriers to helping someone at risk for suicide.

FIRST AMERICAN INDIAN/ALASKA NATIVE HOPE FOR LIFE DAY IS HELD

The Action Alliance's [American Indian/Alaska Native Working Group](#) establishes an annual Hope for Life Day (September 10) and releases a [Hope for Life Day Toolkit](#) to help community organizers take steps to change the conversation about suicide, spread awareness, and foster hope.

SEPTEMBER 2015

STAND TOGETHER EVENT SERIES KICKS OFF

The Action Alliance and Reingold host a series of expert panels titled [Stand Together: An Action Alliance Event Series](#) to increase awareness of suicide during Suicide Prevention Month.

INTERNATIONAL DECLARATION ON ZERO SUICIDE IS ISSUED

Experts from 13 countries, including Action Alliance partners, release *Zero Suicide: An International Declaration for Better Healthcare*, a call to action for health care organizations around the world to use the Zero Suicide framework to design and deliver suicide prevention strategies, programs, and services. It's a call to action for health care organizations around the world to use the Zero Suicide framework to design and deliver suicide prevention strategies, programs, and services.

FEBRUARY 2016



**Zero Suicide
Institute**

ZERO SUICIDE INSTITUTE LAUNCHES

EDC, the home of the Action Alliance Secretariat, launches the [Zero Suicide Institute](#) to support the demand for more training on the Zero Suicide model.

MARCH 2016

CRISIS NOW LAUNCHES

The Action Alliance's Crisis Services Task Force releases [Crisis Now: Transforming Services is Within Our Reach](#), a report highlighting the fractured mental health crisis service system and recommending actions to improve care. Crisis Now serves as the foundation of SAMHSA's National Guidelines, which are used by states across the country to transform behavioral health crisis systems.

AUGUST 2016

RAIL INDUSTRY SUMMIT IS HOSTED

The Action Alliance partners with Union Pacific Corporation to host the Rail Industry Summit on Suicide Prevention, focusing on understanding and addressing rail-related suicide.

C-SPAN HOSTS ACTION ALLIANCE MEDIA ROUNDTABLE FOCUSING ON MILITARY AND VETERAN SUICIDES

The Action Alliance Partners with the Defense Suicide Prevention Office (DSPO) in the Department of Defense to host a roundtable discussion on [C-SPAN](#), highlighting the importance of safe reporting on suicide.

SEPTEMBER 2016



SUICIDE PREVENTION BRIEFING IS HELD AT THE WHITE HOUSE

The Action Alliance coordinates the White House's *Making Health Care Better Series: Suicide Prevention*, highlighting the progress made in preventing suicide and recommending needed policy changes.

APRIL 2017



TRANSFORMING COMMUNITIES REPORT LAUNCHES

The Action Alliance's Transforming Communities Advisory Group releases [*Transforming Communities: Key Elements for the Implementation of Comprehensive Community-Based Suicide Prevention*](#), helping communities create policies, programs, and services to reduce suicide and improve health.

SEPTEMBER 2017

LAUNCH OF NATIONAL DAY OF PRAYER

The Action Alliance's Faith Communities Task Force launches a National Day of Prayer for [*Faith.Hope.Life.*](#), an annual event in which faith communities join in prayer for those who have been touched by suicide, are dealing with mental health concerns or feelings of hopelessness, and the people who love and care for them.

OPIOIDS AND SUICIDE TOWN HALL EVENT IS HELD

The Action Alliance partners with The Kennedy Forum and EDC to co-host the town hall event *From Pain to Promise: Addressing Opioids & Suicide in Communities Across America* to discuss potential solutions for restoring hope in communities nationwide.

APRIL 2018

RECOMMENDED STANDARD CARE REPORT IS DEVELOPED

The Action Alliance's Recommended Standard Care Work Group releases [*Recommended Standard Care for People with Suicide Risk: Making Health Care Suicide Safe*](#), outlining recommended standard care in specific health care settings to better identify and support people who are at increased risk of suicide.

DECEMBER 2017

IMPLEMENTATION ASSESSMENT OF THE NATIONAL STRATEGY IS RELEASED

The Action Alliance, along with SAMHSA, releases the *National Strategy for Suicide Prevention Implementation Assessment Report*, describing activities conducted by several federal agencies in support of the 2012 *National Strategy* goals and objectives.

OCTOBER 2018

STAY
IN THE **GAME**

STAY IN THE GAME NETWORK LAUNCHES

The Action Alliance partners with Beyond Sport to harness the power of sports to prevent suicide and promote mental wellness, ultimately launching the [*Stay in the Game Network*](#), which initiated momentum around suicide prevention efforts throughout sports industries.

MARCH 2019



SUICIDE PREVENTION RECOMMENDATIONS FOR THE ENTERTAINMENT INDUSTRY

The Action Alliance partners with the Entertainment Industries Council (EIC) and SAMHSA to release [*National Recommendations for Depicting Suicide*](#), aimed at helping members of the entertainment industry tell more balanced and authentic stories involving suicide and suicide prevention.

APRIL 2019

RESOURCE FOR FAITH LEADERS IS LAUNCHED

The Action Alliance's Faith Communities Task Force releases [*Suicide Prevention Competencies for Faith Leaders: Supporting Life Before, During, and After a Suicidal Crisis*](#), helping to equip faith leaders with the capabilities needed to prevent suicide and to provide care to those affected by suicide.

MAY 2019

PUBLIC SAFETY SUMMIT IS HELD

The Action Alliance's Public Safety Task Force hosts a national [*public safety summit*](#) to identify proposed solutions and to build a shared vision and action plan for comprehensive suicide prevention across the sector.

MEDIA ROUNDTABLE ON VETERAN SUICIDE

The Action Alliance and the VA host a *Safe Messaging to Prevent Veteran Suicide Media Roundtable* to discuss suicide contagion and the role that news media plays in suicide prevention.

SEPTEMBER 2019

SELF-CARE VIDEO FOR FAITH LEADERS

The Action Alliance's Faith Communities Task Force releases [*Faith Leaders' Guide to Self-Care After a Suicide Video*](#), highlighting the importance of self-care among faith leaders and sharing guidance on how they can care for themselves after a suicide.

NOVEMBER 2019

CARE TRANSITIONS BEST PRACTICES IS DEVELOPED

The Action Alliance's Care Transitions Advisory Group, with support from Universal Health Services' (UHS) Behavioral Health Services, releases [*Best Practices in Care Transitions for Individuals with Suicide Risk: Inpatient Care to Outpatient Care*](#), describing evidence-based practices for improving care during this critical period of transition.

FEBRUARY 2020

LAW ENFORCEMENT ISSUE BRIEF IS RELEASED

As part of the National Consortium on Preventing Law Enforcement Suicide, the Action Alliance partners with EDC, IACP, and the U.S. Department of Justice's Bureau of Justice Affairs to release [*Preventing Suicide Among Law Enforcement Officers: An Issue Brief*](#), outlining risk and protective factors, strategies and best practices, and existing knowledge gaps.

MARCH 2020

LETHAL MEANS GUIDE IS DEVELOPED

The Action Alliance's Lethal Means Stakeholder Group releases [*Lethal Means & Suicide Prevention: A Guide for Community & Industry Leaders*](#), equipping community and industry leaders with the guidance they need to help reduce access to lethal means among those who may be at risk for suicide.

APRIL 2020



COVID-19 NATIONAL RESPONSE

The Action Alliance launches the [*Mental Health & Suicide Prevention National Response to COVID-19*](#), with support from the U.S. Centers for Disease Control and Prevention (CDC) and SAMHSA, bringing together a variety of partners to lead a coordinated mental health and suicide prevention response to the pandemic.

SEPTEMBER 2020



THE ACTION ALLIANCE RECOGNIZES 10TH ANNIVERSARY WITH PROGRESS REPORT

The Action Alliance's 10th anniversary report, [*A Decade of Progress and Partnerships: Empowering Change, Driving Impact*](#), reflects on the Action Alliance's collective progress and future directions to achieve sustainable impact.

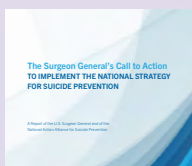
GUIDANCE FOR SCREENING FOR SUICIDE RISK DURING TELEHEALTH VISITS IS ISSUED

[*Guidance: Screening for Suicide Risk During Telehealth Visits*](#), is developed as an addendum to the [*Recommended Standard Care for People with Suicide Risk: Making Health Care Suicide Safe*](#), issued in 2018.

NATIONAL CONSORTIUM ON PREVENTING LAW ENFORCEMENT SUICIDE TOOLKIT IS RELEASED

The Action Alliance, alongside National Response members EDC and the IACP, releases a [*toolkit*](#) through the [*National Consortium on Preventing Law Enforcement Suicide*](#) to help agencies develop customized approaches to prevent officer suicide and strengthen officer mental health.

JANUARY 2021



THE SURGEON GENERAL RELEASES CALL TO ACTION IN COLLABORATION WITH THE ACTION ALLIANCE

HHS, OSG, and the Action Alliance release [*The Surgeon General's Call to Action to Implement the National Strategy for Suicide Prevention*](#), outlining actions that communities and individuals can take to reduce the rates of suicide and help improve resilience.

FEBRUARY 2021

CARE TRANSITIONS INPATIENT SELF-ASSESSMENT

The [Inpatient Health Care Self-Assessment](#) is designed to help inpatient providers assess their care transition policies and practices against each of the best practices outlined in the [Best Practices in Care Transitions for Individuals with Suicide Risk: Inpatient Care to Outpatient Care](#). It is developed in conjunction with an [Inpatient Care Transitions Action Planning Template](#).

MAY 2021

THE ACTION ALLIANCE CATALYZES THE MENTAL HEALTH STORYTELLING INITIATIVE AND LAUNCHES MENTAL HEALTH MEDIA GUIDE

Recognizing the need for safe, evidence-based storytelling, the Action Alliance and key partners found the Mental Health Storytelling Initiative, [which is now an independent coalition of over 70 entertainment and mental health partners](#). The [Mental Health Media Guide](#) is a comprehensive resource for content creators designed to help expand positive mental health portrayals.

MARCH 2021

KICKOFF OF “ACTION NEEDED: TACKLING THE NATION’S MENTAL HEALTH CRISIS”

A series of five briefings from the Action Alliance’s National Response is launched in March 2021 with the video [Understanding the Problem; Crafting the Right Response](#). The series concluded in April 2021 with [Stop Crisis Before it Starts](#). (Other video briefings in the series include [Care Where We Need It](#), [Rethinking Workforce](#), and [Mental Health is Not a Crime: How 988 and Crisis Services Will Transform Care](#).)

JULY 2021

NATIONAL RESPONSE INITIATIVES APPEARS IN AJPH

[Prioritizing Improved Data and Surveillance for Suicide in the United States in Response to COVID-19](#) is published in the *American Journal of Public Health*, focusing on recommendations resulting from the [Mental Health & Suicide Prevention National Response to COVID-19](#).

ACTION ALLIANCE SETS DIRECTION IN MEASURING OUTCOMES

The Measurement and Accountability Work Group, supported by Johnson & Johnson, is created to help establish an evaluation plan for assessing Action Alliance priorities and recommend a system for monitoring progress in real time. This work resulted in an industry-wide shift in metrics and data reporting.

MARCH 2022

988

SUICIDE & CRISIS
LIFELINE

THE ACTION ALLIANCE DEVELOPS 988 MESSAGING FRAMEWORK

With the support of Johnson & Johnson, the Action Alliance releases the Action Alliance releases a [988 Messaging Framework](#) to help state agencies, crisis centers, nonprofit organizations, businesses, foundations, and other organizations align their public messaging about 988 ahead of its July 2022 launch. The framework provides general guidance on when and how to communicate about 988.

DECEMBER 2021

CARE TRANSITIONS OUTPATIENT SELF-ASSESSMENT IS DEVELOPED

The [Outpatient Health Care Self-Assessment](#) is designed to help outpatient providers assess their care transition policies and practices against each of the best practices outlined in the [Best Practices in Care Transitions for Individuals with Suicide Risk: Inpatient Care to Outpatient Care](#). It is developed in conjunction with the [Outpatient Health Care Action Planning Template](#).

JUNE 2023



REPORT ON YOUTH MENTAL HEALTH

The Action Alliance's National Response Initiative develops and releases [Youth Mental Health: Action Steps to Support America's Youth](#), which examines federal, state, and local efforts to improve mental health services in schools and communities, while also outlining areas for improvement and clear calls to action.

OCTOBER 2023

GUIDE FOR FAITH LEADERS TO PREVENT YOUTH SUICIDE IS RELEASED

The Action Alliance, in partnership with the HHS Center for Faith-based and Neighborhood Partnerships, releases [Hope: A Guide for Faith Leaders to Help Prevent Youth Suicide](#), which provides faith leaders with guidance for identifying and helping youth who may be at risk for suicide.

TELEHEALTH VIDEO SERIES LAUNCHES

The first in a series of four videos to support the adoption of standard suicide risk screening practices launches: [The Importance of Screening for Suicide Risk in Telehealth](#). The remaining videos are released over the next year: [Telehealth: Screening for Suicide Risk – Practical Tips and Best Practices](#); [Telehealth: Including Family or Other Support People](#); and [Telehealth: Reducing Liability in Suicide Care](#).

NOVEMBER 2023

988 FORMATIVE RESEARCH LAUNCHES

The Action Alliance, SPRC, and Ad Council Research Institute, with support from SAMHSA, launch [Formative Research](#), which uncovers the attitudes, beliefs, perceptions, barriers, and motivations related to 988 and adopting help-seeking behaviors among populations at higher risk for suicide.

APRIL 2024



NATIONAL STRATEGY FOR SUICIDE PREVENTION IS LAUNCHED, ALONGSIDE FIRST-EVER FEDERAL ACTION PLAN

As a steward of the *National Strategy for Suicide Prevention (National Strategy)*, the Action Alliance brings together the best leaders, experts, and resources from the public and private sectors to advance the goals and objectives of the *National Strategy*. The *National Strategy* is a bold, comprehensive whole-of-society approach to suicide prevention that provides concrete recommendations for addressing gaps in the suicide prevention field, addressing suicide at the national, state, tribal, local, and territorial levels, and relies upon critical partnerships across the public and private sectors. The *National Strategy* is accompanied by the first-ever *Federal Action Plan (Action Plan)*, which identifies more than 200 actions across the Federal government to be taken over three years in support of those goals. In addition to the *National Strategy* and *Action Plan*, the Action Alliance collaborates with partners to develop [resources for promotion](#).

MAY 2024

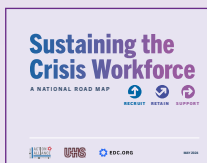


ACTION ALLIANCE LAUNCHES FIVE STRATEGIC PRIORITIES

[Five Strategic Priorities](#) direct the Action Alliance's focus: Progress, Accountability, and Data; Research; Crisis Care Continuum; Effective Suicide Prevention in Healthcare; and Messaging and Communications. Developed with commitment and buy-in from the Executive Committee (EXCOM), these Strategic Priorities provide the opportunity to activate high-priority areas of the *National Strategy* that leverage EXCOM members' personal, professional, and organizational and sector strengths.

988 FORMATIVE RESEARCH FOR TRUSTED MESSENGERS LAUNCHES

The inaugural [988 Formative Research study](#), launched in November 2023, finds that people most often turn to spouses/partners, mothers/caregivers, siblings, and friends during times of mental health struggle or crisis, and that these [trusted messengers](#) are the most influential sources of information about 988.



CRISIS WORKFORCE ROAD MAP FUNDAMENTALLY REDEFINES THE APPROACH TO THE CRISIS WORKFORCE

The Action Alliance, UHS, and EDC launch [Sustaining the Crisis Workforce: A National Road Map](#) focusing on recruitment, retention, and support. This strategy equips leaders with the tools to hire and support these vital workers.

NOVEMBER 2024

THE ACTION ALLIANCE DEVELOPS ED BEST PRACTICES

To address the care gap between emergency departments and outpatient care, the Action Alliance's Emergency Department Subgroup develops [Emergency Department Best Practices: Care Transitions for Individuals with Suicide Risk](#), which provides recommendations specifically for care transitions from emergency departments to outpatient care.

AUGUST 2025



UPSTREAM SUICIDE PREVENTION RESOURCES ARE CREATED

The [Upstream Suicide Prevention Working Group](#) launches [Moving Suicide Prevention Upstream: From Concept to Action](#), a resource designed to support suicide prevention professionals, public health professionals, and suicide prevention coalitions with practical tools and guidance for implementing upstream, community-based suicide prevention strategies nationwide. The project is led and developed by the Action Alliance, with funding from the CDC through the Safe States Alliance.

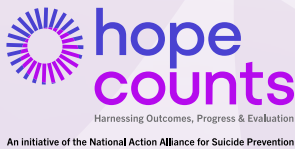
SEPTEMBER 2025

15
YEARS

THE ACTION ALLIANCE MARKS 15 YEARS OF SUICIDE PREVENTION EFFORTS

The Action Alliance recognizes its 15th anniversary year, kicking off in September 2025, with a look back at the progress made as the nation's public-private partnership for suicide prevention and a steward of the [National Strategy for Suicide Prevention](#).

APRIL 2026



THE ACTION ALLIANCE LAUNCHES *HOPE COUNTS*, THE INITIATIVE TO TRACK NATIONAL SUICIDE PREVENTION PROGRESS

Catalyzed by the Action Alliance, [Hope Counts](#) is an initiative to identify and track key indicators of progress in suicide prevention at the national level. With clear metrics and coordinated strategies in partnerships, technical assistance, communications, data, and policy, *Hope Counts* lays the groundwork for a unified, measurable approach to suicide prevention. It brings together public and private partners to track outcomes and improvements in suicide prevention, identify gaps, and clearly demonstrate impact. Through *Hope Counts*, the Action Alliance is leading a unified, measurable approach to suicide prevention, ensuring national efforts are implemented and evaluated for clear outcomes.

The Action Alliance Executive Committee (EXCOM) is made up of public and private partners who provide strategic direction to advance the national level work of the Action Alliance.

Special thanks to the individuals who have served as our EXCOM Co-Chairs:

2010-2014:

Gordon Smith, Inaugural Private Sector Co-Chair, President & CEO, National Association of Broadcasters (NAB), Former U.S. Senator (OR)

2010-2014:

John McHugh, Inaugural Public Sector Co-Chair, Secretary of the Army, Department of Defense

2014-2015:

Jessica L. Garfola Wright, Under Secretary of Defense for Personnel and Readiness, Department of Defense

2014-2022:

Robert Turner, Private Sector Co-Chair, Senior Vice President, Union Pacific

2015-2022:

Carolyn Clancy, Public Sector Co-Chair, Assistant Under Secretary for Health, Discovery, Education and Affiliate Networks (DEAN), Department of Veterans Affairs

2022-2026:

Craig Kramer, Private Sector Co-Chair, Mental Health Ambassador, Johnson & Johnson

2026-Present:

Christopher Thomas, Private Sector Co-Chair, CEO & Co-Founder, The Defensive Line

We thank our EXCOM, Steering Committee, Advisory Group, Task Force, and Work Group members, many of whom bring their own lived experience to his work, for their leadership, advisement, and commitment over the past 15 years, as well as those who have provided funding for our programs and initiatives.



For more information visit theactionalliance.org.

The National Action Alliance for Suicide Prevention (Action Alliance) is supported as part of the Suicide Prevention Resource Center (SPRC) through a cooperative agreement from the U.S. Department of Health and Human Services (HHS), Substance Abuse and Mental Health Services Administration (SAMHSA), Center for Mental Health Services (CMHS), under Grant No. 1H79SM090640.