

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

Highlighting New, Innovative Tools to Help Tell Authentic, Accurate Stories about Suicide
Action Alliance recognizes the role of diverse sectors, like news and entertainment media, especially since 90% of Americans believe media has a role to play in suicide prevention

WHAT:

With [rates of suicide](#) continuing to rise in the U.S. and [new data](#) showing that, as a result of the pandemic, a majority of Americans (81%) believe it's more important than ever to make suicide prevention a national priority, we must change the way we as a nation talk about and address suicide and suicide prevention.

Over the past decade, the [National Action Alliance for Suicide Prevention](#) (Action Alliance) has served as the nation's only public-private partnership for suicide prevention bringing together leaders from diverse sectors to prioritize suicide prevention at the national level. Embedded into the collective work of the Action Alliance, and its 2012 [National Strategy for Suicide Prevention](#), has been a strong commitment to strengthening messages of hope, connectedness, and resiliency—which have been shown to be protective factors against suicide.

In recognition of its 10th anniversary and its continued work with influential leaders from diverse industries to drive change, the Action Alliance will host a virtual press event that will:

- reinforce the important role all sectors of society—including news, entertainment and technology industries—play in suicide prevention;
- highlight new and timely national survey data about the public's perception about suicide prevention and mental health;
- speak to the urgency of these issues, especially in the wake of COVID-19; and
- announce innovative new tools from private sector partners that have the power to change behaviors, influence perceptions, and save lives.

WHO:

- **Ms. Noopur Agarwal**, Vice President for Social Impact, ViacomCBS Entertainment & Youth Group, and Executive Committee Member, National Action Alliance for Suicide Prevention
- **Ms. Colleen Carr**, Director, National Action Alliance for Suicide Prevention, Education Development Center
- **Ms. Jennifer Redmon**, Chief Data Evangelist, Cisco
- **Mr. Mark Weber**, Deputy Assistant Secretary for Public Affairs, U.S. Department of Health and Human Services, and Executive Committee Member, National Action Alliance for Suicide Prevention

WHEN: Thursday, September 10, 2020 at 1:00 p.m. EDT

RSVP: Email Maureen Iselin (miselin@edc.org) to receive log-in information.

For more information about reporting on suicide, visit [ReportingonSuicide.org](https://www.reportingonsuicide.org).

