

SUICIDE PREVENTION MONTH

#SPM26

Suicide Prevention Month 2026 Partner Messaging Toolkit

This toolkit includes ready-to-share messages and graphics for partners communicating about Suicide Prevention Month. Messages center hope, connection, help-seeking, and actions everyone can take throughout September and beyond.

Core Messages

Use these messages as written or adapt them to your organization's voice while keeping the central ideas intact:

- Take action to prevent suicide in your community.
- #BeThere for those who are affected by suicide.
- Use best practices for effective messaging about suicide prevention.
- Promote hope, connection, and actions people can take.
- Make suicide prevention part of ongoing communications and outreach year-round.

Key Dates

- September 1-30: Suicide Prevention Month
- September 1-30: National Recovery Month
- September 8: 988 Day
- September 10: World Suicide Prevention Day; American Indian/Alaska Native Hope for Life Day
- September 13-19: National Suicide Prevention Week
- September 14-18: Construction Suicide Prevention Week
- September 17: National Physician Suicide Awareness Day
- September 24-27: National First Responder Suicide Awareness Days

Best Practice Guidance for Public Messaging

Use the following checklist when developing or reviewing content related to suicide prevention:

- **Provide a clear call to action:** Pair messages of hope and connection with specific actions, such as reaching out to someone, seeking support, learning about 988, or sharing a trusted resource.

- **Emphasize solutions:** Highlight that help is available, prevention works, and everyone can take action to support others. Avoid broad statements such as “suicide is preventable” without explaining what people can do.
- **Apply safe messaging principles:** Avoid content that could increase risk, including simplistic explanations, language that glamorizes or romanticizes suicide, or portrayals that suggest suicide is common or acceptable.
- **Use personal stories responsibly:** When sharing a story about a suicide attempt or death, do not include details about the method, location, or other personal information that could encourage imitation. Instead, use the story to highlight coping, recovery, support, available resources, and practical actions.
- **Use non-stigmatizing language:** Use terms such as “died by suicide” and “attempted suicide,” and focus on reducing barriers to help-seeking.
- **Use data selectively:** When statistics are necessary, connect them to prevention, solutions, or action rather than simply emphasizing the scale of the problem.
- **Review content before publication:** Apply these considerations to social media posts, websites, newsletters, event materials, public talks, and content your organization reposts or forwards.

For additional guidance, review the [Framework for Successful Messaging](#), [Strategy guidance](#), and [Tips for Messaging Safely](#).

Ready-to-Share Posts

Ready-to-use graphics can be downloaded [here](#).

Use or adapt the posts below to recognize key moments throughout Suicide Prevention Month. Pair these messages with your organization's resources, programs, and calls to action. Visit the links included to access toolkits and other messaging guides for specific awareness opportunities.

1. Suicide Prevention Month

We recommend using the following images for this post: “Calendar of Dates,” or a carousel of images with “Calendar Image 1,” “Calendar Image 2,” and “Calendar Image 3” in the [ready-to-use graphics folder](#).

This Suicide Prevention Month, join us by sharing messages that inspire hope, encourage help-seeking, and remind us that we all have a role to play in suicide prevention. Take action in your community, reach out to someone who may need support, and #BeThere for one another. Learn more: theactionalliance.org/bethere #SPM26

2. 988 Day

Find social media graphics and additional social media copy at [988 Day - 988 Lifeline](#).

September 8 is 988 Day, a National Day of Action to raise awareness of the 988 Suicide & Crisis Lifeline. This year's theme, "988 Reasons," reminds us that your reason is reason enough. Help spread the word and encourage others to learn about the support available through 988. When you call, text, or chat 988 a skilled, caring counselor will listen to you and talk through your situation — no matter what you're going through. Learn more and find resources: <https://988lifeline.org/988-day/> #SPM26 #988Day

3. American Indian/Alaska Native Hope for Life Day – September 10

Find social media graphics and additional social media copy at [Hope for Life - NCUIH](#).

On American Indian/Alaska Native Hope for Life Day, we honor the strength, resilience, and cultural connections that support hope and well-being in American Indian and Alaska Native communities. Join us in sharing messages that uplift hope, connection, and community. Find resources and learn how to participate: <https://ncuih.org/hopeforlife/> #SPM26 #HopeForLifeDay

4. World Suicide Prevention Day – September 10

Find social media graphics and additional social media copy in [IASP's Campaign Pack](#).

On World Suicide Prevention Day, we come together to raise awareness and take action to prevent suicide. Every conversation, connection, and action can help create a culture where people feel supported and know that help is available. Join us in sharing messages of hope, connection, and support. Find resources to help you communicate about suicide prevention safely and effectively: <https://www.iasp.info/wspd/> #WPSD2026 #SPM26

5. National Suicide Prevention Week

During National Suicide Prevention Week, every conversation, every connection, and every action can help create a community where people feel supported and know that help is available. Share safe, hopeful, and effective messages that encourage help-seeking and remind people that they are not alone. #BeThere #SPM26

6. Keep the Momentum Going

Suicide prevention is a year-round effort. As Suicide Prevention Month comes to a close, keep the conversation going by continuing to share safe, hopeful, and effective messages in your communications and outreach. Every conversation, connection, and action can help people feel supported and know that help is available. Learn more: theactionalliance.org/bethere #SPM26

7. General Messaging Reminders

We recommend using the "Framework for Successful Messaging" image in the [ready-to-use graphics folder](#).

How we talk about suicide matters. The Action Alliance's *Framework for Successful Messaging* offers practical guidance for developing public-facing communications that are safe, effective, and grounded in best practices.

The Framework highlights four key elements:

- Strategy: Plan and focus your messaging.
- Positive Narrative: Promote hope, connection, and actions people can take.

- Guidelines: Follow evidence-informed messaging best practices.
- Safety: Avoid content that may increase risk.

As you continue your Suicide Prevention Month outreach and year-round efforts, use the Framework to strengthen your communications. Share these tools with your networks and take action to #BeThere for one another: <https://suicidepreventionmessaging.org/> #SPM26

Additional Resources

- [Action Alliance #BeThere Resources](#)
- [Action Alliance *Framework for Successful Messaging*](#)
- [988 Day Toolkit](#)
- [AFSP Safe Storytelling Studio](#)
- [CDC Suicide Prevention Communication Playbook](#)
- [SAMHSA Suicide Awareness Month Partner Toolkit](#)