

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

Nation's Public-Private Partnership for Suicide Prevention and U.S. Department of Veterans Affairs to Hold Safe Messaging Media Roundtable

Leading suicide prevention experts convene to discuss the role the media plays in suicide prevention

As part of an ongoing collaborative suicide prevention effort, the [National Action Alliance for Suicide Prevention \(Action Alliance\)](#) and the U.S. Department of Veterans Affairs (VA) will host a "Safe Messaging to Prevent Veteran Suicide Media Roundtable" for reporters to discuss suicide contagion and the role media plays in suicide prevention.

Our words matter, and research tells us that the way the media covers the topic of suicide can either help to promote hope or increase risk for people thinking about suicide. The media roundtable will focus on safe messaging and reporting on suicide to encourage help-seeking behavior, instill hope, and decrease unintended risks for those with suicidal thoughts or grieving the loss of a loved one due to suicide.

Leaders from the Action Alliance and VA will be joined by some of the nation's top messaging experts:

WHO:

- **Dr. Keita Franklin**, Executive Director, Suicide Prevention, U.S. Department of Veterans Affairs
- **Dr. Jerry Reed**, Senior Vice President for Practice Leadership, Education Development Center, Inc.
- **Dr. Dan Reidenberg**, Executive Director, Suicide Awareness Voices of Education
- **Ms. Kim Ruocco**, Vice President of Suicide Prevention and Postvention, Tragedy Assistance Program for Survivors

Moderated by:

- **Ms. Colleen Carr**, Director, National Action Alliance for Suicide Prevention

WHEN:

Wednesday, May 29, 2019 from 10:00 a.m. – 11:00 a.m. ET

- *Opportunities for interviews from 11:00 a.m. - 12:00 p.m. ET*

WHERE:

National Press Club
529 14th Street NW
Washington, DC 20045

RSVP:

Media representatives interested in attending, please email Maureen Iselin (miselin@edc.org).



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