

An initiative of the National Action Alliance for Suicide Prevention

## National Response *Action Plan* Promotional Toolkit

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### INTRODUCTION

In an effort to further advance the [Mental Health & Suicide Prevention National Response to COVID-19's](#) (National Response) six priority areas, the National Response Steering Committee developed [An Action Plan for Strengthening Mental Health and the Prevention of Suicide in the Aftermath of COVID-19](#) (*Action Plan*). The *Action Plan* is directed toward those who have the opportunity to create change and implement lasting solutions—including, but not limited to, federal and state policymakers, government agencies and non-profit organizations, health care accreditation organizations, professional associations, health care providers, and public and private payers.

Given the scale and urgency of these issues, it is critical that the *Action Plan* gets into the hands of those who are in positions of influence and can implement these actions. The more attention we can garner for this plan now, the better chance we have for increased collaboration and measurable impact.

Every American, every organization, and every sector can play an important role in promoting mental health and suicide prevention, and this important new resource. To help you and your team easily integrate promotion of the *Action Plan* into your various channels and networks, we've developed this simple promotional toolkit that includes:

- an infographic;
- a short video;
- key talking points;
- sample social media posts;
- customizable e-newsletter and website language.

We thank you in advance for your support of the National Response. If you have questions about using this toolkit, please contact Maureen Iselin at [miselin@edc.org](mailto:miselin@edc.org).



[Download the \*Action Plan\* Here](#)

## TOOLS

### Infographic

This infographic visually represents some of the calls to action in the National Response's *Action Plan*. Use the infographic by posting on social media; including it in blog posts or e-newsletters; or sharing it during meetings with those who have the power to influence change.

[Download the Infographic Here](#)



### Video

This short video provides an overview of the *Action Plan* by featuring a handful of calls to action. Use the video to help raise awareness of the *Action Plan* by including it in social media posts; incorporating it into blog posts, newsletters, or presentations; or spotlighting it on your website.

What are some ways our leaders and partners can help?



[Access the Video Here](#)

## **Key Talking Points**

These customizable talking points are not intended to be scripts that must be used verbatim, but rather guidance around how to message about the National Response's *Action Plan*.

- **We must collaborate across sectors to change the trajectory of mental health and suicide prevention.**
  - Mental health and suicide prevention are complex public health issues requiring multi-sector perspectives and solutions. This is why the National Response Steering Committee—comprised of diverse leaders from academia, business, government, nonprofits, nongovernmental organizations, health care, public safety, and media and entertainment—are guiding this work.
  - Through its multisector Steering Committee, the National Response is bringing together the best in science, innovation, and leadership to offer comprehensive, sustainable solutions to the mental health and well-being impacts of the COVID-19 pandemic.
- **We must prioritize mental health and suicide prevention.**
  - Just as we have taken immediate steps to reduce the risk of COVID-19 transmission, we must also take steps now to mitigate the behavioral health risks associated with the pandemic.
  - Due to the COVID-19 public health emergency, economic uncertainty, and social unrest, people across the country are reporting increased stress, anxiety, depression, trauma, and a range of other psychological symptoms. We must take steps now to meet the needs of all Americans, and also identify opportunities to build long-term resiliency.
  - We can achieve much needed immediate and long-term change by 1) implementing science-based practices and policies that support mental health and wellness and 2) establishing a national dialogue that demonstrates a commitment to both physical and mental health.
- **We must act. The time is now.**
  - To foster a comprehensive and impactful response to the significant mental health and suicide prevention needs associated with the pandemic, the National Response Steering Committee released *An Action Plan for Strengthening Mental Health and the Prevention of Suicide in the Aftermath of COVID-19 (Action Plan)*.
  - The six priorities and related actions included in the National Response *Action Plan* are directed towards those who have the opportunity to create change and implement lasting solutions, including federal and state policymakers, government agencies and non-profit organizations, health care accreditation organizations, professional associations, health care providers, and public and private payers.
  - This *Action Plan* has the potential to ensure we emerge a stronger, more resilient nation. We must embrace this watershed moment by implementing this plan to ensure the overall health and well-being of all Americans.

For more information on the Action Alliance's National Response, visit [NationalMentalHealthResponse.org](https://NationalMentalHealthResponse.org).

## **Social Media**

Use these sample social media posts and shareable graphics to help promote the *Action Plan*.

### *Sample Facebook Posts:*

- The [@National Action Alliance for Suicide Prevention](https://NationalActionAlliance.org)'s Mental Health & Suicide Prevention National Response to COVID-19 (National Response) is committed to ensuring equitable access to the care,

support, and services Americans need—when and where they need them. By addressing these six key issues, and others, our leaders and partners can help the nation emerge from the pandemic more resilient and healthier than before. <https://nationalmentalhealthresponse.org/resources/national-response-action-plan-infographic> #NationalMentalHealthResponse

*Note: If image does not auto-populate from link, upload the infographic file first, then copy and paste the text with a URL at end.*

- Mental health and suicide prevention efforts have never been more critical. Just as we have taken actions to reduce the risk of #COVID19 transmission, we can also take actions to mitigate behavioral health risks by implementing science-based practices and policies and advancing a national conversation. That's why the [@National Action Alliance for Suicide Prevention](#) launched the Mental Health & Suicide Prevention National Response to COVID-19 (National Response). Through this short video, learn more about six key calls to action which are part of the National Response's *An Action Plan for Strengthening Mental Health and the Prevention of Suicide in the Aftermath of COVID-19*.

#NationalMentalHealthResponse

*Note: You must upload the actual video file ([download here](#)) to get it to play automatically in your newsfeeds. Then simply copy and paste the intro text above.*

- There are actions that federal and state policymakers, government agencies and non-profit organizations, health care accreditation organizations, professional associations, health care providers, public and private payers, and others can take now to mitigate the mental health and suicide-related impact of #COVID19 on our country. Through the [@National Action Alliance for Suicide Prevention](#)'s Mental Health & Suicide Prevention National Response to COVID-19 (National Response), six priority areas and related actions have been identified that have the opportunity to create lasting change. To learn more about the National Response's recently released *Action Plan*, visit

<https://go.edc.org/NationalResponseActionPlan>. #NationalMentalHealthResponse

#### Sample Twitter Posts:

- **[ADD ORGANIZATION HANDLE]** is committed to working with the [@Action Alliance](#)'s National Response to advance the Action Plan, including these six key calls to action, to ensure our country emerges stronger and more resilient. <https://nationalmentalhealthresponse.org/resources/national-response-action-plan-infographic> #NationalMentalHealthResponse

*Note: Upload infographic file as an image alongside this sample text.*

- We can all take actions now to mitigate the behavioral health risks of #COVID19. Through the [@Action Alliance](#)'s National Response, **[ADD ORGANIZATIONAL HANDLE]** is committed to advancing these six key calls to action, + others. <https://youtu.be/O6YdzBG0D5Q>

#NationalMentalHealthResponse

*Note: You must upload the actual video file ([download here](#)) to get it to play automatically in your newsfeeds. Then simply copy and paste the intro text above.*

- The [@Action Alliance](#)'s National Response has identified six key priority areas and corresponding actions that have the opportunity to create lasting change in the wake of #COVID19. Learn more at <https://go.edc.org/NationalResponseActionPlan> #NationalMentalHealthResponse

## **E-Newsletter and Website**

Use this ready-to-use blurb to help inform and update your networks about the National Response *Action Plan* via your organization’s e-newsletter(s), website, and/or other communications platform(s).

### **Urgent Action Needed to Address Growing Mental Health Needs in Wake of COVID-19**

In the same way we have taken actions to reduce the physical risk of COVID-19 transmission, we can also take actions to mitigate behavioral health risks that have resulted from the pandemic by implementing evidence-based practices and policies and by advancing a national conversation about mental health and suicide prevention. The [National Action Alliance for Suicide Prevention’s](#) (Action Alliance) [Mental Health & Suicide Prevention National Response to COVID-19](#) (National Response) was created to identify those practices and policies that can help ensure equitable access to the care, support, and services Americans need to support their mental health and well-being now and in the months to come.

The recently released National Response [An Action Plan for Strengthening Mental Health and the Prevention of Suicide in the Aftermath of COVID-19](#) (*Action Plan*) was developed to provide a clear roadmap for change during these challenging times. The six priorities and related actions included in the *Action Plan* are directed toward those who have the opportunity to create change and implement lasting solutions—such as federal and state policymakers, government agencies and non-profit organizations, health care accreditation organizations, professional associations, health care providers, public and private payers, and others.

**“[Organization’s name]** understands the urgency of addressing systems-level change to ensure the mental health and well-being of all Americans now and in the future,” said **[senior leader’s name, job title, organizational affiliation]**. “To emerge a more resilient nation, we must immediately take necessary and urgent action steps—like those outlined in the National Response’s *Action Plan*.”

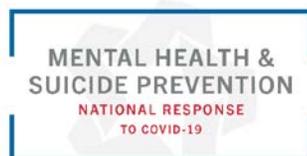
To learn more about the *Action Plan*, visit [NationalMentalHealthResponse.org](https://NationalMentalHealthResponse.org).

*Note: Include infographic or video as a visual element along with the above blurb. Also consider including a personalized quote featuring a senior leader from your organization. See sample quote above.*

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#### **ABOUT THE NATIONAL RESPONSE**

*The Mental Health & Suicide Prevention National Response to COVID-19 (National Response) is a dynamic, diverse, nonpartisan group of leading public and private sector organizations that are committed to driving meaningful, lasting change through collaboration, leadership, and action. As an initiative of the National Action Alliance for Suicide Prevention, the National Response is the unifying national voice and galvanizing force for accelerating actionable solutions to strengthen mental health, suicide prevention, and resilience for all Americans.*



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