

Moving Suicide Prevention Upstream

FROM CONCEPT TO ACTION

Promotional Toolbox

Communications guidance for promoting Moving Suicide Prevention Upstream: From Concept to Action

All social media graphics are available [here](#).

A downloadable slide deck is available [here](#).

Editable resources and a style guide can be downloaded [here](#).

Additional promotional materials can be downloaded [here](#).

Content Overview

This communications guidance supports the promotion of *Moving Suicide Prevention Upstream: From Concept to Action* with clear, consistent messaging that highlights the importance of addressing the root causes of suicide before a crisis occurs.

It includes customizable content to help partners across all sectors raise awareness, encourage implementation, and drive action on upstream suicide prevention.

- Talking points
- Social media copy
- Shareable graphics
- Newsletter blurb

This Promotional Toolbox aims to compile relevant information for partners to share about the new resources in one unified voice, promoting proactive, hopeful approaches that prevent suicide and strengthen community well-being.

Talking Points

We recommend using the suggested talking points below to ensure messaging alignment when promoting or talking about this collective project.

What is upstream suicide prevention?

- Upstream suicide prevention refers to the social, economic, and environmental root causes of suicide in communities before people experience suicidal crises.
- It supports efforts to build stronger, more connected communities where people can thrive.
- Upstream efforts take place in everyday settings where people live, work, learn, play, worship, and love.
- These strategies focus on community-level change, not just individual intervention.

Why upstream approaches matter?

- Upstream suicide prevention strategies build resilient communities by improving everyday conditions such as economic stability, education, housing, and connectedness.
- Strengthening protective factors like social connectedness, belonging, and access to resources helps reduce suicide risk and improve overall mental well-being.
- Upstream suicide prevention works alongside intervention, treatment, and postvention efforts.
- It adds a critical layer to a comprehensive suicide prevention strategy by preventing suicide risk in the first place.
- When we strengthen the places where people live, work, and connect, we create stronger, healthier communities for all.

Who can use this resource?

- *Moving Suicide Prevention Upstream: From Concept to Action* is designed for suicide prevention practitioners, public health leaders, coalitions, and prevention partners across all sectors -- not just those traditionally involved in suicide prevention.
- Upstream suicide prevention is for anyone working to improve the conditions in which people live, work, learn, play, worship, and love.

Social Media Assets

The graphics can be downloaded [here](#) to use with the suggested social media content on or after Monday, August 25, 2025.

Partner Tags

Please tag all partners when promoting the resources.

- **Facebook:** ActionAlliance; CDCVetoViolence
 - **LinkedIn:** National-Action-Alliance-For-Suicide-Prevention; Centers for Disease Control and Prevention; safe-states-alliance
 - **X:** @Action_Alliance; @CDCInjury
 - **Instagram:** #ActionAlliance @safestatesalliance
-

About the resources:

- *Moving Suicide Prevention Upstream: From Concept to Action* was designed to empower suicide prevention practitioners, public health leaders, coalitions, and prevention partners with tools to build connected, resilient communities. Learn more: <https://theactionalliance.org/upstreamsuicideprevention>
- *Moving Suicide Prevention Upstream: From Concept to Action* provides a comprehensive set of resources designed to support effective upstream suicide prevention efforts, including:
 - ✓ Strategic messaging guidance
 - ✓ Partnership-building tools
 - ✓ Community-level strategies
 - ✓ Sustainability and evaluation support

Learn more: <https://theactionalliance.org/upstreamsuicideprevention>

- *Moving Suicide Prevention Upstream: From Concept to Action* provides actionable guidance for advancing upstream suicide prevention through collaboration, strategy, and sustainable implementation. Download the full resource: <https://theactionalliance.org/upstreamsuicideprevention>

What is Upstream Suicide Prevention?

- Upstream suicide prevention focuses on community-wide strategies that strengthen mental well-being and reduce risk long before a crisis occurs. Learn more: <https://theactionalliance.org/upstreamsuicideprevention>
- Upstream suicide prevention is about building connections and supports that promote well-being and reduces risk in everyday life. Everyone can help create safer, stronger communities. Learn more: <https://theactionalliance.org/upstreamsuicideprevention>
- Building supportive communities helps reduce suicide risk before a crisis occurs. Upstream suicide prevention means we all have a part to play in creating environments where people can thrive. Learn more: <https://theactionalliance.org/upstreamsuicideprevention>

General Information:

- Suicide prevention isn't just about intervention. It's about creating conditions that make communities safer, stronger, and more connected. Learn more: <https://theactionalliance.org/upstreamsuicideprevention>
 - Did you know? Preventing suicide starts long before a crisis. *Moving Suicide Prevention Upstream: From Concept to Action* shows how early community-level strategies can reduce long-term risks and create stronger, more connected communities. <https://theactionalliance.org/upstreamsuicideprevention>
-

-
- Everyone has a role to play in suicide prevention. *Moving Suicide Prevention Upstream: From Concept to Action* empowers communities to take early, coordinated steps that build resilience and reduce risk, long before a crisis begins.
<https://theactionalliance.org/upstreamsuicideprevention>
 - Well-being starts in the places where we live, work, learn, play, worship, and love. Upstream suicide prevention focuses on strengthening those connections to reduce risk. Learn about your role in the upstream movement: <https://theactionalliance.org/upstreamsuicideprevention>

Customizable Newsletter Blurb:


Subject: New Resources Support Upstream Suicide Prevention Nationwide

Moving Suicide Prevention Upstream: From Concept to Action is now available to support suicide prevention practitioners, public health leaders, coalitions, and prevention partners in taking meaningful action *before* a crisis occurs.

Developed by the [National Action Alliance for Suicide Prevention \(Action Alliance\)](#) and funded by the [CDC](#) through the [Safe States Alliance](#), the resource offers practical guidance for advancing upstream, community-based suicide prevention. It includes real-world strategies, customizable messaging, and tools for building partnerships, securing funding, and tracking impact.

This resource was shaped by a national working group of suicide prevention experts who met regularly to guide this effort, alongside insights from focus groups and case studies with a range of perspectives and experiences. It builds on the [2023 Mental Health Promotion and Suicide Prevention Framework](#) and aligns with both the [CDC's Suicide Prevention Resource for Action](#) and the [National Strategy for Suicide Prevention](#).

Designed for anyone working to create stronger systems of care, from coalitions and local leaders to schools and workplaces, the resources can help create conditions where all people feel connected, supported, and able to thrive.

 Learn more and access the full suite of resources: theactionalliance.org/upstreamsuicideprevention

More About This Work:

Aligned with the [National Action Alliance for Suicide Prevention's \(Action Alliance\) strategic priorities](#), [Moving Suicide Prevention Upstream: From Concept to Action](#) offers guidance on communicating upstream suicide prevention in ways that resonate across audiences.

This work is informed by a dedicated working group of suicide prevention experts from across the country who met monthly to advise and shape the guidance, as well as insights from a series of focus groups representing a range of perspectives and experiences.

The resource also draws on key materials including the CDC's [Suicide Prevention Resource for Action](#) and aligns with the goals of the [National Strategy for Suicide Prevention](#). Building on the [2023 Mental Health Promotion and Suicide Prevention Framework](#) developed by [Association of State and Territory Health Officials \(ASTHO\)](#), [CDC](#), [Center for Law and Social Policy \(CLASP\)](#), and [Mental Health America \(MHA\)](#), this project was led and developed by the Action Alliance with support from the [CDC](#) through the [Safe States Alliance](#), and identifies practical, actionable strategies to advance upstream, community-based suicide prevention nationwide.