

Sharing the AFSP Story

Our Mission

Save lives and bring hope to those affected by suicide

Our Positioning Statement

We are a voluntary health organization that gives those affected by suicide a nationwide community empowered by research, education and advocacy to take action against this leading cause of death.

Our Calls to Action

- Make Mental Health a National Priority
- Have an Honest Conversation
- You are Not Alone
- Have a #RealConvo about Mental Health
- We can #StopSuicide
- Suicide is Preventable
- Talk Saves Lives
- Watch out for the signs. Save a life.
- Be a Lifesaver
- Create a Culture that's Smart about Mental Health

Top 10 Suicide Prevention Messages

1. Suicide a leading cause of death in the United States, and it's preventable
2. As the suicide rate continues to rise, we must make mental health a national priority – and advocate for more investment in suicide research and nationwide prevention efforts
3. There is no single cause for suicide, and suicide risk increases when several health factors and life stressors converge to create an experience of hopelessness and despair – learn the warning signs at afsp.org/signs
4. Everyone has a role to play in preventing suicide, and together we can learn the suicide risks and warning signs, and encourage those who struggle to seek help
5. Assume you are the only one who will reach out, have an honest conversation, ask directly about suicide and let them know you care
6. Conditions like depression, anxiety and substance use problems, especially when unaddressed, increase risk for suicide – most people who actively manage their mental health conditions go on to engage in life

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7. If we encourage more people to seek treatment, we will make a huge difference in improving mental health and reducing suicide
8. Suicide is complex, answers may not come easily, and it may take time to understand the thoughts and feelings associated with a suicide – you don't have to go through this difficult experience alone
9. Driving demand for better treatment will improve the field of mental health
10. We can #StopSuicide

Top 10 AFSP Messages

1. The American Foundation for Suicide Prevention leads the fight against suicide – we save lives and bring hope to those affected by suicide
2. AFSP is the largest private suicide prevention organization in the United States, with chapters in all 50 states and programs and events nationwide
3. AFSP is grounded in science and offers many programs that promote suicide prevention, awareness, education, and loss support
4. AFSP is the largest private funder of suicide prevention research – our investment in research has helped shape the field to answer the most important questions about suicide and how to prevent it
5. AFSP rallies volunteers at the state, federal, and local levels to advocate for policies that will reduce suicide and improve mental health services
6. AFSP has set a bold goal to reduce the annual suicide rate 20 percent in the U.S. by the year 2025 – that's tens of thousands of lives that will be saved
7. AFSP connects those who have lost someone to suicide to local support events like the International Survivors of Suicide Loss Day held every November, and can arrange a conversation with someone who has experienced a similar loss through the Survivor Outreach Program
8. More than 450 Out of the Darkness Community Walks took place across the country last year, with hundreds of thousands of people walking and showing support for suicide prevention
9. For more information and suicide prevention resources, go to afsp.org
10. If you or someone you know is in crisis, please call 988 for the 988 Suicide & Crisis Lifeline or text TALK to 741741 to text with a trained crisis counselor from the Crisis Text Line for free, 24/7

Our Boilerplate

The **American Foundation for Suicide Prevention** is dedicated to saving lives and bringing hope to those affected by suicide, including those who have experienced a loss. AFSP creates a culture that's smart about mental health through public education and community programs, develops suicide prevention through research and advocacy, and provides support for those affected by suicide. Led by **CEO Robert Gebbia** and headquartered in New York, with an Advocacy office in Washington, DC, AFSP has local chapters in all 50 states including Puerto Rico, with programs and events nationwide. Learn more about AFSP in its latest **Annual Report** and join the conversation on suicide prevention by following AFSP on **Facebook**, **Twitter**, **Instagram**, and **YouTube**.