



NAMI Suicide Prevention Month September 2025

Toolkit

What's Inside This Toolkit

We at NAMI have created this toolkit to support NAMI State Organizations and Affiliates, partners, and mental health advocates across the country in raising awareness during Suicide Prevention Month. This September, whether you're leading community outreach, planning social media posts, or want to become an advocate, we encourage you to use these materials to amplify the message that no one should struggle in silence.

If you have any questions about the materials or how to use them, please contact the NAMI National Marketing & Communications team at marcom@nami.org.

Together, we can start conversations, spread hope, and end silence surrounding suicide.

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— About Suicide Prevention Month —

Start a Conversation. Be the Difference.

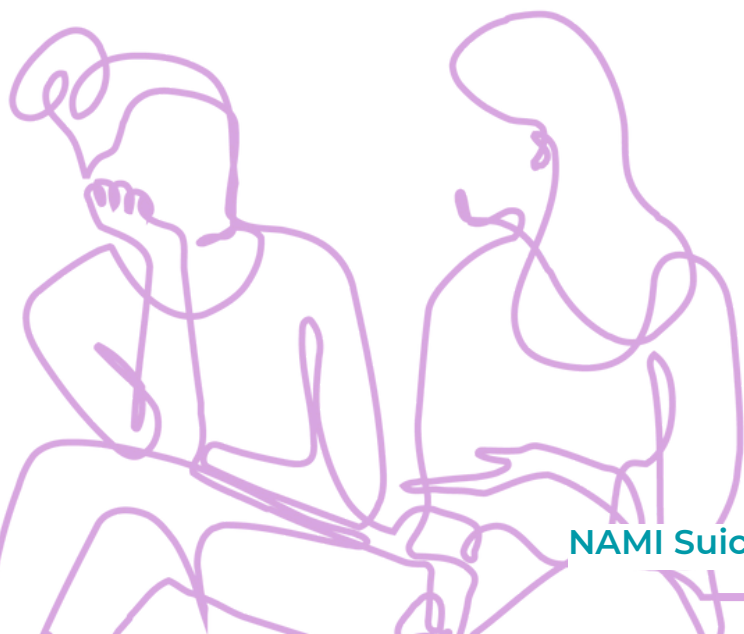
Each September, NAMI recognizes Suicide Prevention Month as a time to raise awareness, spread hope, and spark meaningful action around one of the most urgent mental health issues of our time.

Suicidal thoughts, like mental health conditions, can affect anyone, regardless of age, gender, or background. While they may be common, they should never be seen as normal. More often than not, they signal deep emotional pain or an underlying mental health concern that deserves understanding, care, and professional support.

Yet, suicide is still too often met with silence, stigma, or shame. At NAMI, we believe that silence should never be the response to someone's pain. That's why we're working tirelessly to change that. Our goal is to ensure that individuals, friends, and families have access to the tools, resources, and support they need to talk openly about suicide, recognize warning signs, and seek help without fear or shame.

This September: Start a Conversation. Be the Difference.

With one conversation, asking someone how they're really doing — and being ready to truly listen — can save lives. Because here's what we know: No one has to face this alone. Help exists. Healing is possible. And all it can take is for one person to start a conversation.



From Awareness to Action Resources

Help NAMI spread the word about the [988 crisis line](#) and the confidential, judgment-free support available to anyone 24/7. Add one of these options to any messages or posts about suicide and suicide prevention:

If you or someone you know is in crisis, call, text, or chat 988, immediately (chat available at [988Lifeline.org](#))

988 offers 24/7 judgment-free support for mental health, substance use, and more. Call, text, or chat 988.

To reach LGBTQ+ specialized resources, you can also contact The Trevor Project's 24/7 crisis line via text, chat, or phone – learn more at [thetrevorproject.org](#).

Have questions about 988? [Visit NAMI's FAQs to learn more](#) about how 988 can offer judgment-free support for mental health, substance use, and suicide crises.

Your advocacy matters to help people in mental health and suicidal crisis! [Visit NAMI's 988 Crisis Response State Legislation Map](#) to learn more about what's happening in your state and across the country.

[Read and share NAMI's State Legislative Brief on Trends in State Policy](#): 988 and Reimagining Crisis Response to learn about innovative ways states are improving suicide prevention and crisis services.

[Explore how your community can #ReimagineCrisis](#). Find advocacy resources and information to build a better mental health and suicide crisis response system for everyone, no matter who they are or where they live.

[Join us in recognizing #988Day on September 8](#). 988 Day (9/8) is a national initiative dedicated to raising awareness about 988 and emphasizing the importance of mental health and suicide prevention.

[Stay up to date on how you can advocate for better suicide prevention](#) and mental health crisis support by signing up for NAMI's Federal Advocacy Alerts.

The [Crisis Can't Wait Campaign](#) is an initiative developed within NAMI's Community Health Equity Alliance (CHEA) in response to the urgent need for mental health support and resources during a mental health crisis, particularly within Black/African Ancestry and other minoritized communities.

Supportive Resources for Individuals, Families, and Communities

Discover and access a curated list of mental health and crisis resources and tools to help guide conversations and offer support and help.

In a Crisis?

If you or someone you know is **in crisis**, **call, text, or chat 988** (chat available at www.988Lifeline.org).

988 offers 24/7 judgment-free support for mental health, substance use, and more.

What to Do When Someone Shares They're Struggling

Learn what to do if someone tells you they're having thoughts of suicide.

[Download these resources](#)

In Need of Help or Support? You Are Not Alone.

Find help at the NAMI HelpLine: a free, confidential nationwide service that provides peer support, mental health information and resources.

Get help Monday to Friday, 10 a.m. to 10 p.m. ET. Call [800-950-6264](tel:800-950-6264), text "NAMI" to [62640](tel:62640), or [email](#).

Know the Signs. Know the Warnings.

Learn behaviors and common signs of a mental illness in adults and adolescents.

[Download these resources](#)

To reach LGBTQ+ specialized resources, you can also contact The Trevor Project's 24/7 crisis line via chat, text 'START' to 678-678, or phone at 1-866-488-7386 – learn more at thetrevorproject.org.

For Teens and Young Adults

NAMI Teen & Young Adult HelpLine

Share this resource with teens and young adults who may be in need of emotional support and resources that will help them tackle their tough challenges.

- Talk to Us Monday to Friday, 10 a.m. to 10 p.m. ET
- Call [1-800-950-NAMI \(6264\)](tel:1-800-950-NAMI), text "Friend" to [62640](tel:62640) or email us at helpline@nami.org.

Seize the Awkward

We've partnered with the Ad Council and the American Foundation for Suicide Prevention to help and encourage young people to talk about mental health.

If you support a young person, find and share resources on seizetheawkward.org to help them support their peers' mental health. It starts with one conversation.

[Learn More](#)

Join the Conversation on Social Media

#SuicidePreventionMonth reminds us that talking about suicide isn't harmful — silence is. One honest conversation can be a turning point in someone's life.

To help you get the conversation started, we've created sample captions and graphics for your social media feeds. Throughout this month — and beyond — we invite you to share these messages or create your own about how you're using conversations to break silence, build connections, and inspire hope.

Your voice matters. Start a conversation. Be the difference.

Platforms

Follow NAMI to tune in, repost, retweet, and share: [Facebook](#), [Instagram](#), [LinkedIn](#), [Threads](#), [TikTok](#), [X](#), [YouTube](#)

Hashtags

#SuicidePreventionMonth

URL: nami.org/suicidepreventionmonth

Short URL: nami.org/spm

Download these social media assets below:



[Visit the Webpage](#)

Fast Facts

Individual Impact

1 in 20 U.S. adults (5%) have serious thoughts of suicide each year.

About 1 person dies by suicide in the U.S. every 11 minutes.

79% of all people who die by suicide in the U.S. are male. *

Although more women* than men attempt suicide, men are 4x more likely to die by suicide.

In the U.S., suicide is the 2nd leading cause of death among people ages 10-14 and among people ages 15-24, and the 11th leading cause of death overall.

Community Impact

Annual prevalence of serious thoughts of suicide among U.S. adults, by demographic group:

- Lesbian, Gay or Bisexual: 18%
- Non-Hispanic Multiracial: 12%
- Female: 5.5% *
- Non-Hispanic White: 5%
- Hispanic or Latino: 5%
- Non-Hispanic American Indian/Alaska Native: 4.7%
- Male: 4.5% *
- Non-Hispanic Asian: 4.2%
- Non-Hispanic Black: 4%
- Non-Hispanic Native Hawaiian/Other Pacific Islander: 2.6%

Annual prevalence of serious thoughts of suicide among U.S. youth populations:

- LGBTQ+ high school students: 41%
- LGBTQ+ young people ages 13-24: 39%
- High school students: 20%
- Young adults ages 18-25: 12.2%

**Indicates female or male sex assigned at birth*

*Data from CDC, SAMHSA, and other select sources.
Find citations for this resource at [NAMI.org/mhstats](https://www.nami.org/mhstats)*

Crisis Can't Wait Campaign

Join NAMI's Community Health Equity Alliance in sharing resources with changemakers in your community who are ready to make a difference to help reduce mental health crises in Black/African Ancestry communities around the country.

[Learn More](#)