

**Every Sailor, Every Day**



**It's about being there for every Sailor, every day.**

## **Suicide Prevention Month Toolkit**

Navy Suicide Prevention Branch,  
OPNAV N171



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## Foreword

Since 1974, the American Association of Suicidology has recognized the week of September 10th as [National Suicide Prevention Week](#), which surrounds the International Association for Suicide Prevention's [World Suicide Prevention Day](#). In 2012, the Departments of Defense and Veterans Affairs expanded the weekly recognition to the entire month of September. To that end, Navy launched its first Suicide Prevention Month in September 2012.

The goal of annual suicide prevention observances is not to prevent suicide on a singular day, week or month. Rather, efforts aim to encourage widest participation in educational activities, focusing on the prevalence of suicide as a call-to-action to change the way the public discusses, perceives and reacts to psychological health concerns and seeking help. Research indicates that isolated actions are less likely to produce meaningful outcomes than more articulated and sustainable approaches that fuse public health measures with necessary social support.

Navy Suicide Prevention Month—led by the 21<sup>st</sup> Century Sailor Office's Suicide Prevention Branch, OPNAV N171—reinforces our “all hands, all of the time” approach to promoting healthy stress navigation, comprehensive wellness, peer support and building community. Each September, we launch a new initiative to reenergize tailored engagement at the deckplate throughout the upcoming fiscal year. This approach advances our efforts beyond a typical awareness campaign-blitz to sustainable initiatives that motivate positive action and behavior on an ongoing basis.

This year, Navy Suicide Prevention Month features a new dimension to our [Every Sailor, Every Day campaign](#). The message 1 Small ACT encourages simple actions that shipmates, leaders, families and civilians can take to make a difference—and perhaps save a shipmate's life. This message is part of broader communications collaboration between the DoD and VA based on the “[Power of 1](#)” concept promoted by the [Veterans Crisis Line](#). “ACT” will be central to our message, as it is the acronym for Ask Care Treat, Navy's bystander intervention call-to-action.

For too long, psychological health has been a topic that we rarely discuss openly—until we experience the tragic loss of a shipmate or family member to suicide. Starting now, I am asking you to break down the barriers to speaking up and seeking help. I will be looking for opportunities to complete those simple actions that can mean so much, and I challenge you to integrate 1 Small ACT into your daily lives, as well.

With Respect,  
Capt. Michael D. Fisher  
Director, Navy Suicide Prevention Branch, OPNAV N171





## Introduction

The 1 Small ACT 2015 Navy Suicide Prevention Month Toolkit is designed for suicide prevention coordinators (SPC), leaders and personnel to help educate the entire Navy community on the importance of ongoing suicide prevention efforts. The toolkit contains resources to help launch the next phase of the *Every Sailor, Every Day* campaign—including the 1 Small ACT message—at the local level, starting with Navy Suicide Prevention Month.

By using the resources and products in this toolkit, you will help your shipmates and community members:

- Understand the many ways to promote cohesion, build trust, foster resilience and encourage seeking help for stressors and psychological health concerns early;
- Recognize the risk factors and warning signs for suicide;
- Learn safe and effective ways to start a dialogue about stress and suicide; and
- Learn the many ways to support every Sailor, every day through small acts of kindness, as well as resources to promote psychological health.

## This year's toolkit includes:

- 1 Small ACT key messages and Navy Suicide Prevention Branch talking points
- Best practices for safely discussing suicide and psychological health
- 1 Small ACT Photo Gallery submission instructions and template
- Details on the upcoming webinar, "Suicide Prevention and Intervention Efforts in the Navy and Marine Corps," for suicide prevention coordinators, health promotion coordinators, leaders and key influencers
- Event and Engagement Ideas
- Sample Navy Suicide Prevention Month proclamation from the commanding officer
- 1 Small ACT a Day Calendar (can be used as Plan of the Day or Plan of the Week notes)
- Social media messages and graphics
- Printable poster and infographics
- Links to additional resources

## Want more?

2015 Navy Suicide Prevention Month resources are available on the Every Sailor, Every Day campaign webpage

([http://www.npc.navy.mil/bupers-npc/support/21st\\_Century\\_Sailor/suicide\\_prevention/spmonth/Pages/default.aspx](http://www.npc.navy.mil/bupers-npc/support/21st_Century_Sailor/suicide_prevention/spmonth/Pages/default.aspx)).

Additional educational resources are available on our Suicide Prevention website ([www.suicide.navy.mil](http://www.suicide.navy.mil)), Operational Stress Control website ([http://www.npc.navy.mil/bupers-npc/support/21st\\_Century\\_Sailor/osc/Pages/default.aspx](http://www.npc.navy.mil/bupers-npc/support/21st_Century_Sailor/osc/Pages/default.aspx)) and NavyNavStress blog ([navstress.wordpress.com](http://navstress.wordpress.com)).



## Talking Points

### 1 Small ACT Key Messages

- This year, Navy Suicide Prevention Month will launch a new message within the *Every Sailor, Every Day* campaign, “1 Small ACT.” This message encourages simple yet meaningful interactions between peers, leaders and family members to support one another, promote early use of resources and prevent suicide.
- 1 Small ACT can make a difference and save a life. It’s about being there for every Sailor, every day.
- Building resilience and preventing suicide requires all members of the Navy community to actively communicate with each other. It can start with 1 Small ACT to build trust and connect with peers, making sure they know they are never alone.
- If you notice anything out of the norm from your shipmate, one conversation—1 Small ACT—can open the door for support by breaking the silence and facilitating early intervention.

### Navy Suicide Prevention Key Messages

- Seeking help is a sign of strength—it’s okay to speak up when you’re down. We must ACT (Ask Care Treat) when we think a Sailor is having trouble navigating stress. **Ask** directly ‘Are you thinking about killing yourself?’ Show them that you **Care**. Get them to **Treatment** as soon as possible.
- Help is always available. The Veterans Crisis Line offers confidential support for active duty and reserve service members and their families 24 hours a day, 7 days a week. Call 1-800-273-8255 and Press 1, chat online at [www.veteranscrisisline.net/activeduty.aspx](http://www.veteranscrisisline.net/activeduty.aspx) or send a text message to 838255.
- Suicide prevention is not about numbers; every life lost to suicide is one too many.
- All members of the Navy community should lead by example and take proactive steps to promote good psychological health on a daily basis, recognizing when it’s necessary to seek available resources for support in navigating challenges.

### Suicide Risk and Protective Factors

- Protective factors are resources and aspects of our lives that promote healthy stress navigation and good coping skills. They can be personal, external or environmental.
  - Protective factors against suicide include a strong sense of community and belonging, strong connections with family and friends, comprehensive wellness and good health practices, a sense of purpose and fulfillment, access to health care, and good problem solving and coping skills.
- Risk factors for suicide are complex, but consist of a chain of events leading an individual to feel anguish and hopelessness, with the capacity to be lethal (due in part to impacted judgment and access to means).
  - Risk factors include a disruption in primary relationship, loss of status, feelings of rejection or abandonment, increased substance use or abuse, pending legal/disciplinary actions, transition periods and access to lethal means.
- Annual case reviews consistently reveal that suicide risk is higher when Sailors are experiencing multiple stressors, including transitions, relationship issues and career or personal setbacks.



## What's in a Word? How to Talk About Suicide

Open discussion about psychological health and suicide is critical to prevention, intervention and postvention—but how we talk about these subjects make a difference. Consider using these evidence-based best practices to safely generate dialogue and reduce the risk of unintended consequences (such as discouraging seeking help).

**Avoid using judgmental language.** When trying to encourage behavioral change, certain words in our everyday language can discourage people from speaking up about their stress, or seeking help. “Stigma” is a commonly used but judgmental word that can prompt feelings of shame and weakness. Using less explicit terms, like “barriers,” can reduce negative perceptions and are more effective ways to address stigma. Changing the way we talk about suicide is essential to creating a Navy culture that is supportive of seeking help for psychological health concerns.

**Use objective terms for suicidal events, such as “death by suicide” or “non-fatal suicide attempt.”** Suicide is better understood when framed objectively within the context of behavioral health. The term “commit[ted] suicide” criminalizes the act. Additionally, stating that a suicide attempt was “successful” or “failed” implies that suicide is a desirable outcome. “Death by suicide” and “non-fatal suicide attempt” are non-judgmental and objective ways to describe outcomes of suicide related behaviors.

**Avoid presenting suicide as an inevitable event, or oversimplifying the cause.** Most suicidal people exhibit warning signs, which may be caused or exacerbated by mental illness and/or substance abuse disorders. However, no one should feel as though suicide is the inevitable solution. Discuss risk factors commonly associated with suicide to increase awareness and promote seeking treatment. It's best to shift the

focus away from speculated causes of a single case. Revealing unconfirmed details may lead to generalizations that could normalize the event and hinder postvention efforts.

**Avoid glamorizing deaths by suicide.** Although “peace” may be a desirable state for those who are encountering adversity, stating that a person found peace by taking his or her life glorifies the act. Dying by suicide may sound more attractive to those who are struggling to cope with psychological pain when it seems like an escape. Always separate the person's positive life accomplishments from his/her final act.

**When discussing the frequency of suicide, always emphasize the importance of every single life.** Describing a “rise” in the number of suicides may normalize it to vulnerable individuals, or frame it as a trend. An increase in numbers shows that the force is under stress and underscores the importance of seeking help and the need for peer and leadership support. Always emphasize that every life lost to suicide is one too many.

**Always provide information for assistance.** To promote help-seeking behavior, accompany discussions about suicide and psychological health with available resources including chaplain support, [Military OneSource](#), or the [Veterans Crisis Line](#).

For additional information on safe messaging, visit the National Action Alliance Framework for Suicide Prevention, a part of the U.S. Surgeon General's National Strategy for Suicide Prevention, at [suicidepreventionmessaging.actionallianceforsuicideprevention.org](http://suicidepreventionmessaging.actionallianceforsuicideprevention.org). You can also [sign their pledge](#) to commit to positive and safe dialogue emphasizing solutions and promoting seeking help.

### Event and Engagement Ideas

Many units, commands and installations are well on their way to planning events for their shipmates and communities during 2015 Navy Suicide Prevention Month. Such events can help catalyze grass-roots efforts to foster a culture supportive of psychological health, educate on the many resources available to promote safe stress navigation, and encourage open and active dialogue about suicide. Here are a few ideas and examples of community engagement and educational events developed by Sailors for previous Navy Suicide Prevention Months:

- Submit a photo with the **1 Small ACT photo gallery sign** for sharing in our Facebook gallery, personalized with your commitment to making a difference in the lives of your shipmates. You can submit individual photos or take a group photo with your unit, shipmates or family. Submission details are on the following page.
- Using the **1 Small ACT a Day calendar** in this toolkit, include examples of simple actions to promote suicide prevention in your command's *Plan of the Day* or *Plan of the Week* notes.
- Organize a 1 Small ACT challenge. Encourage your shipmates to perform meaningful acts throughout the month of September and share each on a designated wall in a high-visibility area, using the **1 Small ACT photo gallery template**.
- Organize a 5K walk/run aboard your ship or installation to promote cohesion and solidarity, using 1 Small ACT as the theme. Have a 1 Small ACT photo station next to the check in table, stocked with **printed photo gallery templates** from this toolkit and bold markers so that participants can submit their images to the photo gallery (include instructions for submission at the table as well).
- Post educational content to your command, unit, installation or organization's social media networks. You can use the sample **social media messages** in this toolkit or choose your own messaging. Make sure to use the #1SmallACT hashtag!
- Ask your commanding officer to declare September as Navy Suicide Prevention Month and dedicate the upcoming fiscal year toward promoting psychological health. The **sample proclamation** in this toolkit can be used as an example.
- Organize a showing of the "[Every Sailor, Every Day](#)" video followed by an open discussion about bystander intervention, peer support and active engagement. Be sure to follow communications guidelines described in the **What's in a Word fact sheet** in this toolkit.
- Work with your Alcohol and Drug Control Officer, Command Fitness Leader and local health promotions staff to host a Total Sailor Fitness day, demonstrating how the many programs across the 21<sup>st</sup> Century Sailor Office enable comprehensive physical and psychological health.

### Previous Suicide Prevention Month Engagement Examples



- In 2014, USS Nimitz (CVN 68) Sailors developed #YouCanTalkToMe, a multi-media campaign that encouraged peer support and open dialogue.
- In 2013, Navy Warfare Development Command hosted a 5K in conjunction with command physical training. Non-runners sponsored runners and received educational information about suicide prevention. Awards were given to runners with the most non-running sponsors.
- Sailors from Naval Air Station Oceana held signs with messages of hope and inspiration for participants at the Out of the Darkness Community Walk during 2014 Navy Suicide Prevention Month.

### Share your event with us!

Whether you need help getting the word out or just want a shout out from fellow shipmates and members of the Navy community, we want to hear from you! Email us at [suicideprevention@navy.mil](mailto:suicideprevention@navy.mil) and tell us about your 2015 Navy Suicide Prevention Month efforts so that we can share them on our [Facebook](#) and [Twitter](#) pages as well as other Navy social media networks.

## 1 Small ACT Photo Gallery

Since 2012, Navy Suicide Prevention Month has included an opportunity for Sailors, families and the entire Navy community to engage and contribute at the peer level, reenergizing suicide prevention efforts for the upcoming fiscal year. This year, we will launch the 1 Small ACT Photo Gallery on our [Navy Operational Stress Control Facebook Page](#) to illustrate practical applications of the 1 Small ACT message. By contributing to the photo gallery, participants can demonstrate commitment to shipmates, family members and personal wellness by highlighting the many ways to make a difference and support every Sailor, every day. Submissions will be accepted beginning September 1, 2015 and will remain open through August 31, 2016. The 1 Small ACT Photo Gallery template can be printed directly from the toolkit and is also available online for download and print at [www.suicide.navy.mil](http://www.suicide.navy.mil).

### To Participate:

- Submit a photograph of yourself or your shipmates holding the 1 Small ACT sign personalized with your example of a small act that can make a difference or save a life. For example, you could write “I will remember to personally thank my Sailors for their contributions to our mission.” Or, “I will speak to my command chaplain before my stress becomes overwhelming.”
- Send photo to [suicideprevention@navy.mil](mailto:suicideprevention@navy.mil) for review and posting in the photo gallery. In the email, include:
  - Command or organization
  - Small act included on sign in photo (may be used as caption)
- Like us on Facebook ([www.facebook.com/navstress](http://www.facebook.com/navstress)) and share your image as inspiration to your shipmates, friends and family!

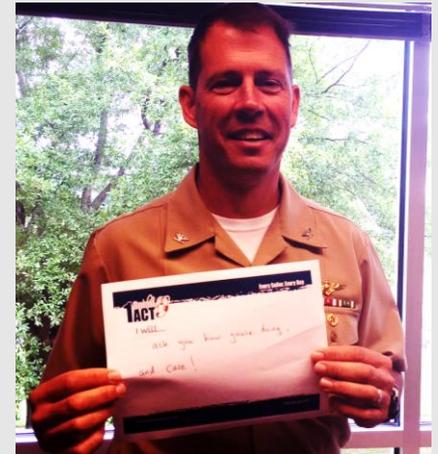
Submissions will also be accepted through the [Real Warriors mobile app](#) from compatible devices, or via [realstrength.realwarriors.net](http://realstrength.realwarriors.net) from any device.

- Upload a photograph of yourself or your shipmates holding up the number one (**index** fingers only) via the Real Warriors App.
- Select a Real Warriors Campaign banner that will be placed across the bottom of the image. For example, “Real Strength.”
- Caption your photo with your “1 Small ACT.”
- Submit photo to app. Your image will be shared with thousands of fellow service members and families, and will be posted in the 1 Small ACT Photo Gallery!

### Submission Requirements:

- Please be sure to write clearly and legibly using a bold marker so that your sign can be easily read across all platforms (desktop and mobile).
- Individuals or groups (units, commands, friends, families, etc.) may submit photo with individual signs or one sign representing a group commitment.
- Participation is open to service members, family members, Department of Defense civilians and contractors, and members of the public; however, submissions are subject to local public affairs or organization policies. Please obtain necessary permission before submitting.
- Photos will be rejected if they contain commercial endorsements, personal information including but not limited to addresses or phone numbers, content that may violate operations security, offensive or objectionable language or content.

### “1 Small ACT” Photo Gallery Example



“I will ask you how you’re doing and CARE!”



Every Sailor, Every Day

I will...



## Sample Suicide Prevention Month Proclamation

An official signing of a proclamation by your commanding officer is a great way to publicize the kick-off for fiscal year 2016's suicide prevention activities and promote ongoing engagement. Below is sample proclamation verbiage:

### Navy Suicide Prevention Month 2015 1 Small ACT

WHEREAS, each member of the Navy team is valued and irreplaceable, whether active duty, reserve, civilian, contractor, or family member; and

WHEREAS, Navy life is incredibly rewarding but equally challenging. Service members and their families experience a myriad of stressors in their personal and professional lives while courageously serving our country; and

WHEREAS, strong relationships and cohesion are protective factors during life's challenges, fostering resilience through personal engagement and recognizing when additional support is necessary. Annual Navy suicide case reviews consistently find that the majority of Sailors who die by suicide experienced a loss of connectedness with peers, shipmates or family members; and

WHEREAS, one small act to show support, offer hope or build trust can make a difference—and may save a life. Loved ones, leaders, peers, friends and shipmates have an obligation to ACT (Ask, Care, Treat) when a Sailor shows signs of distress; and

WHEREAS, talking openly about stress and psychological health builds trust, reduces barriers to care and enables early intervention; and

WHEREAS, suicide prevention in the Navy is not just an annual observance—it's an all hands evolution, all of the time. The prevalence of suicide is a call-to-action to change the way our Navy team discusses, perceives and reacts to suicide and help-seeking, starting with small steps to support every Sailor, every day.

**Now**, therefore, be it resolved that I, **NAME OF OFFICIAL, TITLE OF OFFICIAL**, do hereby proclaim **September 2015** as

### NAVY SUICIDE PREVENTION MONTH

and encourage commands, Sailors, Marines, civilian, and contractor employees and their families to ACT to help prevent suicide in the Navy community.

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OFFICIAL SIGNATURE BLOCK



# 1 Small ACT a Day

Challenge yourself to 30 days of small acts to support your shipmates and prevent suicide. No act is too small to make a difference—it's about being there for every Sailor, every day.

| Sunday   | Monday  | Tuesday   | Wednesday  | Thursday  | Friday   | Saturday  |
|--|---|---|--|---|--|---|
|  |   | <b>1</b><br>Snap a photo of yourself for the <a href="#">"1 Small ACT" Photo Gallery</a> to show your support for your shipmates.                         | <b>2</b><br>Personalize your <a href="#">Stress Navigation Plan</a> and encourage 3 shipmates or loved ones to complete theirs as well.  | <b>3</b><br>Suicide Prevention starts with active engagement. Check out the <a href="#">Every Sailor, Every Day video</a> to see the concept in action. | <b>4</b><br>Reach out to a shipmate who recently changed duty stations. Connectedness is a protective factor against suicide.  | <b>5</b><br>Download the <a href="#">Real Warriors App</a> and salute a fellow service member.  |
| <b>6</b><br>Try to get at least <a href="#">7 hours of sleep tonight</a> . A good night's sleep promotes good psychological health and mission readiness.  | <b>7</b><br>Check out <a href="#">these tips</a> for promoting <i>safe</i> dialogue about suicide prevention to help break down barriers to seeking help. | <b>8</b><br>Offer to help a shipmate with a task that you're familiar with. They'll appreciate the assistance and you'll feel a renewed sense of purpose. | <b>9</b><br>Take a photo with your Suicide Prevention Coordinator and <a href="#">the 1 Small Act sign</a> , and send it to <a href="mailto:suicideprevention@navy.mil">suicideprevention@navy.mil</a> . | <b>10</b><br>Watch the 2015 Suicide Prevention Month PSA from Rear Adm. Burkhardt with a shipmate.  | <b>11</b><br>Physical and psychological fitness go hand-in-hand. Even 20 minute intervals of activity throughout the day helps! Get more tips <a href="#">here</a> . | <b>12</b><br>Be ready, 24/7. Put the <a href="#">Military Crisis Line</a> number (1-800-273-Talk, option 1) in your phone contacts.                                   |
| <b>13</b><br>Practice <a href="#">mindfulness or meditation</a> today to help you reduce anxiety, promote a positive outlook and recharge your resilience. | <b>14</b><br>Motivation Monday! Share <a href="#">this story</a> of a U.S. Airman who reached out for help. Don't forget to use hashtag #1SmallACT!       | <b>15</b><br>Take 5! Educate 5 shipmates on 5 <a href="#">risk factors</a> or <a href="#">warning signs</a> for suicide—ask them to pass it on.           | <b>16</b><br>Build a sense of community! Work with members of your unit or command to plan a game night or other team-building event.  | <b>17</b><br>Throwback Thursday! Remind a shipmate or loved one of a positive memory you shared together for a quick mood-boost.                        | <b>18</b><br>Fit Friday! Try a Navy <a href="#">Physical Readiness workout</a> today, and get more resources to keep you physically and psychologically fit.         | <b>19</b><br>Struggling with family relationships? Listen to these <a href="#">Veterans' Voices on Relationship Problems</a> at <a href="#">Make the Connection</a> . |
| <b>20</b><br>Prepare a healthy, home-cooked meal. Check the recipes at <a href="#">ChooseMyPlate.gov</a> for ideas.  | <b>21</b><br>Break the silence! If you've noticed behavior that out of the norm for your shipmate, now is the time to ACT! Reach out and offer support.   | <b>22</b><br>Skip the e-mail and go talk to a shipmate instead. Personal connections matter!  | <b>23</b><br>Start the conversation with your shipmates <i>now</i> . <a href="#">Discussing stress openly</a> is one of the most helpful things you can do.  | <b>24</b><br>Send a funny (but appropriate) joke to a shipmate. Laughter is good medicine for stress relief!  | <b>25</b><br>Celebrate the weekend responsibly. Watch the <a href="#">Keep What You've Earned: The Ripple Effect</a> video with your shipmates today.                | <b>26</b><br>Spend five minutes concentrating on deep, controlled breathing. Deep breathing can relieve anxiety and refresh your mind!                                |
| <b>27</b><br>Today let 3 people in your life know how they make a difference to you.   | <b>28</b><br>Motivation Monday! Share this video created by Sailors to remind one another that <a href="#">"There is Hope."</a>                           | <b>29</b><br>Pay it forward. Clean a common area in your work center today.   | <b>30</b><br>Set a 1 Small ACT weekly reminder on your calendar. True involvement is on-going, not just one time.  |   |  |   |



## **Suicide Prevention and Intervention Efforts in the Navy and Marine Corps**

**Webinar co-hosted by Navy Suicide Prevention Branch and Navy and Marine Corps Public Health Center**

**1 September 2015, 1200-1300 ET**

Registration is required for this event. You must have a Common Access Card to register/attend this webinar. To register, please navigate to: <https://survey.max.gov/933674>.

### **Webinar Info:**

In observance of Mental Health and Suicide Prevention Month, the Health Promotion and Wellness (HPW) Department at the Navy and Marine Corps Public Health Center (NMCPHC) will host a webinar in collaboration with Navy Suicide Prevention Branch (OPNAV N171) and Marine and Family Programs to discuss evidence-based programs and tools for suicide prevention and intervention used in the Navy and Marine Corps. This webinar will be focused on efforts from the deckplate to the leadership level. Speakers will address the importance of recognizing and understanding the factors that place Sailors and Marines at risk for suicide and the importance of communicating with one another to connect the dots and take action.

- NMCPHC will discuss the available resources that can assist Sailors and Marines navigate stress and develop the positive coping skills that can assist with overcoming life's challenges.
- Navy Suicide Prevention Branch will address evidence-based intervention resources, tools, and training across the Fleet.
- Marine and Family Programs, Community Counseling and Prevention will present the Marine Corps INTERCEPT Program and current Marine Corps suicide prevention efforts.

The webinar will be presented by:

- Mr. Steve Holton, Deputy Director, OPNAV N171
- LCDR Sam Stephens, Psy.D, Marine and Family Programs, Community Counseling and Prevention
- Dr. Mark Long, Public Health Educator, HPW Department, NMCPHC

Objectives:

- Describe current evidence-based suicide prevention and intervention efforts across the Navy and Marine Corps.
- Communicate the importance of recognizing and understanding the factors that put Sailors and Marines at risk for suicide.
- Identify helping resources available to Sailors, Marines, and their families across the Department of the Navy and the Department of Defense.

The webinar is designated for Certified Health Education Specialists (CHES) to receive up to 1 Category 1 CECH.

If you have any questions on the webinar or registration, please email: [usn.hampton-roads.navmcpubhlthcenpors.list.nmcphc-pew@mail.mil](mailto:usn.hampton-roads.navmcpubhlthcenpors.list.nmcphc-pew@mail.mil).



### Sample Social Media Messages

The following messages can be posted to local social media pages to promote Navy Suicide Prevention Month efforts and encourage involvement. Don't forget to use the #1SmallACT hashtag when posting additional content (images or stories about local events, etc.!) For additional social media content to share, like us on Facebook at [www.facebook.com/navstress](http://www.facebook.com/navstress) and follow us on Twitter at [www.twitter.com/navstress](http://www.twitter.com/navstress).

#### Facebook

- September is #SuicidePrevention Month, but it's our responsibility to support #EverySailorEveryDay, all year-round. Small actions can make a big difference. #1SmallACT. [http://www.npc.navy.mil/bupers-npc/support/21st\\_Century\\_Sailor/suicide\\_prevention/Pages/default.aspx](http://www.npc.navy.mil/bupers-npc/support/21st_Century_Sailor/suicide_prevention/Pages/default.aspx)
- Show your support of Suicide Prevention Month. Snap a picture holding up the #1SmallACT sign personalized with a small act you can complete to support your shipmates, and send it in for the @US Navy Operational Stress Control Facebook gallery. Instructions and the sign are available at [www.suicide.navy.mil](http://www.suicide.navy.mil).
- #DYK you can download the free @RealWarriors app and share a #1SmallACT photo there? The app was created for #warriors, veterans, families and other users to salute others and access 24/7 resources. #oneteam #resilience #suicideprevention <http://www.realwarriors.net/mobileapp.php>.
- Who is your #SuicidePrevention Coordinator? Connect with them, and take a photo for the #1SmallACT photo gallery today!
- Have you seen the "Every Sailor, Every Day" video? Have your shipmates? Watch it, and have a conversation about #stress and #suicide. Early and open discussion is key to breaking down barriers to speaking up and seeking help. #1SmallACT <http://www.navy.mil/viewVideo.asp?id=20466>
- Our dedication to #suicideprevention is not about numbers—any life lost to suicide is one too many. It's about taking care of our people and promoting a culture where all personnel feel supported and view seeking help as a sign of strength. Together we can make a difference, # 1SmallACT at a time.
- Help is always available. Call the Veterans Crisis Line at 1-800-273-TALK (Press 1), visit [www.veteranscrisisline.net/activeduty.aspx](http://www.veteranscrisisline.net/activeduty.aspx) or text 838255 for free confidential support, 24/7. Keep the number in your phone so you're always ready if a shipmate needs help.
- The fight to prevent #suicide is year-round, but September is our launch-pad for ongoing and sustainable efforts. What are YOU doing to promote a culture where all personnel feel supported? Share your #suicideprevention activities with us, or let us know if we can help you plan an event or activity.
- As shipmates, leaders, friends or loved ones, we must #ACT (Ask Care Treat) when we think a Sailor is having trouble navigating #stress. #1SmallACT [http://www.npc.navy.mil/bupers-npc/support/21st\\_Century\\_Sailor/suicide\\_prevention/spmonth/Pages/default.aspx](http://www.npc.navy.mil/bupers-npc/support/21st_Century_Sailor/suicide_prevention/spmonth/Pages/default.aspx).
- #DYK there are resources for strengthening your local command #SuicidePrevention Program—including crisis response plan guidance, reducing access to lethal means, DoDSER instructions and more—on our website? [http://www.npc.navy.mil/bupers-npc/support/21st\\_Century\\_Sailor/suicide\\_prevention/command/Pages/default.aspx](http://www.npc.navy.mil/bupers-npc/support/21st_Century_Sailor/suicide_prevention/command/Pages/default.aspx)

#### Twitter

- September is Suicide Prevention Month. Small acts make a big difference. #1SmallACT. <http://ow.ly/QmbYg>
- Show your support for #SuicidePrevention. Send a #1SmallACT photo to us. Details at [www.suicide.navy.mil](http://www.suicide.navy.mil).
- Download the free @RealWarriors app, and share your #1SmallACT photo there! <http://ow.ly/Qmc3g>.
- Get a photo w/ your #SuicidePrevention Coordinator today, and share it on the #1SmallACT photo gallery.
- Start the conversation about #stress and #suicideprevention. Watch the "Every Sailor, Every Day" video. <http://ow.ly/Qmc95>.
- Suicide prevention is not about numbers—any life lost to suicide is one too many. #EverySailorEveryDay



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- Help is available 24/7. Veterans Crisis Line @ 1-800-273-TALK (Press 1), or text 838255.  
[www.veteranscrisisline.net/activeduty.aspx](http://www.veteranscrisisline.net/activeduty.aspx).
- Share your #suicideprevention month activities here, or let us help you plan one. #1SmallACT
- #EverySailorEveryDay video is a powerful tool for training or educational events. Watch & discuss today!  
<http://go.usa.gov/377se>
- We all have a responsibility to #ACT (Ask Care Treat) #1SmallACT <http://ow.ly/QmccZ>.
- We have resources to strengthen local #suicideprevention programs. <http://ow.ly/QmccZ>.



1 Small ACT Standalone and Social Media Graphics



It's about being there for every Sailor, every day.

1 Small ACT Standalone Graphic to be used as logo on materials



1 Small ACT Facebook Banner



- 1 Small ACT Images to accompany social media posts
- Printable poster on following page



Every Sailor, Every Day



**1 Small ACT** 

For 24/7 confidential support, call 1-800-273-8255 (press 1) or visit [www.militarycrisisline.net](http://www.militarycrisisline.net).

**Share a laugh with a shipmate today.  
1 Small ACT can make a difference--  
and save a life. It's about being there for  
every Sailor, every day.**

## Infographics

The following infographics can be printed and posted in high-visibility areas or shared online through social media. Each infographic can be printed directly from the toolkit on 8.5"x11" paper, however, links are provided for online sharing.

| Infographic   | Description  | Link  |
|---|--|---|
| Psychological Health Treatment and SF86 Question 21                     | Graphic developed by Navy Suicide Prevention Branch including facts about reporting psychological health treatment on SF86 Question 21. This infographic can help address common fears and misconceptions that may prevent Sailors from seeking help.  | <a href="http://www.npc.navy.mil/bupers-npc/support/21st_Century_Sailor/suicide_prevention/command/Documents/SF%2086%20Infographic.pdf">http://www.npc.navy.mil/bupers-npc/support/21st_Century_Sailor/suicide_prevention/command/Documents/SF%2086%20Infographic.pdf</a>   |
| Communications with Medical Providers Regarding Mental Health Treatment | Graphic developed by Navy Bureau of Medicine and Surgery (BUMED) Psychological Health Advisory Board, providing at-a-glance information on topics such as notification to commands and best practices for sharing mental health information. This tool is not only useful for commanders to facilitate a closer understanding of the decision making process providers must adhere, but is useful for key personnel (such as SPCs) to help dispel misperceptions among their shipmates regarding mental health treatment disclosure. | <a href="http://www.npc.navy.mil/bupers-npc/support/21st_Century_Sailor/suicide_prevention/command/Documents/LINE%20LEADER%20PLACEMAT%20Final.pdf">http://www.npc.navy.mil/bupers-npc/support/21st_Century_Sailor/suicide_prevention/command/Documents/LINE%20LEADER%20PLACEMAT%20Final.pdf</a><br><br><i>Online only</i> |
| Suicide-at-a-Glance   | Graphic developed by Navy and Marine Corps Public Health Center's Health Promotion and Wellness Department outlining definitions of suicide-related terms, risk and protective factors, and other facts to aid in educational efforts.   | <a href="http://www.med.navy.mil/sites/nmcphc/Documents/health-promotion-wellness/psychological-emotional-wellbeing/Suicide_Infographic.pdf">http://www.med.navy.mil/sites/nmcphc/Documents/health-promotion-wellness/psychological-emotional-wellbeing/Suicide_Infographic.pdf</a>                                       |
| 2012 Deep Dive Findings   | Findings from Navy's annual suicide case reviews (Deep Dive), which occur two years after the calendar year being examined. This infographic outlines probable stressors and other information that can be used to shape further prevention efforts.   | <a href="http://www.npc.navy.mil/bupers-npc/support/21st_Century_Sailor/suicide_prevention/command/Documents/Deep%20Dive%20(FINAL)%208.5x11.pdf">http://www.npc.navy.mil/bupers-npc/support/21st_Century_Sailor/suicide_prevention/command/Documents/Deep%20Dive%20(FINAL)%208.5x11.pdf</a>                               |
| Five Tips to Stay Mission Ready   | Developed by Real Warriors Campaign, this infographic includes tips on stress navigation, time management, physical readiness, avoiding alcohol and substance misuse and identifying people Sailors can turn to for additional support.  | <a href="http://www.scribd.com/doc/257797928/Real-Warriors-Mission-Ready-Infographic">http://www.scribd.com/doc/257797928/Real-Warriors-Mission-Ready-Infographic</a>   |

# SPREAD *the* TRUTH

## Psychological Health Treatment and SF86 Question 21

Standard Form 86 [SF86] "Questionnaire for National Security Positions" is used to evaluate individuals under consideration for Confidential, Secret, and Top Secret security clearances. One of the many reasons service members choose not to seek help for psychological health concerns is fear that doing so will jeopardize their clearance eligibility and careers. Here are the facts about answering Question 21:

It's okay to speak up when you're down

Truth



Less than one percent of security clearance denials and revocations involve psychological health concerns.

Truth



Seeking help to promote personal wellness and recovery may favorably impact a person's security clearance eligibility.

Truth



Not all psychological health treatment is required to be reported when answering Question 21.

Truth



Any psychological health care you report when answering Question 21 is protected by privacy rights.

What does NOT need to be reported when answering Question 21:

Counseling related to adjustments from service in a military combat environment

Marital or family concerns (not related to violence by the service member)

Grief counseling

Counseling related to being a victim of sexual assault

Did You Know?

Any psychological health care a service member reports when answering SF86 Question 21 is protected by privacy rights. A personnel security investigator can only initially ask a health care provider if the service member is coping with a concern that could impair his or her judgement or reliability to safeguard classified information.

If the answer is "no," no additional questions are authorized.



Seeking help is a sign of strength, and help is always available.

For confidential, 24/7 support, contact the Military Crisis Line at 800-273-TALK or visit [www.veteranscrisisline.net](http://www.veteranscrisisline.net).

Service members have the right to report any suspected privacy violations regarding unauthorized questioning pertaining to psychological health care to the Defense Department Inspector General Hotline at 800-424-9098.

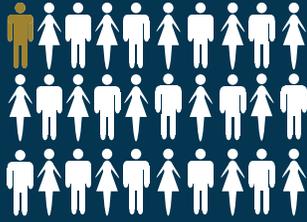
For more information, visit the Defense Suicide Prevention Office at [www.suicideoutreach.org](http://www.suicideoutreach.org).

A product of Navy Suicide Prevention Branch, OPNAV N171. Visit [www.suicide.navy.mil](http://www.suicide.navy.mil) for additional Navy Suicide Prevention resources.

# Suicide At A Glance

**Suicide** (su·i·cide) - Death caused by self-directed injurious behavior with any intent to die as a result of the behavior.

For every **1 Suicide Death**, there are at least **30 Suicide Attempts**.



**In 2010 in the U.S.**

- 10th leading cause of death in all populations.
- 2nd leading cause of death for the 25-34 age group.
- 3rd leading cause of death for the 15-24 age group.

**FACT:** **Military** suicides have increased over the past several years.

**DID YOU KNOW?**

Firearms are the most commonly used method of suicide among males

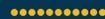
**Suicidal Behaviors:** Behaviors related to suicide, including preparatory acts, as well as suicide attempts and deaths.

**Suicidal Ideation:** Thinking about, considering, or planning for suicide.

**Suicide Attempt:** A non-fatal self-directed potentially injurious behavior with any intent to die as a result of the behavior. A suicide attempt may or may not result in injury.

**Risk Factors:** These factors have been found to be associated with suicide and increase the risk of suicidal behaviors. Risk factors DO NOT cause or predict suicide.

History of depression and other mood disorders



Past suicide attempts; Family history of suicide



Alcohol and other substance use disorders



Lack of social support and sense of isolation



Major physical illnesses



Loss of relationship or significant personal loss



Severe, prolonged, or perceived unmanageable stress and/or anxiety

Feeling like a burden to others, helplessness



Easy access to lethal means



History of trauma or abuse



Impulsive and/or aggressive tendencies



Hopelessness



Job, financial, school or legal problems



Life transitions such as retirement, permanent change of station (PCS) or change in job or work duties

## A.C.T. NOW

Take all talk about suicide seriously and know the warning signs.

### Ask

- Ask if they are thinking of hurting themselves.
- Actively listen.
- Acknowledge their talk, behavior and feelings.



### Care

- Listen and let the person know they are not alone.
- Let the individual know you care and understand.
- Discuss and care about what is troubling them.



### Treat

- Get help as quickly as possible such as the duty officer, chaplain, friend, medical personnel, or others who can help.
- Do not leave the person alone.



If you or someone you know is in need of immediate assistance:

1. Call the Military Crisis Line at **1-800-273-8255** and press **1**
2. Text the Military Crisis Line at **838255**
3. Chat live online at <http://www.veteranscrisisline.net/ActiveDuty.aspx>.

#### Additional Resources

1. Military OneSource provides a variety of non-medical counseling services and resources. Contact Military OneSource at 1-800-342-9647 or visit their website at [www.militaryonesource.mil](http://www.militaryonesource.mil).
2. Contact your local Navy Fleet and Family Support Center which can assist you during times of transition or stress.
3. Navy Suicide Prevention Program: [http://www.public.navy.mil/bupers-npc/support/21st\\_Century\\_Sailor/suicide\\_prevention/Pages/default.aspx](http://www.public.navy.mil/bupers-npc/support/21st_Century_Sailor/suicide_prevention/Pages/default.aspx)
4. Marine Suicide Prevention Program: [https://www.manpower.usmc.mil/portal/page/portal/M\\_RA\\_HOME/MF/G\\_Behavioral%20Health/BH\\_Community%20Counseling%20and%20Prevention](https://www.manpower.usmc.mil/portal/page/portal/M_RA_HOME/MF/G_Behavioral%20Health/BH_Community%20Counseling%20and%20Prevention)
5. Navy and Marine Corps Public Health Center (NMCPHC) Health Promotion and Wellness (HPW) Psychological and Emotional Well-Being webpage at: <http://www.med.navy.mil/sites/nmcphc/health-promotion/psychological-emotional-wellbeing/Pages/psychological-emotional-wellbeing.aspx>.

#### Sources:

- <http://www.cdc.gov/violenceprevention/pdf/Suicide-DataSheet-a.pdf>
- [http://www.med.navy.mil/sites/nmcphc/Documents/health-promotion-wellness/psychological-emotional-wellbeing/Suicide\\_Terminology\\_SP\\_Webpage.pdf](http://www.med.navy.mil/sites/nmcphc/Documents/health-promotion-wellness/psychological-emotional-wellbeing/Suicide_Terminology_SP_Webpage.pdf)
- <http://www.sprc.org/basics/about-suicide>
- <http://www.sprc.org/sites/sprc.org/files/library/RandPPrimer.pdf>
- <http://www.suicidepreventionline.org/Learn/RiskFactors>
- <http://www.surgeongeneral.gov/library/reports/national-strategy-suicide-prevention/overview.pdf>

## Reasons Sailors and Marines won't seek help:



## Protective Factors Against Suicide

Resources and aspects of our lives that promote healthy stress navigation and build resilience. During times of extreme stress or crises, protective factors can counterbalance risks for suicidal behavior.



Biological



Psychological



Social



NAVY AND MARINE CORPS PUBLIC HEALTH CENTER  
PREVENTION AND PROTECTION START HERE

# 2012 DEEP DIVE FINDINGS

## Annual Navy Suicide Cross Disciplinary Case Review

There were 58 active component and 8 reserve component suicides in 2012.



66  
total suicides



41 Sailors died by firearm  
14 Sailors died by hanging



33%  
tested positive for alcohol



56%  
died in their homes



42%  
left a suicide note, goodbye letter or text

suicide is rarely the result of a single event or stressor...

stressors present in 2012 cases:

44% experienced a recent career transition



separation, retirement, recent promotion, demotion, PCS

29% were experiencing financial problems



bankruptcy, excessive debt

58% were experiencing significant relationship problems



marital troubles, loss of major relationship, infidelity

50% experienced a recent event that caused shame, guilt, humiliation or loss of status



general court martial, PFA failure, academic failure, moral conflict

44% were experiencing physical health issues



trouble sleeping, illness, weight gain

38% experienced trauma or abuse at some point in their lives



physical, sexual or emotional

70% experienced loss of belongingness



no friends at new duty station, inability to connect with peers, perception of being a burden

Help is always available. Call the Military Crisis Line at 1-800-273-8255 (press 1), text 838255 or visit [www.militarycrisisline.net](http://www.militarycrisisline.net) for free and confidential support 24/7.

# FIVE TIPS TO STAY MISSION READY



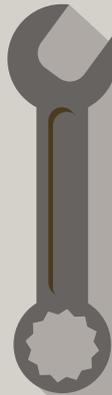
1



### FIND TIME FOR YOURSELF

Keep a journal, improve your sleep habits, try yoga/meditation or participate in activities you enjoy.

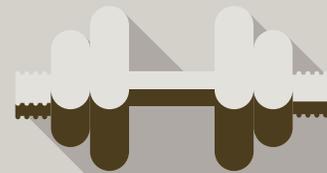
2



### BREAK DOWN OBSTACLES

Break them down into small steps that you can tackle one at a time.

3



### GET YOUR PT IN

Strengthen your muscles, your mind and your focus with regular physical training.

4



### AVOID ALCOHOL & SUBSTANCE MISUSE

Avoiding substance misuse makes it easier to manage stress, sleep, relationships and responsibilities.

5



### IDENTIFY PEOPLE YOU CAN TURN TO

Identify a friend, family member, chaplain or health professional you can talk with.

## REAL WARRIORS \* REAL BATTLES REAL STRENGTH

VISIT [REALWARRIORS.NET](http://REALWARRIORS.NET) to learn about resources for staying mission ready, or join the [@realwarriors](https://www.facebook.com/realwarriors) community on Facebook and Twitter.

**NEED TO TALK?** Contact the DCoE Outreach Center for free 24/7, confidential support:

- 866-966-1020
- [realwarriors.net/livechat](http://realwarriors.net/livechat)
- [resources@dcoeoutreach.org](mailto:resources@dcoeoutreach.org)

Trained health resource consultants are ready to listen, answer questions about invisible wounds, and direct you to resources in your area.



## Additional Resources

**Individual Stress Navigation Plan:** A personalized list of contact numbers and responses to challenges to promote healthy stress navigation. [http://www.npc.navy.mil/bupers-npc/support/21st\\_Century\\_Sailor/suicide\\_prevention/Documents/Stress%20Navigation%20Plan.pdf](http://www.npc.navy.mil/bupers-npc/support/21st_Century_Sailor/suicide_prevention/Documents/Stress%20Navigation%20Plan.pdf)

**What's in a Word? Best Practices for Reporting on Suicide in the Media:** Navy Suicide Prevention Program fact sheet on evidence-based best practices to safely and constructively report on suicide and psychological health in the media. [http://www.npc.navy.mil/bupers-npc/support/21st\\_Century\\_Sailor/suicide\\_prevention/Documents/What%27s%20in%20a%20Word%20REPORTING.pdf](http://www.npc.navy.mil/bupers-npc/support/21st_Century_Sailor/suicide_prevention/Documents/What%27s%20in%20a%20Word%20REPORTING.pdf)

**The Truth About Sailors and Suicide:** Navy Suicide Prevention Program fact sheet providing facts to counter common misconceptions about suicide. [http://www.npc.navy.mil/bupers-npc/support/21st\\_Century\\_Sailor/suicide\\_prevention/Documents/Truth%20about%20Sailors%20and%20Suicide\\_Submitted.pdf](http://www.npc.navy.mil/bupers-npc/support/21st_Century_Sailor/suicide_prevention/Documents/Truth%20about%20Sailors%20and%20Suicide_Submitted.pdf)

**Principles of Resilience and Stress Control:** Navy Operational Stress Control Program fact sheet describing the five principles of resilience and how to employ them to promote healthy stress navigation. [http://www.public.navy.mil/bupers-npc/support/21st\\_Century\\_Sailor/suicide\\_prevention/command/Documents/Principles%20of%20Resilience\\_Sep%202012.pdf](http://www.public.navy.mil/bupers-npc/support/21st_Century_Sailor/suicide_prevention/command/Documents/Principles%20of%20Resilience_Sep%202012.pdf)

**5 Things You Should Know About Reducing Access to Lethal Means:** Navy Suicide Prevention Program fact sheet providing key information on Navy's guidance for commanders and health professionals on reducing access to lethal means through voluntary storage of privately owned firearms. [http://www.npc.navy.mil/bupers-npc/support/21st\\_Century\\_Sailor/suicide\\_prevention/command/Documents/Lethal%20Means%20QA.pdf](http://www.npc.navy.mil/bupers-npc/support/21st_Century_Sailor/suicide_prevention/command/Documents/Lethal%20Means%20QA.pdf)

**Crisis Response Plan Guidance:** Navy Suicide Prevention Program fact sheet providing tips and considerations for tailoring a command crisis response plan to ensure preparedness during a psychological health emergency. [http://www.npc.navy.mil/bupers-npc/support/21st\\_Century\\_Sailor/suicide\\_prevention/spmonth/Documents/CRP%20Guidance%20Info%20Sheet.pdf](http://www.npc.navy.mil/bupers-npc/support/21st_Century_Sailor/suicide_prevention/spmonth/Documents/CRP%20Guidance%20Info%20Sheet.pdf)

**Postvention is Prevention:** Navy Operational Stress Control Program blog post outlining key considerations following a suicide to promote recovery. <https://navstress.wordpress.com/2014/07/31/postvention-is-prevention/>

**Real Warriors Campaign Materials:** Campaign materials, including service-specific posters, wallet cards and mini-brochures, highlight available tools and resources to encourage help-seeking behavior among service members, veterans and military families. All materials can be downloaded or ordered free-of-charge through the campaign's online shopping cart at [www.realwarriors.net/materials](http://www.realwarriors.net/materials). Materials and shipping are available in bulk quantities. To reduce our shipping costs, we recommend you order enough materials to cover a six-month time period. Order now by emailing [webmaster@realwarriors.net](mailto:webmaster@realwarriors.net).

**Power of 1 and VA Crisis Line Materials:** Campaign materials from the Veterans Crisis Line's Power of 1 campaign. [spreadtheword.veteranscrisisline.net/materials](http://spreadtheword.veteranscrisisline.net/materials)