

Messaging Watch Outs

Don't Say This	Say This
committed suicide	died by suicide, took their own life, ended their life
<p>"unsuccessful" attempt</p> <p>"successful" attempt</p> <p>"suicide death"</p>	<p>"interrupted" or "non-fatal" attempt or just say "suicide attempt"</p> <p>"completed" attempt or "completed" suicide, fatal attempt, suicide death</p> <p>("attempted suicide" is not preferable but sometimes unavoidable)</p>
<i>don't describe a method or specific attempt in detail</i>	<i>OK to provide statistics about different kinds of methods (with language caveats above)</i>
<i>don't suggest that suicides are due to a single cause or precipitating event</i>	<i>do note that warning signs may be hard to recognize, that suicide is multi-determined and complex.</i>
<i>suggest that suicide is inexplicable</i>	<i>Research is teaching us more everyday about what contributes to suicide risk.</i>
<i>directly link the increase in stress/anxiety amid COVID to an increase in suicide risk</i>	<p>always include suicide treatment and prevention resources whenever discussing suicide:</p> <p>The 988 Suicide & Crisis Lifeline: Call or text 988 or chat and learn more at 988lifeline.org.</p> <p>Crisis Text Line: Text HOME to 741741.</p> <p><i>[Can include specific resources as appropriate as well e.g. Trevor Project for LGBT and Veterans Crisis Line]</i></p>
More people die of suicide each day than have died in the deadliest mass shooting in the U.S.	More people die of suicide each day than from firearm murders and unintentional shootings put together.

<p>Guns are the most lethal method of suicide <i>[without directly connecting to a safe storage CTA]</i></p>	<p><i>[for example]</i> Guns are the most lethal method of suicide. That's why storing firearms securely can help give our loved ones a second chance at life.</p>
<p><i>Don't connect the increase in stress/anxiety amid COVID directly to increased suicide risk (people can be stressed without being suicidal)</i></p>	<p>Do quantify this with statistics and connect directly to suicide risk, e.g. 11% of Americans have seriously considered suicide amid the pandemic;</p>
<p>Mentally ill people</p>	<p>Those living with mental illness; people in crisis; people "living with a mental health condition or "experiencing mental health struggles"</p>