

Suicide
Prevention
Toolkit

Implementation Guide

We can all contribute to the wellness of our campus and reduce the stigma surrounding suicide. Suicidal thoughts can affect anyone regardless of age, sex, race or background, so it's important to speak up, reach out and check in. You'd be surprised how much a simple conversation can do.

These assets are here to spread hope, fight negative stigma and let students know that someone is here to help.

Yard Signs

Place the series of three signs throughout high traffic areas. Dorms, campus health, student unions etc.



Digital Screens

Utilize digital screens in common areas. Download at SDBehavioralHealth.gov/Outreach-Materials.



Table Clings

Place table clings in study spaces, sitting areas & dining tables.



Social Media Posts

Share resources and messages of hope to different platforms. Download at SDBehavioralHealth.gov/Outreach-Materials.

Post 1 Copy:

Your mental health matters, and bottling up feelings never helps them go away. If you or someone you know is going through a tough time, remember that help is always available. Call, text, chat 988.

Post 2 Copy:

A simple chat could prevent a suicide. No matter how small the act may seem, it can make a big difference. So, speak up, reach out and check in as often as you can.



Sidewalk Chalk

Encourage and work with a student group to chalk messages in high traffic areas.

Message 1: Your Mental Health Matters

Message 2: This Is a Safe Space for Mental Health

Message 3: Suicide Prevention Is Possible

For more information, visit SDBehavioralHealth.gov or contact dssbh@state.sd.us.