

AFSP

Impact Messages

Below are AFSP's impact messages, which can complement social media posts, virtual events, talking points, content in resources and marketing collateral. From how many people are being reached by our education programs, to the number of volunteer Field Advocates and legislation they've helped pass, to statistics about our research grants, events, key partnerships and more, they are a great way to help tell the AFSP story and generate understanding and enthusiasm for our mission.

1. AFSP funds groundbreaking **suicide research**, laying the foundation for the most important findings in the field. This year we're funding 38 new studies, bringing our total current investment to \$20 million, with 100 ongoing studies.
2. Through **research**, we can discover new ways to save lives. Most of the world's leading suicide prevention researchers have been supported by AFSP at some point in their career, and these studies have made major contributions in preventing suicide.
3. Through our 28,000 voluntary **Field Advocates**, we're leading the way in mental health and suicide prevention advocacy with over 50 state laws and 13 major federal policies being enacted into legislation in the last few years alone. Most recently AFSP played a lead role in establishing 9-8-8 as a three-digit number for people in crisis. Sign up here up **here** to join us!
4. Our **Interactive Screening Program** is used by mental health services at hundreds of schools, workplaces and other organizations, giving people a safe and anonymous way to reach out for support. ISP has connected over 180,000 people to help they would not have sought otherwise.
5. Our suicide prevention education programs change attitudes, culture, and behavior. One example: Teachers who've received our **More Than Sad** training had increased engagement with struggling students, and increased referrals of students to needed help, as compared to those without the training.
6. Since launching in 2015, **AFSP's Talk Saves Lives™** education program – available in person or virtually – has reached nearly 150,000 people across all 50 states with science-informed education about suicide, and how we can all help prevent it.

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7. With the outbreak of COVID-19, our local chapters met the challenge by adapting our programs from in-person to virtual, with over 500 presentations in four months alone, including the debut of our new program, **Enhancing Mental Health During COVID-19**.
8. We launched a campaign effort at the start of the pandemic to educate the public about the importance of safeguarding mental health for you and loved ones through traditional and social media. The **Taking Care of Your Mental Health blog** alone reached over 900,000 people in March 2020.
9. We're collaborating with leading organizations and workplaces to bring national suicide prevention programs to communities across the country, including: Applied Suicide Intervention Skills Training (ASIST), Mental Health First Aid (MHFA), SafeTalk, Soul Shop, Signs Matter, and Attachment-Based Family Therapy (ABFT).
10. We're working in collaboration with the **media & entertainment** industry to shine a light and hopefulness on mental health and ways that we can support people who are struggling - long before a suicidal crisis. By working with content creators, the stories told are informed by research, portrayed in ways that hope and recovery is possible and safe for viewers who may be struggling.
11. Through our **Seize the Awkward** campaign young people everywhere have access to inspirational messages, conversation starters and social media tools to reach out to a friend and check in on their mental health. The campaign, features an original music video "**Whatever Gets You Talking**" and has reached more than 42 million people since 2018.
12. AFSP has forged new territory in working with the firearms owning communities across the U.S. to learn how to prevent suicide. Through a **partnership** with the National Shooting Sports Foundation, a trade organization, our suicide prevention programs and materials and education on safe storage, are reaching gun retailers and ranges and firearms owners in 40 states.
13. Through our partnership with the leading Emergency Medicine organization, the American College of Emergency Physicians, a new suicide prevention tool and app called **ICAR2E** has been developed to make suicide prevention care more readily available in Emergency Room settings.
14. We're a "grassroots-meets-science" organization with a longstanding dedication to supporting survivors of suicide loss. Our nationwide network of local chapters helps deliver programs like **Healing Conversations**, which gives those who have lost someone the opportunity to speak with a trained peer, who can share comfort and resources.
15. Over a two-year span, 600 mental health professionals participated in AFSP's Suicide **Bereavement Clinician Training Program** to increase their understanding of the unique needs of people bereaved by suicide.
16. On the Saturday before Thanksgiving each year, AFSP supports hundreds of large and small **International Survivors of Suicide Loss Day** events around the world, in which suicide loss survivors come together to find comfort and understanding through their shared experience. In 2019, 417 events were hosted in 26 countries around the world.