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SUICIDE PREVENTION PLAN
of
ACTION for RURAL AREAS

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Curbing Veterans Suicide in Rural Areas

MILESTONE - 1

GOALS

PROMOTE

- ▶ Reach Underserved Rural Areas
- ▶ Distribute **988 +1** Veterans Crisis Line Information
- ▶ Normalizing Conversations about Suicide Prevention with Families & Community Members

Phase 2 – Milestone

(Continued)

First Prioritize Rural Communities

A BOLD CALL TO ACTION

Draft Veteran -Specific Flyer or Pamphlet

- ▶ 988 +1 - Veterans Crisis Line
 - ▶ Prominently Displayed
- ▶ Hearing Impaired TTY 800 -799 -4389
- ▶ Real, Recent statistics (e.g., "Veterans die by suicide at nearly twice the rate of non-veterans.")
 - ▶ BOLD VERBIAGE :
 - ▶ "You're not alone. Let's talk."
- ▶ Usage of Inclusive, Non-Stigmatizing Language for Veterans

<https://www.veteranscrisisline.net/find-resources/spread-the-word/#>

SPECIAL HELPS

- ▶ Written Materials
- ▶ Veterans Crisis Line
 - ▶ **Messaging & Design Criteria**
- ▶ 1 - Sided Wallet Cut – Out Cards
- ▶ 2 – SideD Wallet Cut – Out Cards
- ▶ Crisis Flyers, LGBTQ – Specific Crisis Flyers
 - ▶ Outreach Took Kit

Hearing Impaired Crisis Line

TTY 800-799 - 4889



Phase 3 – Milestone - (Month 4)

Print, Promote & Launch Pilot

- ▶ Timeline Goal 120 Days
 - ▶ Print 250–500 Flyers
(Pilot Quantity)
- ▶ Desired Outcome: Materials Distributed
 - ▶ In Key Rural Areas

Create Distribution Routes

- ▶ Rural Pilot Circuits
- ▶ Engage Local Volunteers or Veteran Advocates to ASSIST IN HAND-DELIVERY and SMALL CONVERSATIONS
- ▶ Schedule Quarterly Drops To Refresh Materials And Check Engagement (Align With Veterans Day, Memorial Day, Etc.)
 - ▶ Promote the Plan of Action By:
 - ▶ Government & Newsletter & Social Media
 - ▶ Public Transportation
 - ▶ Veteran Service Organizations' Communication Channels

Phase 4 - Milestone

Sustain, Evaluate & Expand

(Months 5–12)

- ▶ Timeline: Quarterly
- ▶ Check-ins with vendors
 - ▶ Outcome
- ▶ Engagement Data, Expansion Plan

Goals

- ▶ Develop Evaluation Tool (i.e., Count Flyers Distributed, Feedback, Partner Check-Ins)
- ▶ Host Listening Sessions
- ▶ Veteran Coffee Chats
 - ▶ Every 3–6 Months to Gather Community Feedback.
- ▶ Adjust Materials as Needed (Language, Imagery, Locations)
- ▶ Expand to Urban & Suburban Areas by Month)

Optional Milestone - (Year 2+)

- ▶ Host an Annual
 - ▶ Veterans Suicide Prevention Awareness Forum
- ▶ Recognize Veteran Champions of Connection (peer leaders building conversations in the community)
- ▶ Partner with Local high Schools or Community Colleges
 - ▶ *Create Veteran Storytelling Videos (with consent) focused on Hope and Recovery*