

2023 State and Territorial Suicide Prevention Needs Assessment Messaging Toolkit for Participants

The Suicide Prevention Resource Center (SPRC) conducted its third annual State and Territorial Suicide Prevention Needs Assessment (SNA) in the spring of 2023. This toolkit contains key messages and materials that participants can use to promote their individual 2023 SNA results as well as the national findings and SPRC's *Recommendations for State Suicide Prevention Infrastructure*. If you or your organization did not participate in the 2023 SNA, please use the [Messaging Toolkit for Partners](#) to promote the 2023 SNA national findings.

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Customizable Overview

Download this customizable overview for SNA participants and adapt it to highlight your state or territory's 2023 SNA results.

Tip: Consider using this resource to provide a concise, high-level overview of your state or territory's individual results to policymakers, advocates, or other key partners.

- [SNA Customizable Overview for Participants](#)

Customizable Presentation Slide Deck

Download this customizable PowerPoint slide deck for SNA participants and adapt it to present your state or territory's individual SNA results and to show your state or territory's data in comparison to national data.

Tip: Consider using this resource to highlight areas of strength and improvement in your state or territory's suicide prevention infrastructure.

- [SNA Customizable Slide Deck for Participants](#)

Key Messaging Guidance

Use the suggestions below to guide your talking points when sharing your state or territory's SNA results. The 2023 SNA collected data on state and territorial suicide prevention infrastructure from 49 states and territories (91% of states and territories participated). The SNA scoring is based on SPRC's six essential elements.

Tip: Consider these suggestions as you determine what state or territorial data you want to highlight in your messaging.

- Identify areas in which your state or territory scored higher than the national average, or made progress in since the 2022 SNA, to call attention to the need to sustain growth and to celebrate progress.
- Identify areas in which your state or territory scored lower than the national average, or lost progress in since the 2022 SNA, to know where to focus efforts.
- Determine priority areas or initiatives your state or territory will focus on in the upcoming year.

Newsletter Blurb and Image

2023 State and Territorial Suicide Prevention Needs Assessment Overview

The Suicide Prevention Resource Center ([SPRC](#)) has released its [2023 State and Territorial Suicide Prevention Needs Assessment Overview](#). This resource summarizes findings from the third annual assessment of suicide prevention infrastructure and capacity of U.S. states and territories.

To help you share key information from these reports, SPRC has also developed two-page snapshots of each priority area for strengthening suicide prevention infrastructure, which include real-life state success stories. Read about the priority areas and find tools to help you establish them:

- **[Priority Area 1:](#)** Strengthen representation of diverse and underserved populations in suicide prevention efforts.
- **[Priority Area 2:](#)** Build state and territorial capacity to address underlying conditions associated with suicide risk factors.
- **[Priority Area 3:](#)** Strengthen state and territorial capacity for evaluating suicide prevention efforts.

Read the 2023 SNA [full report](#) and learn more about building a strong state [infrastructure](#) for effective and sustainable suicide prevention efforts.

2023 National Infrastructure Progress Rates

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2023 SNA National Infrastructure Progress Rates	
Infrastructure Element	2023 SNA Score
Authorize	72%
Lead	71%
Partner	64%
Examine	57%
Build	80%
Guide	71%
Total Combined Score	71%

Social Media Posts and Images

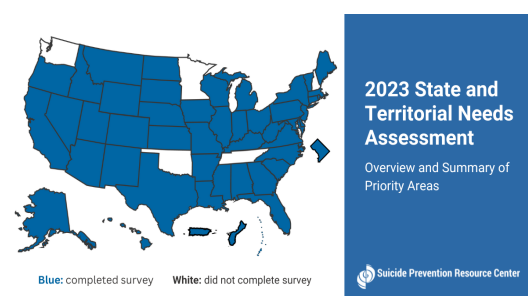
Use the posts and images below to share your state or territory's progress in establishing suicide prevention infrastructure through your social media channels.

Tip: Consider highlighting areas of strength in your state (compared to the national aggregate), areas in which your state or territory has made progress from 2022 to 2023, or calling attention to priority areas in your state. Tag us on Facebook and LinkedIn at @SuicidePreventionResourceCenter and on Twitter at @SPRCtweets.

- [Insert your state/territory name] scored [ranking%] on [infrastructure element], compared with [national%] of U.S. states and territories participating in SPRC's 2023 State and Territorial Suicide Prevention Needs Assessment. With your help, we can further strengthen suicide prevention infrastructure in [state/territory] by [insert specific action]. <https://sprc.org/sna> #SNA23
- [Insert your state/territory name] is one of only [x]% of U.S. states and territories that participated in the 2023 SNA that [have/do not have] [specific infrastructure area] in place. With your help we can strengthen suicide prevention infrastructure in [state/territory] by [insert specific action]. <https://sprc.org/sna> #SNA23

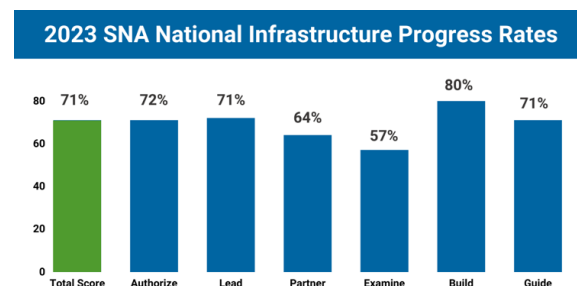
2023 SNA Participation Map

[Download Image](#)



2023 National Infrastructure Progress Rates

[Download Image](#)



Additional SNA Resources

- [State and Territorial Suicide Prevention Needs Assessment Homepage](#)
This homepage is your one-stop shop for all SNA-related information.
- [2023 State and Territorial Suicide Prevention Needs Assessment](#)
This technical report presents complete findings from the 2023 SNA.
- [2023 State and Territorial Suicide Prevention Needs Assessment Overview](#)
This overview summarizes findings from the 2023 SNA.
- [2023 State and Territorial Suicide Prevention Needs Assessment Priority Areas](#)
These resources identify priority areas for strengthening suicide prevention infrastructure across the U.S. and offer calls to action for your state or territory.
- [Recommendations for State Suicide Prevention Infrastructure](#)
These recommendations can help you expand and strengthen key elements of suicide prevention infrastructure in your community.
- [State and Territory Information](#)
This webpage provides contact information for individuals and groups leading suicide prevention efforts in U.S. states and territories. Visit this page to find contact information for your state or territorial lead, who you can reach out to for individual state or territorial SNA results.