

## 2023 State and Territorial Suicide Prevention Needs Assessment Messaging Toolkit for Partners

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 public and private partners can use to promote the national findings of the 2023 SNA as well as SPRC's *Recommendations for State Suicide Prevention Infrastructure*. State and territorial partners that did not participate in the 2023 SNA may also use this toolkit to support progress in suicide prevention infrastructure. If you or your organization participated in the 2023 SNA, please use the [Messaging Toolkit for Participants](#) to promote your state or territory's results.

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### Presentation Slide Deck

Download this slide deck to promote key findings from the 2023 SNA national results in your presentations.

- [SNA Slide Deck for Partners](#)

### Key Messages

Use the key messages below to guide your communication efforts to promote the 2023 SNA results.

#### **SNA Background**

- The Suicide Prevention Resource Center's ([SPRC](#)) State and Territorial Suicide Prevention Needs Assessment ([SNA](#)) is an annual survey that examines suicide prevention infrastructure and capacity in U.S. states and territories.
- The SNA measures state, territorial, and national progress in establishing the six essential elements in SPRC's *Recommendations for State Suicide Prevention*

*Infrastructure* ([Infrastructure Recommendations](#)), which guide states and territories in establishing sustainable suicide prevention infrastructure.

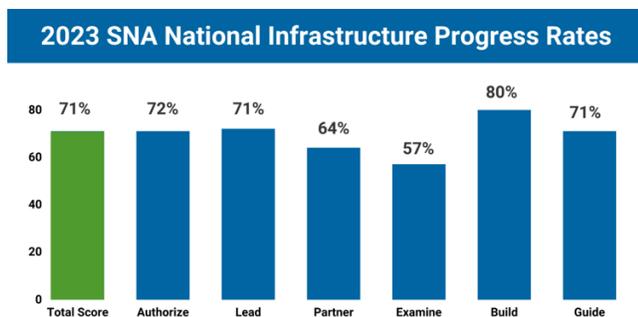
- The six essential elements of SPRC’s Infrastructure Recommendations are: [Authorize](#), [Lead](#), [Partner](#), [Examine](#), [Build](#), and [Guide](#).

## 2023 SNA Findings

- In spring 2023, SPRC conducted its third annual SNA, gathering input from 49 states and territories (91%) on their strengths, challenges, and progress in developing suicide prevention infrastructure. Read the [full report](#) and [overview](#) to learn more.
- Among the 49 participating states and territories, the survey results showed a 71% progress rate across SPRC’s six essential elements of suicide prevention infrastructure. The U.S. showed the following progress rates for each element:

## 2023 National Infrastructure Progress Rates

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- The 2023 SNA results identified three priority areas for strengthening suicide prevention infrastructure in the U.S.:
  - [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.

## Newsletter Blurb and Image

Use the text and image below to promote the 2023 SNA in your newsletter, listserv, or other communication channel.

## 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 or territorial [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%
<b>Total Combined Score</b>	<b>71%</b>

## Social Media Posts and Images

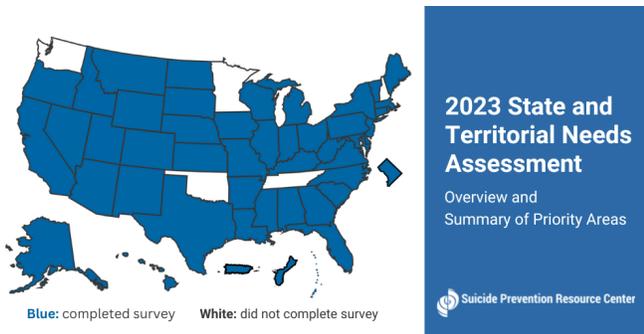
Copy and paste the text and download the images below to promote the 2023 SNA through your social media channels.

### 2023 SNA Overview

- Twitter: Check out @SPRCtweets' third annual state and territorial #suicideprevention needs assessment overview: <https://sprc.org/sna> #SNA23

- Facebook: Check out the @SuicidePreventionResourceCenter's third annual state and territorial #suicideprevention needs assessment overview: <https://sprc.org/sna> #SNA23
- LinkedIn: Check out the @SuicidePreventionResourceCenter's third annual state and territorial #suicideprevention needs assessment overview: <https://sprc.org/sna> #SNA23

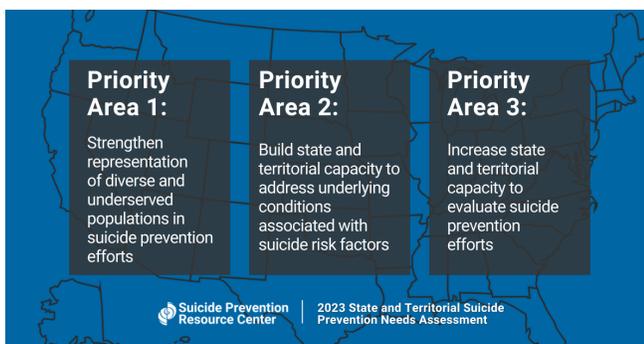
## [Download Image](#)



## 2023 SNA Priority Areas

- Twitter: Learn about the three priority areas for strengthening #suicideprevention infrastructure in the U.S.: [@SPRCtweets #SNA23](https://sprc.org/sna)
- Facebook: Learn about the @SuicidePreventionResourceCenter's three priority areas for strengthening #suicideprevention infrastructure in the U.S.: <https://sprc.org/sna> #SNA23
- LinkedIn: Learn about the @SuicidePreventionResourceCenter's three priority areas for strengthening #suicideprevention infrastructure in the U.S.: <https://sprc.org/sna> #SNA23

## [Download Image](#)



## Infrastructure Recommendations

- Twitter: Recent data from @SPRCtweets show there's a lot we can do to strengthen #suicideprevention infrastructure in the U.S. Learn what it takes to build a solid foundation for state prevention efforts: <http://ow.ly/CJki50KH79E> #SNA23
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## [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.*