

# 2024 State and Territorial Suicide Prevention Needs Assessment Messaging Toolkit for Participating States and Territories

This toolkit contains key messages and materials that can be used by states and territories<sup>1</sup> that participated in the Suicide Prevention Resource Center's (SPRC) fourth annual State and Territorial Suicide Prevention Needs Assessment (SNA) in the spring of 2024. These materials are intended to help state leaders promote individual state-level 2024 SNA results, the national 2024 SNA findings, and SPRC's *Recommendations for State Suicide Prevention Infrastructure* (Infrastructure Recommendations).

If your organization **did not** participate in the SNA, SPRC encourages you to use the [2024 SNA Messaging Toolkit for Partners](#) to promote the 2024 SNA national findings.

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## Customizable Overview

The customizable overview template offers spaces for states to insert their individual 2024 SNA results to share with state leaders, key partners, advocates, and other important entities. Download the customizable overview and adapt it to highlight your state's 2024 SNA results.

**Tip:** Adapt the content of this resource to provide a concise, high-level overview of your state's individual 2024 SNA results to policymakers, advocates, and other key partners.

- [SNA Customizable Overview for Participants](#)

## Customizable Presentation Slide Deck

Participating states can use the 2024 SNA Customizable Slide Deck to present on their state's suicide prevention infrastructure needs, successes, and areas for growth. It includes an overview of the 2024

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<sup>1</sup> The term "state" is used in this toolkit as a short-hand reference to states, the District of Columbia, and U.S. territories.

SNA methods and key findings related to each of the essential elements in SPRC's Infrastructure Recommendations.

**Tip:** Download the slide deck and add your state's individual SNA results. You can use this slide deck to highlight strengths and opportunities in your state's suicide prevention infrastructure and to compare your state's individual results to national results.

- [2024 SNA Customizable Slide Deck for Participants](#)

## Key Messaging Guidance

The marketing language and images in the Newsletter Blurbs and Images section below can be used in your SNA public messaging. Public messaging efforts can include conference presentations, reports to statewide or local coalitions, legislative progress reports, newsletters, social media posts, and more. SPRC recommends working with your public affairs office or a similar department to develop consistent and coordinated messaging to promote your state SNA results.

**Tip:** After reviewing your state's 2024 SNA data, determine which data you want to highlight in your public messaging. SPRC recommends that you:

- Identify areas in which your state scored higher than the national average and areas in which your state made progress since the 2023 SNA. This can help you celebrate progress and call attention to the need to sustain growth.
- Identify areas in which your state scored lower than the national average or lost progress since the 2023 SNA. This can help you decide where to focus your efforts.
- Determine priority areas or initiatives your state will focus on in the upcoming year.

## Newsletter Blurb and Images

Below is language for newsletters that can support any SNA-related communications and information dissemination. Consider including one of the 2024 SNA images below with your newsletter blurb.

**Tip:** Share the newsletter blurb below on your statewide listservs. Consider sharing the 2024 SNA Messaging Toolkit for Participating States and Territories (this document) with your organization's communications colleagues, public affairs department, or others who may be able to support additional ways to inform your community about your state's infrastructure strengths and needs.

### Overview: 2024 State and Territorial Suicide Prevention Needs Assessment (SNA)

The Suicide Prevention Resource Center ([SPRC](#)) has released its [2024 State and Territorial Suicide Prevention Needs Assessment Overview](#). This resource summarizes findings from the fourth annual assessment of the suicide prevention infrastructure and capacity of U.S. states and territories.

To help you share key information from the SNA, SPRC has also released the [2024 SNA National Priority Areas Report and Calls to Action](#), which details key national priority areas for strengthening overall suicide prevention infrastructure, calls to action related to each priority area, and real-life success stories that highlight how strong public infrastructure can strengthen suicide prevention programs and efforts.

The 2024 SNA National Priority Areas are:

- **Priority Area 1:** Formalize and strengthen partnerships between public and private sector entities within states and territories to ensure suicide prevention goals and efforts are aligned.
- **Priority Area 2:** Increase state and territorial capacity to gather quality suicide-related data and evaluate suicide prevention efforts.
- **Priority Area 3:** Build and strengthen state and territorial capacity to assess and support local-level suicide prevention efforts.

You can also read the full [2024 SNA Aggregate Technical Report](#) or visit SPRC's [State Suicide Prevention Infrastructure](#) webpage to learn more about building a strong state infrastructure for effective, sustainable suicide prevention efforts.

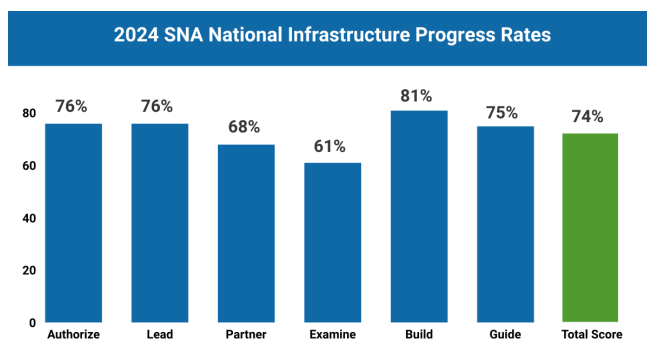
## 2024 National Infrastructure Progress Rates

[Download Image](#)

2024 SNA National Infrastructure Progress Rates	
Infrastructure Element	2024 SNA Score
Authorize	76%
Lead	76%
Partner	68%
Examine	61%
Build	81%
Guide	75%
<b>Total Combined Score</b>	<b>74%</b>

## 2024 National Infrastructure Progress

[Download Image](#)



## Social Media

If your organization uses social media to promote your 2024 SNA findings, please include the hashtag #SNA24 and link to SPRC's social media accounts: @suicide-prevention-resource-center on LinkedIn; @SuicidePreventionResourceCenter on Facebook; and @SPRCtweets on X, formerly known as Twitter.

## Additional SPRC Resources

- [Effective Suicide Prevention Model](#)  
SPRC designed the Effective Suicide Prevention Model to help develop and implement suicide prevention efforts in any setting.
- [State and Territorial Suicide Prevention Needs Assessment \(SNA\) Homepage](#)  
This homepage is your one-stop shop for all SNA-related information.
- [2024 SNA Aggregate Technical Report](#)  
This report presents complete findings from the 2024 SNA.
- [2024 SNA Overview](#)  
This overview summarizes findings from the 2024 SNA.
- [2024 SNA National Priority Areas Report and Calls to Action](#)  
This resource identifies key priority areas for strengthening suicide prevention infrastructure across the U.S. and offers calls to action for your state.
- [Recommendations for State Suicide Prevention Infrastructure](#)  
These recommendations can help you expand and strengthen key elements of suicide prevention infrastructure in your community.
- [States and Territories Directory](#)  
This webpage provides links to state suicide prevention plans and contact information for state suicide prevention leads.