

# 2024 State and Territorial Suicide Prevention Needs Assessment Messaging Toolkit for Partners

This toolkit contains key messages and materials that public and private partners can use to promote the national findings of the Suicide Prevention Resource Center's (SPRC) 2024 State and Territorial Suicide Prevention Needs Assessment (SNA) as well as the *Recommendations for State Suicide Prevention Infrastructure* (Infrastructure Recommendations). Public and private partners may include suicide prevention coalitions, local chapters of the American Foundation for Suicide Prevention (AFSP) or National Alliance on Mental Illness (NAMI), or other groups that support suicide prevention infrastructure.

States and territories<sup>1</sup> that did not participate in the 2024 SNA can also use this toolkit to support discussions and advance efforts related to suicide prevention infrastructure. If your organization completed and submitted the 2024 SNA, please use the [2024 SNA Messaging Toolkit for Participating States and Territories](#) to promote your state's results.

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## Presentation Slide Deck

This slide deck is designed to support organizations that partner with states (e.g., coalitions, AFSP chapters, etc.) in presenting on suicide prevention infrastructure needs, successes, and areas for growth. It includes an overview of the 2024 SNA methods and key findings related to each of the essential elements in SPRC's Infrastructure Recommendations. Download the slide deck to include key findings from the 2024 SNA in your presentations.

- [2024 SNA Slide Deck for Partners](#)

## Key Messages

Use the marketing language and images below in your public messaging about the 2024 SNA. Public messaging efforts can include conference presentations, reports to statewide or local coalitions, newsletters, social media posts, and more.

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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 Background

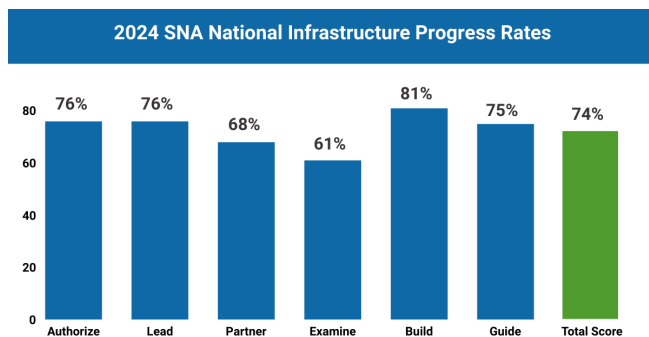
- The Suicide Prevention Resource Center's ([SPRC](#)) State and Territorial Suicide Prevention Needs Assessment ([SNA](#)) is an annual assessment that examines suicide prevention infrastructure and capacity in U.S. states and territories.
- The SNA measures state, territorial, and national progress in achieving 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](#).

## 2024 SNA Findings

- In spring 2024, SPRC conducted its fourth annual SNA, gathering input from 53 states and territories (98%) on their strengths, challenges, and progress in developing suicide prevention infrastructure. Read the full [2024 SNA Aggregate Technical Report](#) and the [2024 SNA Overview](#) to learn more.
- Across 53 participating states and territories, the SNA results showed a 74% progress rate in achieving SPRC's six essential elements of suicide prevention infrastructure. The results showed the following progress rates for each essential element:

## 2024 National Infrastructure Progress Rates

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- Based on the 2024 SNA results, SPRC identified three priority areas for strengthening suicide prevention infrastructure in the U.S.:
  - **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

## Newsletter Blurb and Image

Use the text and image below to promote the 2024 SNA in your newsletter, listserv, or other communication channel.

## 2024 State and Territorial Suicide Prevention Needs Assessment Overview

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 developed the [2024 SNA National Priority Areas Report and Calls to Action](#), which details three priority areas for strengthening suicide prevention infrastructure and includes tools and real-life state success stories.

Read the [2024 SNA Aggregate Technical Report](#) and 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

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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>

## Social Media Posts and Images

Copy and paste the text and download the images below to promote the 2024 SNA through your social media channels.

### 2024 SNA Overview

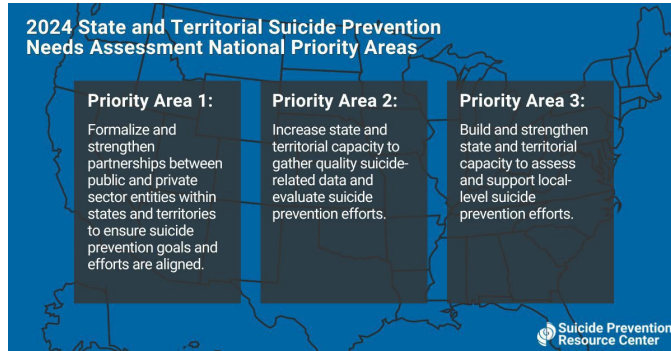
- X: Check out @SPRCtweets's fourth annual state and territorial #suicideprevention needs assessment overview: [sprc.org/sna](https://sprc.org/sna) #SNA24
- Facebook: Check out the @SuicidePreventionResourceCenter's fourth annual state and territorial #suicideprevention needs assessment overview: [sprc.org/sna](https://sprc.org/sna) #SNA24
- LinkedIn: Check out the @suicide-prevention-resource-center's fourth annual state and territorial #suicideprevention needs assessment overview: [sprc.org/sna](https://sprc.org/sna) #SNA24

### 2024 SNA Priority Areas

- X: Learn about the three priority areas for strengthening #suicideprevention infrastructure in the U.S.: [@SPRCtweets](https://sprc.org/sna) #SNA24
- Facebook: Learn about the @SuicidePreventionResourceCenter's three priority areas for strengthening #suicideprevention infrastructure in the U.S.: [sprc.org/sna](https://sprc.org/sna) #SNA24

- LinkedIn: Learn about the @suicide-prevention-resource-center's three priority areas for strengthening #suicideprevention infrastructure in the U.S.: [sprc.org/sna](https://sprc.org/sna) #SNA24

## [Download Image](#)



## Infrastructure Recommendations

- X: 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> #SNA24
- Facebook: Recent data from the @SuicidePreventionResourceCenter 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> #SNA24
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## [Download Image](#)



## 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.