All messages should consider four key elements: **Strategy**, **Safety**, **Positive Narrative**, and **Guidelines**.

- **Safety** is avoiding content that is unsafe or undermines prevention.
- **Strategy** involves planning and focusing messages, so they are as effective as possible. Includes:
  - Integrating communications with other efforts
  - Defining clear goals
  - Understanding the audience
  - Identifying a “call to action”
  - Providing resources for taking action.
- **Positive Narrative** means “promoting the positive” in some form, for example, by:
  - Sharing resources
  - Telling real stories of help-seeking, giving support, coping, or resilience
  - Describing action steps the audience can take
  - Featuring program successes, new research, or how people are making a difference.
- **Guidelines** means using any specific guidance or best practices that apply.

Learn more at SuicidePreventionMessaging.org.
Sign On and Take Action!

» **Make a Commitment**
   Sign on to the *Framework* to indicate your commitment to developing messages that are strategic, safe, convey a positive message, and follow available guidelines.

» **Support Your Commitment with Action**
   Use the *Framework* and the resources as a guide when developing all of your public messaging.
   
   • Use your voice to contribute to a Positive Narrative about suicide, one that emphasizes solutions and action as opposed to describing the problem in unsolvable terms.
   
   • Create a set of standards or policies to guide messaging across all of your efforts. For example, decide that as a matter of policy, you will not forward or repost news articles that include potentially unsafe content.
   
   • Spread the word about the *Framework* and the media recommendations (reportingonsuicide.org) (for news and entertainment media) to colleagues and contacts who are communicating to the public about suicide.
   
   • Submit examples of messaging that illustrate the *Framework* so they can be added to the Examples Gallery on the *Framework* website.
   
   • Recommend additional resources to be added to the Guidelines section of the *Framework* website, which provides a listing of best resources for key messaging areas.

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