Suicide Prevention
Campaign Fact Sheet

Campaign Sponsors:
American Foundation for Suicide Prevention
The Jed Foundation (JED)

Volunteer Advertising Agency:
Droga5

BACKGROUND:
Suicide is the second leading cause of death amongst young adults and for every youth suicide, it is estimated that 100-200 others attempt suicide.

Young adulthood is a time in a person's life when mental health issues frequently emerge and, despite effective treatment options, there are often long delays between the first appearance of symptoms and when people receive counseling or treatment. 46 percent of young adults age 18-25 with serious mental illness did not receive counseling or treatment.

The friends of those struggling with mental health issues can be incredibly influential in helping them get the help that they need when they need it. 76 percent of young adults will turn to a peer in a time of crisis for support. This generation is ready to crack open the cultural conversation about mental health, but often they are unsure how to begin the conversation.

CAMPAIGN OBJECTIVE:
Empower teens and young adults to help friends who are struggling with mental health issues and who may be at risk for suicide.

CAMPAIGN DESCRIPTION:
Nobody likes an awkward silence. But when it comes to mental health, awkward silences don't have to be a bad thing. This campaign encourages teens and young adults to embrace the awkwardness and use this moment as an opportunity to reach out to a friend. The campaign focuses on that moment to break through the awkward silence to start a conversation about how they're feeling.

TARGET AUDIENCE:
The friends of young adults (16-24 years old) struggling with a mental health problem.

DID YOU KNOW?

- 50% of all lifetime cases of mental illness begin by age 14 and 75% by age 24

- 1 in 3 college student report "feeling so depressed that it was difficult to function"

- Only half of those who seriously consider suicide disclose this to anyone; two-thirds of those who disclose tell only a peer