



Suicide Prevention Campaign

Local Activation and Event Ideas

Community Activation Ideas:

- Distribute materials posters, coupons, and stickers to schools, local libraries, medical centers, community centers and at events.
- Encourage attendees to learn more at SeizeTheAwkward.org

Event and On-Site Engagement:

- Incorporate campaign PSAs into event programs:
 - Host a viewing of the longform PSA.
 - Feature posters and flyers as part of event collateral.
- Incorporate campaign messaging into speaking opportunities:
 - Include campaign talking points to spread the word about the campaign and PSAs.
 - Highlight stats about suicide and mental health and the urgency and importance at a local level.
 - Lead an in-person Q&A session about mental health and how to start conversations with friends.

Online Engagement:

- Place campaign web banners on local websites or event promotion pages.