General Announcement for Stakeholder Communications. This customizable announcement can be used by stakeholders to promote their involvement with the Northwest Pennsylvania (NW PA) Veteran Suicide Prevention Program. Text in red should be updated before distribution. Text in green may be replaced with a quote from the stakeholder that details their specific involvement.

[STAKEHOLDER NAME] Joins CDC’s Comprehensive Suicide Prevention Program

[Stakeholder Location, PA] – [Stakeholder Name] is pleased to announce its collaboration with The University of Pittsburgh School of Pharmacy’s Program Evaluation and Research Unit (PERU) as part of a $3,500,000 U.S. Centers for Disease Control and Prevention (CDC) grant. Designed specifically to be a collaborative, community-focused initiative to reduce Veteran suicide in Northwest Pennsylvania, this five-year program is the first to take a comprehensive public health approach based on data and science to address risk factors that contribute to suicide.

“Suicide is caused by multiple factors, and prevention must go beyond individual behavior change,” said Deb Houry, M.D., M.P.H., director of CDC’s National Center for Injury Prevention and Control. “Support and coordination are needed from every sector of society that can directly promote resilience and reduce risk factors such as isolation, stress, substance use, and relationship, financial, and job issues.”

Suicide is a growing public health crisis that took more than 48,000 lives in the United States in 2018, according to the CDC. In Pennsylvania alone, the rate of suicide deaths in 2018 was 15.7 per 100,000, compared to the national rate of 14.8 per 100,000.

Janice Pringle, Ph.D., founder, and executive director of PERU, acknowledges the critical role funding plays in continuing work in suicide prevention. “The receipt of this award from the CDC will help to continue the front-line research and program development PERU has conducted for the last fifteen years in lethal means harm reduction, destigmatizing behavioral health, and successful treatment protocols for substance use disorders. We are excited to continue our work to serve Veterans and their families in Northwestern Pennsylvania.”

The Northwest Pennsylvania (NW PA) Veteran Suicide Prevention Program aims to reduce Veteran suicide attempts, injuries, and deaths by 10 percent (on average) over five years through the following:

* Creating partnerships between healthcare partners, community organizations, and Veterans’ groups
* Promoting community resiliency, support services, and treatment options
* Using data-driven methods to identify vulnerable populations
* Increasing awareness of suicide risk through existing suicide prevention programs
* Offering targeted suicide prevention and stigma-reduction activities and training opportunities
* Incorporating rigorous evaluation with built-in quality improvement and sustainability

To learn more, visit the NW PA Veteran Suicide Prevention website at [theresilientveteran.org](https://www.theresilientveteran.org/).

**Need Help? Know Someone Who Does?** Contact the National Suicide Prevention Lifeline at 1-800-273-TALK (1-800-273-8255) or use the online [Lifeline Crisis Chat](https://suicidepreventionlifeline.org/chat/). Both are free and confidential. You’ll be connected to a skilled, trained counselor in your area.

The Veterans Crisis Line is available to Vets and families at 1-800-273-8255 (press 1), text to 838255, or chat online at the [Veterans Crisis Line](https://www.veteranscrisisline.net/).

Images Include:

**Support Images include:**





