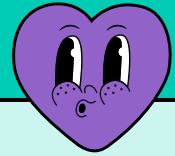


Dear Partners,



Each September, National Suicide Prevention Week (September 8th – September 14th, 2024) and World Suicide Prevention Day (September 10th, 2024) are times when individuals and organizations around the world come together to raise awareness on suicide prevention and support those who have lost someone to suicide. This year's Suicide Prevention Day theme is "Change the Narrative" with a worldwide call to action to "Start the Conversation" to end silence about suicide.

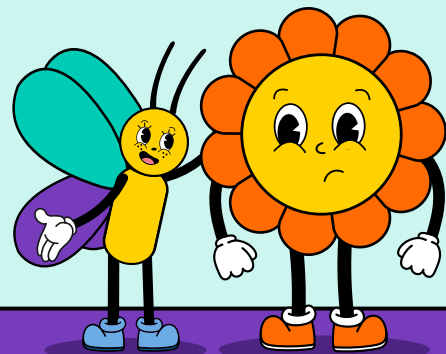
In acknowledgment, California's [*Never a Bother*](#) youth suicide prevention campaign is excited to launch resources for parents and caregivers with the goal of strengthening skills in recognizing suicide warning signs and the ability to effectively intervene with a child and young adult in their care. Resources to support starting the conversation launch this month, with the release of the [*Never a Bother Suicide Prevention Month Toolkit*](#). This September, and year-round, please join us in taking these actions:

- Check in with the young people in your life. Remind them that they are never a bother and that you are here for them.
- If you are worried about someone, have an open and direct conversation about suicide.
- Download additional [*Never a Bother campaign resources*](#) such as posters, palm cards, social posts, and more, and remind young people in your community that they matter.
- Familiarize yourself and others with resources such as the [*988 Suicide & Crisis Lifeline*](#), [*Soluna App*](#), [*Teen Line*](#), and other [*Tools to Support Children, Youth, and Families*](#) from the California Children and Youth Behavioral Health Initiative (CYBHI).

The [*Never a Bother*](#) youth suicide prevention media campaign is part of the state's ongoing efforts to increase awareness of suicide warning signs, share suicide prevention and mental health resources, build life-saving intervention skills, and promote help-seeking behavior for youth and young adults — before, during, and after a crisis. The campaign is funded by the California Department of Public Health (CDPH), as part of CYBHI.

Please visit and share neverabother.org, follow, and engage with the social channels below, pass along this email, and take this opportunity to check in with the young people in your life.

Thank you.



Never a Bother Campaign Channels

Instagram: @neverabother

TikTok: @neverabother

Twitter: @neverabother

Facebook: NeveraBotherCampaign

YouTube: @NeveraBotherCampaign

Twitch: @neverabother

Spotify: <https://spoti.fi/3WSRXyq>

