



Connect. It matters.  
Friendship. It matters.  
Ask the question. It matters.

**Support.**

Compassion. It matters.  
Listen. It matters.  
Family. It matters.

**It Matters.**

*Because one small act can make  
the difference.*

## GUIDELINES FOR PROMOTING THE VETERANS CRISIS LINE

As a valued supporter of the Veterans Crisis Line, you have the power to shape public perceptions and attitudes in a positive way and increase our opportunities to support Veterans in crisis. Please continue to help us spread the word about the Veterans Crisis Line phone, chat, and text service in a responsible manner by employing the best practices recommendations below.

These guidelines will help encourage people to use the Veterans Crisis Line without unknowingly reinforcing beliefs, behaviors, or stereotypes that could hinder people from reaching out for help. When crafting messages about the Veterans Crisis Line, its responders, and suicide prevention in general, please consider the following best practices.

### Best Practices

#### Highlight contact information for the Veterans Crisis Line

- Post or recite the phone number and URL frequently to help people remember how to seek help.
- Emphasize that resources are available twenty-four hours a day, seven days a week, 365 days a year.

**CALL**

**CHAT**

**TEXT**

## Recommend specific action that Veterans and their family members and friends can take

- Call if you or someone you know is concerned about a Veteran.
- Learn to recognize the signs of crisis, including the warning signs of suicide, and know how to respond.
- Spread the word that confidential support is available for Veterans and their loved ones.

## Provide links to information, resources, and programs that can help members of the community learn more about the topic.

- Resource locator to find a facility near you
- Suicide prevention information
- Resources and programs
- Materials to help spread the word

## Use positive imagery that inspires people in crisis to contact the Veterans Crisis Line for support, and encourages people to reach out to the Veterans in their lives. Depict Veterans and their loved ones building and maintaining connections with:

- Family members
- Friends
- Community and faith-based organizations
- Colleagues
- Neighbors

## And, it's important to avoid...

- Statistics about Veteran suicide or suicide in general. Facts like these can make suicide seem common, "normal," or more acceptable to people who are at risk.
- Dark or alarming language or imagery, which may reinforce dark or alarming thoughts of those in extreme distress.
- Clinical or technical language about mental health, mental illness, or treatments like psychotherapy or medication. These may be off-putting to someone who is not comfortable with these topics.

If you have questions or comments about these guidelines, or if you would like help customizing promotional material for your organization, please contact the Veterans Crisis Line outreach team at [SpreadtheWord@VeteransCrisisLine.net](mailto:SpreadtheWord@VeteransCrisisLine.net).

Thank you for your continued support of the men and women who have served our country!

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U.S. Department  
of Veterans Affairs