



#IChooseToday: Safe Plan, Safe People, Safe Living
 Social Media Toolkit
 September 2020

Because suicide and suicidal urges are not limited to an awareness month, the #IChooseToday: Safe Plan, Safe People, Safe Living campaign is designed to provide resources and information that can be used throughout the year. This campaign focuses on **making a safety plan**, **connecting with supportive people**, and **creating safe living spaces** through safe storage practices.

So much of suicide prevention depends on preparing for crisis before it happens. During this campaign, we are sharing video and social media content to help build skills around planning for crises and normalize conversations around mental health and personal safety.

Follow the Kansas Prevention Collaborative on [Facebook](#) and [Twitter](#) to follow along with the campaign. Each week will have a different theme:

September 1st-6th: #IChooseToday

September 7th-9th: Safe Plan: Tips for creating a working safety plan

September 14th-20th: Safe People: Tips for building supportive connections with others

September 21st-27th: Safe Living: Tips for prioritizing safe storage

September 28th-30th: #BecauseOfThis

To be part of the #IChooseToday movement, share these social media posts on your platforms!

Campaign Page: <https://knowmoreks.org/i-choose-today/>

Videos/Images: <https://knowmoreks.org/the-movement/>

Note: The video links will be posted the week before they're going to be shared.

Suicide Prevention Resources: <https://knowmoreks.org/the-resources/>

Social Media Posts

| Date | Facebook/Instagram | Twitter | Links | Image |
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| 9/1/20 | September is Suicide Prevention Awareness Month. We know that mental illness and suicide | September is Suicide Prevention Awareness Month & we're working | https://knowmoreks.org/i-choose-today/ | Image #1 |

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| | <p>need more attention than a one-month campaign. That's why we've joined the #IChooseToday movement. We're working with The Kansas Prevention Collaborative to share tools to help us take care of our own mental health and be supportive of others all year long. Stay tuned to learn how to make a safety plan, connect with supportive people, and create a safe living space through safe storage practices. Will you join the movement? #IChooseToday</p> <p>If you or someone you know is in crisis, call the National Suicide Prevention Lifeline at 1-800-273-8255 or chat with the Lifeline online</p> | <p>with @ksprevention to share tools to help us take care of our own mental health and be supportive of others all year long. #IChooseToday</p> | <p>choose-today/</p> | |
| 9/3/20 | <p>How do you choose today? Share an image of something you're doing to take care of your mental health today and tag five people supportive people to do the same! Together, let's raise awareness for suicide prevention and normalize talking about our mental health!</p> <p>#IChooseToday</p> | Same as Facebook | | Image #2 |
| 9/4/20 | <p>What gives you hope? Share a photo of something that gave you hope this week and tag five supportive people to do the same! Together, let's share hope and promote open conversations about our mental health. #BecauseOfThis</p> | Same as Facebook | | Image #3 |
| 9/7/20 | <p>Suicide is preventable! Did you know that having a safety plan in place can reduce the chances of death by suicide by up 50%? (JAMA Psychiatry)</p> <p>In this video, Meg Fowler of Kansas Suicide Prevention HQ</p> | <p>Suicide is preventable! Did you know that having a safety plan in place can reduce the chances of death by suicide by up 50%? (JAMA Psychiatry)</p> <p>#IChooseToday</p> | <p>Link to the Safety Plan Video – found here: https://knowmoreks.org/t</p> | none |

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| | <p>talks about safety plans and how they can help.</p> <p>#IChooseToday</p> <p>If you or someone you know is in crisis, call the National Suicide Prevention Lifeline at 1-800-273-8255 or chat with the Lifeline online.</p> | <p>If you or someone you know is in crisis, call 1-800-273-8255.</p> | <p>he-movement/</p> | |
| 9/8/20 | <p>A safety plan should always be created by the person who will be using it. A good safety plan includes these things:</p> <ol style="list-style-type: none"> 1. Warning Signs 2. Internal Coping Strategies 3. People and Places that Provide Distraction 4. People to Ask for Help 5. Professionals or Agencies to Contact During Crisis 6. Ways to Make the Environment Safe <p>For more information, check out this video: #IChooseToday</p> | <p>A safety plan should always be created by the person who will be using it. A good safety plan includes things like warning signs and internal coping strategies.</p> <p>For more information, check out this video: #IChooseToday</p> | <p>Link to the Stanley & Brown Video – found here: https://knowmoreks.org/t/he-movement/</p> | none |
| 9/10/20 | <p>How do you choose today? Share an image of something you're doing to take care of your mental health today and tag five people supportive people to do the same! Together, let's raise awareness for suicide prevention and normalize talking about our mental health!</p> <p>#IChooseToday</p> | | | Image #2 |
| 9/11/20 | <p>What gives you hope? Share a photo of something that gave you hope this week and tag five supportive people to do the same! Together, let's share hope and promote open conversations about our mental health. #BecauseOfThis</p> | | | Image #3 |

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| 9/14/20 | <p>There are a few things we should know about suicide in order to be supportive and create a safe environment for others. In this video, Katrina Jackson Breeden, LCMFT, shares a few things we need to understand in order to support our loved ones.</p> <p>#IChooseToday</p> | Same as Facebook | <p>Link to 5 Things to Consider Video – found here:</p> <p>https://knowmoreks.org/the-movement/</p> | |
| 9/15/20 | <p>It can feel difficult to find people we can speak openly about our mental health with, but creating meaningful connections with others is so important for our well-being. How do we find safe people? Katrina Jackson Breeden, LCMFT, shares some tips.</p> <p>#IChooseToday</p> | Same as Facebook | <p>Link to Being a Safe Person for Yourself video – found here:</p> <p>https://knowmoreks.org/the-movement/</p> | |
| 9/16/20 | <p>What does it mean to be a safe person for others? Here are some tips to help you show up for others with compassion.</p> <p>#IChooseToday</p> | Same as Facebook | <p>Link to Being a Safe Person for Others video – found here:</p> <p>https://knowmoreks.org/the-movement/</p> | |
| 9/17/20 | <p>How do you choose today? Share an image of something you're doing to take care of your mental health today and tag five people supportive people to do the same! Together, let's raise awareness for suicide prevention and normalize talking about our mental health!</p> <p>#IChooseToday</p> | Same as Facebook | | Image #2 |
| 9/18/20 | <p>What gives you hope? Share a photo of something that gave you hope this week and tag five supportive people to do the same! Together, let's share hope and promote open</p> | Same as Facebook | | Image #3 |

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| | conversations about our mental health. #BecauseOfThis | | | |
| 9/21/20 | What does it mean to create safe living spaces? Dr. Jason Deselms talks to us about what safe living means and how we can prepare for a crisis before it happens. #IChooseToday | Same as Facebook | Link to Safe Living video – found here: https://knowmoreks.org/the-movement/ | |
| 9/22/20 | Safely storing any weapons in your home can dramatically reduce suicide risk. Check out this video to learn what safe storage look like. #IChooseToday | Same as Facebook | Link to Safe Storage of Weapons video – found here: https://knowmoreks.org/the-movement/ | |
| 9/23/20 | Did you know safe storage of medications can reduce suicide rates? Check out this video to learn more about this simple, important practice. #IChooseToday | Same as Facebook | Link to safe storage of medications video – found here: https://knowmoreks.org/the-movement/ | |
| 9/24/20 | How do you choose today? Share an image of something you're doing to take care of your mental health today and tag five people supportive people to do the same! Together, let's raise awareness for suicide prevention and normalize talking about our mental health! #IChooseToday | Same as Facebook | | Image #2 |
| 9/25/20 | What gives you hope? Share a photo of something that gave you hope this week and tag five supportive people to do the same! Together, let's share hope and promote open conversations about our mental health. #BecauseOfThis | Same as Facebook | | Image #3 |

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| 9/28/20 | Don't forget to join the #IChooseToday watch party on the Kansas Prevention Collaborative's Facebook page at noon today! #BecauseOfThis | Same as Facebook | https://www.facebook.com/kansaspreventioncollaborative | none |
| 9/29/20 | What gives you hope? Share a photo of something that gave you hope this week and tag five supportive people to do the same! Together, let's share hope and promote open conversations about our mental health. #BecauseOfThis | Same as Facebook | | Image #3 |
| 9/30/20 | It's been a beautiful month of learning and talking about #mentalhealth. What have you learned this month that you're going to practice throughout the coming year? #IChooseToday #BecauseOfThis | Same as Facebook | https://knowmoreks.org/the-resources/ | Image #4 |