



VIRGINIA IS HERE TO HELP.



THE VIRGINIA 988 TOOLKIT: A HOW-TO GUIDE

Virginia 988 is a suicide and crisis lifeline with free, confidential support for anyone in emotional distress. There are so many people who could be helped through this service – but we need to be sure they know about it. You can do your part to make that happen, by using the tools in the Virginia 988 Toolkit.

WHAT'S IN THE VIRGINIA 988 TOOLKIT

- **Shareables** to post on your personal page or on your organization's social media
- **Customizable social media shareables** to personalize your post
- A **social story** to share with friends and followers
- **Email visuals** to create messages to friends and community members
- **Posters** to print, display and distribute wherever you can
- Printable **wallet cards, magnets** and **stickers** to use yourself or share with others
- Printable **information sheets** including do's and don'ts, information on destigmatization, a self-care checklist, FAQs and details on what numbers to call for specific situations
- **Radio scripts** that you can share with local radio stations to create public service announcements

Thanks for all you do to support Virginia 988.

USING TARGETED MESSAGING

Virginia 988 has created materials that can be used to reach out to specific groups of people. Explore the toolkit to find inclusive messaging for:

- People with disabilities
- African Americans
- Youth and young adults
- Veterans and active-duty military
- Rural Virginians
- Virginia tribal communities
- Spanish speaking communities

NOT SURE WHERE TO START?

Here are five easy ways you can use these tools to spread the word about Virginia 988.

1. Ask people if they know about 988. Keep a few wallet cards with you to share during the discussion.
2. Ask local companies and organizations to display the posters in public areas and break rooms.
3. Share the importance of 988 on social media.
4. Put a 988 magnet on your car.
5. Let other groups know about the toolkit – and stress that these free materials are available for everyone to share.

