



HEALTH AWARENESS: **SUICIDE PREVENTION & AWARENESS**

EMPLOYER GUIDE

A SIMPLE GUIDE ON HOW TO:

Educate your employees about a deeply troubling public health concern. Suicide is one of the leading causes of death in the United States. And with numbers on the rise, we shouldn't be afraid to talk about it. Leverage this Suicide Prevention & Awareness Playbook Campaign to share life-saving information with your employees.

Suicide is complicated and tragic. But is often preventable. Knowing the warning signs and knowing how to get help can help save lives.

Visit:

BlueKC.com/consumer/employers/suicide-prevention.html



Kansas City

© 2020 Blue Cross and Blue Shield of Kansas City is an independent licensee of the Blue Cross Blue Shield Association.

SUICIDE PREVENTION & AWARENESS

MIND1010_090120

WHY THIS MATTERS TO YOUR EMPLOYEES?

Suicide is in the news. And it's on peoples' minds. From the rise in opioid overdoses to the anxiety, depression and isolation caused by the COVID-19 pandemic, being in tune with our mental well-being has never been more important.

Suicide impacts many people in the prime of their working years. For those close to someone lost to suicide – whether a family member, friend or co-worker – the pain and grief can last a long time and impact nearly every aspect of their lives.

WHAT EMPLOYERS CAN DO

You can make a positive difference by supporting employees who may be struggling with suicidal thoughts. Assisting those who may be grieving the loss of a loved one, friend or co-worker. And creating a culture where it's safe for employees to come forward and ask for help when they may be at risk.

WHERE EMPLOYEES CAN TURN FOR HELP



A MINDFUL ADVOCATE

It all starts here.

833-302-MIND (6463)

Blue KC members can call a Mindful Advocate 24/7 for immediate care in a time of crisis. These licensed behavioral health clinicians offer support in other ways, too. They're here to listen, help employees navigate their health benefits, and connect them to the appropriate care.

CAMPAIGN ACTION PLAN

Blue KC looks forward to helping you increase suicide awareness in your workplace. With so many employees now working virtually, we've created a series of emails for you to share. You'll find it easy to implement our suggested 3-week email campaign.

CAMPAIGN MATERIALS

WEEK 1

EMAIL TO EMPLOYEES [DOWNLOAD DOCUMENT](#)

Created to grab attention, the first email presents employees with eye-opening numbers associated with suicide. It also directs them to [visit BlueKC.com/consumer/employers/suicide-prevention](https://www.bluekc.com/consumer/employers/suicide-prevention) for more information.



WEEK 2

EMAIL TO EMPLOYEES [DOWNLOAD DOCUMENT](#)

When your employees know the warning signs of suicide, they can do their part to save a life. This email shares all the things they should look out for. It also directs employees to [visit BlueKC.com/consumer/employers/suicide-prevention](https://www.bluekc.com/consumer/employers/suicide-prevention) for more information.



WEEK 3

EMAIL TO EMPLOYEES [DOWNLOAD DOCUMENT](#)

The final email you'll share with employees is timely, indeed. It offers helpful tips on how to feel less lonely in this unprecedented age of social isolation. It also directs them to [visit BlueKC.com/consumer/employers/suicide-prevention](https://www.bluekc.com/consumer/employers/suicide-prevention) for more information.