

How We R.E.A.C.H. Coaching Tool

PREVENTS Champions

On March 18, PREVENTS is releasing a groundbreaking new mobile app that will revolutionize how we REACH to offer help to those who are struggling and how we REACH for help when we are struggling ourselves. This tool puts vital information and clear steps on how to REACH to offer or provide help - at everyone's fingertips.

We want to deliver this tool – and the vital information it contains – into the hands of all Americans and all Veterans, and we need your help!

The How We R.E.A.C.H. Coaching Tool app uses the mnemonic R.E.A.C.H. to provide guidance to everyone – helping individuals who are offering support to a loved one who is struggling and helping those who are struggling themselves seek support. It was developed to help us all learn how to REACH.

Our goal is to REACH everyone with this potentially live saving information. As Partners and Champions, there are several things you can do to help:

- Upload – and highlight – the link to the How We R.E.A.C.H. Coaching Tool app to your websites and download it to your own devices!
- Share REACH images and posts about the How We R.E.A.C.H. Coaching Tool to your social media channels with the hashtag #HowWeREACH.
- Promote and share videos related to the How We R.E.A.C.H. Coaching tool on your websites and social media accounts. Share ours or make your own!
- Mention and link to the How We R.E.A.C.H. Coaching Tool in your newsletter and email marketing channels.
- Incorporate talking points about the How We R.E.A.C.H. Coaching Tool into your speeches, presentations and public appearances (see below).
- Attend the PREVENTS April Twitter Chat to talk about the How We R.E.A.C.H. Coaching Tool – and how we are all working together to prevent suicide.

Please find talking points, social media posts and accompanying graphics below that you can use on your online platforms. As always, visit our website [REACH.gov](https://reach.gov) for more information.

Talking Points

Please use this content when speaking about PREVENTS at any speaking engagements or incorporate it into newsletters or blogs you may share with your networks.

- As we face the tragedy of suicide in our nation, we must reach beyond what we have done before. We must change the way we think about, talk about and address emotional pain and suffering. Suicide is preventable – but only if we empower ourselves with the knowledge, tools and resources we need.
- The How We R.E.A.C.H. Coaching Tool, a central component of the REACH National Public Health Campaign, is a groundbreaking new mobile app that revolutionizes how we REACH to people who are struggling and how we REACH to others when we need support. It puts vital information and clear steps on how to REACH at people’s fingertips.
- The Tool includes five actions to take when REACHing out to someone in need or when you are REACHing out for help for yourself. It provides additional resource information and suggested language to use to start what are often very difficult conversations.
- It uses the mnemonic R.E.A.C.H. to provide guidance to everyone – helping individuals who are offering support to a loved one who is struggling and helping those who are struggling themselves seek support. It was developed to help us all learn how to REACH.
- REACH is about preventing suicide. The How We R.E.A.C.H. Coaching Tool teaches us how to REACH to help someone in need and it teaches us how to reach to help ourselves. By learning together, we will prevent suicide.
- Don’t wait to REACH out to someone if you need help. Call the National Suicide Prevention Lifeline to talk with trained professionals who can help (1-800-273-8255 Press 1 if you are a Veteran, Service Member or family member).

Sample Newsletter

As we face the tragedy of suicide in our nation, we must reach beyond what we have done before. We must change the way we think about, talk about and address emotional pain and suffering. Suicide is preventable – but only if we empower ourselves with the knowledge, tools and resources.

We know that the will to help exists, but people often don't know how to reach to those who are struggling, and they don't always know how – or are afraid – to seek help when they are hurting themselves. We need to change this mindset so we can stop the rising rates of suicide in our nation.

To that end, [PREVENTS](#), a federal inter-agency effort that developed, and is implementing a whole-of-nation plan to change how we address mental health in general and suicide prevention in particular, has developed the How We R.E.A.C.H. Coaching Tool that will revolutionize how we reach out to those who are struggling – and how we reach out for help ourselves.

The How We R.E.A.C.H. Coaching Tool app uses the mnemonic R.E.A.C.H. to provide clear actions to take when we find ourselves in a position to help someone in need – or when we find ourselves in need of support.

The tool is a key component of REACH, the first ever national public health campaign focused on suicide prevention. Established in July 2020, REACH aims to engage everyone with the goal of changing the culture of mental health and preventing suicide among Veterans and all Americans. It was developed in coordination across the Federal Government and with the help of Military and Veterans Service Organizations as well as other non-governmental organizations – all of whom have pledged to assist with the dissemination of this potentially life-saving app.

By working together, supporting one another and recognizing when to REACH to those in need, we have the power to change how we address mental health and suicide in America. We can all learn how to REACH to care for our own emotional wellbeing and the wellbeing of those we love. Please join us. REACH now, learn how! Together we will prevent suicide.

Facebook and Twitter Posts



#HowWeREACH Coaching Tool will teach us all how to REACH to someone who is hurting – and how to REACH for help ourselves. Download the app and share it with your friends and loved ones. #REACHNow and Learn How! #mentalhealth #suicideprevention



Do you have a friend who is struggling, but don't know how to help them? Use @WeArePREVENTS #HowWeREACH tool and provide help and hope: www.reach.gov. #REACHnow

Having direct conversations with loved ones about our mental health and wellbeing can sometimes feel awkward or difficult but letting someone know you're there can make all the difference. The #HowWeREACH Coaching Tool gives you the steps you need to help. Click here: www.reach.gov.

Having difficulty figuring out how to REACH out to someone in need? Please use @WeArePREVENTS new #HowWeREACH Coaching Tool as a guide to REACH out and offer hope and help. Don't wait to REACH out. Click here: www.reach.gov #REACHnow

Instagram Posts



How can we each work to improve #mentalhealth and #suicideprevention efforts in 2021? How can we turn awareness into action in our everyday lives? Start by downloading and learning how to use the #HowWeREACH Coaching Tool on www.reach.gov. #REACHnow

Are you having difficulty figuring out how to REACH out to someone you're concerned about? It can be tough to start that conversation. Learn how using the #HowWeREACH Coaching Tool on REACH.gov It's a great guide to help you REACH out when you or someone you know needs help. Don't wait to REACH out. #REACHnow

Make REACHing out to your loved ones a routine activity. By checking in often, having a conversation, and listening to how they are feeling...really, you can make a difference and support their mental health. And if you are concerned about someone you love, use the How We R.E.A.C.H. Coaching Tool to help you REACH to provide the hope and help they need. It also provides tips to REACH for help and support for yourself...There is never a bad time to REACH, so please REACH Now, Learn How! #REACHnow

Shareable Graphics



