**Send Date:** Monday, September 7th, 2020

**Email Subject:** “Suicide Prevention Week 2020: Spread Hope”

Welcome to Suicide Prevention Week 2020!

During Suicide Prevention Week thousands of individuals, organizations and communities join together to show their support and bring awareness to suicide prevention by engaging in a range of activities, from sharing on social media to hosting events. The theme for this year’s Suicide Prevention Kit is “Hope, Resilience and Recovery”. This theme reflects the importance of building protective factors, while celebrating recovery and wellness.

Today we’re placing a special focus on **Hope**. Hope is defined as the belief that challenges can be overcome. It has a bidirectional relationship with resiliency: hope strengthens resilience, and resilience contributes to hopefulness. Further, hope and resilience are fundamental to the process of recovery. According to SAMHSA, “Hope is the catalyst of the recovery process, it is the belief that people can and do overcome internal and external challenges, barriers and obstacles that confront them”. We believe that hope can be fostered by peers, families, providers, allies and the community. Just as everyone can play a role in suicide prevention, everyone can play a role in spreading hope.

Today spread a message of hope throughout your household, organization or community:

* Watch and share Alexandra’s story of hope and recovery, as well as others, at Each Mind Matters Stories collection [here](https://www.eachmindmatters.org/story/alexandra/)
* If possible, set up a resource table to promote local and statewide resources, or share resources via social media.
* Implement the [Heart Wall Installation Activity](https://emmresourcecenter.org/resources/heart-sticky-note-wall-installation-activity), in public places if appropriate or in your own home.
* Create a message, video, photo, song, dance —whatever you can imagine — sharing a message of hope. Post to any social media channel with the hashtags #EachMindMatters #SuicidePreventionWeek2020 #NationalRecoveryMonth.

Find even more activities in [Each Mind Matters Suicide Prevention Week 2020 Kit here](https://www.eachmindmatters.org/spw2020/).

Connect with Each Mind Matters and thousands throughout the country during Suicide Prevention Week and National Recovery Month online by tagging @EachMindMatters and usings hashtags #EachMindMatters #SuicidePreventionWeek2020 #NationalRecoveryMonth #KnowTheSigns