

**Learn more about
the American Foundation
for Suicide Prevention**

TALK AWAY THE DARK



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Dear Public Service Director,

Suicide affects so many of us. In the U.S. it's the 11th leading cause of death. And, in 2021 the number who died increased 4.79% with 48,183 dying by suicide and 1.7 people attempted suicide, according to recent CDC reports.

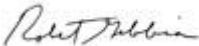
That's why the American Foundation for Suicide Prevention (AFSP) has launched a powerful new campaign called "Talk Away the Dark" to prompt direct conversations about mental health and suicide to help save lives. Research shows that suicide is preventable and the more we openly, honestly, and directly talk about suicide, the more we can help to prevent it. When we can recognize the warning signs of someone struggling, know the risk factors for suicide, and bravely start an open and honest conversation with someone we care about, we can take the first steps to preventing suicide.

We hope your station can join us in helping to shift the cultural narrative around mental health and suicide prevention by airing the new PSA campaign titled "**Talk Away the Dark**" (:60. :30). The PSA depicts a daughter having brave conversations with her father as she recognizes in him common warning signs of mental health struggles. The PSA ends with the daughter asking her father directly about suicide, bringing him back from the shadows and into the light. **While very timely for use during National Suicide Prevention Month in September, this PSA has no end date for use.** We hope you can share this important message with your viewers by airing this PSA as soon and as often as possible.

The American Foundation for Suicide Prevention is dedicated to saving lives and bringing hope to those affected by suicide. AFSP creates a culture that's smart about mental health through public education and community programs, develops suicide prevention through research and advocacy, and provides support for those affected by suicide. To learn more, please visit www.afsp.org.

Thank you in advance for your support of this public service message.

Sincerely,

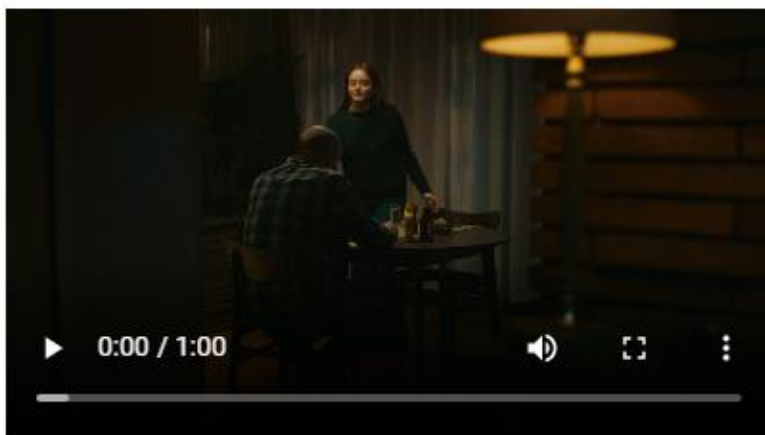


Robert Gebbia,
AFSP CEO

Talk Away the Dark

While we have made great strides as a society in talking about mental health, people are often still hesitant to talk directly about suicide. All too often it goes unaddressed, even when we may sense someone is struggling. The “Talk Away the Dark” campaign shows the impact of simple, direct dialogue about suicide and how to initiate those conversations when they are more important than ever.

To learn more, please watch our new PSA below titled "**Talk Away the Dark**" (:60) which is also available in a :30 length. We ask that you please air this PSA, which has **no end date for use** as soon and as often as possible.



TV PSA SCRIPTS

"Talk Away the Dark" (:60)

DAUGHTER O/C: Pass the ketchup.

DAUGHTER O/C: Dad? Are you ok?

DAD O/C: Yeah. Just stressed out.

MUSIC UP AND UNDER

DAUGHTER O/C: Oh and the melody is sounding so much better. I can play it for you. Wait, where's your guitar?

DAD O/C: I gave it to your cousin.

DAUGHTER O/C: What? That guitar's like your favorite thing.

DAD O/C: I don't need it anymore.

DAD O/C: Some days are just better than others.

DAUGHTER O/C: I think you should go talk to someone.

DAD O/C: It's not that easy.

DAUGHTER O/C: Have you been thinking about suicide? You can talk to me dad.

GRAPHICS:

Talking is the first step to preventing suicide.

Talk away the dark.

AFSP logo

Afsp.org

FADE SOUND AND PICTURE OUT

TV PSA SCRIPTS

"Talk Away the Dark" (:30)

MUSIC UP AND UNDER

DAD O/C: Some days are just better than others.

DAUGHTER O/C: I think you should go talk to someone.

DAD O/C: It's not that easy.

DAUGHTER O/C: Have you been thinking about suicide? You can talk to me dad.

DAD O/C: It's been a tough couple months.

GRAPHICS:

Talking is the first step to preventing suicide.

Talk away the dark.

AFSP logo

Afsp.org

FADE SOUND AND PICTURE OUT

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

<http://psaconnect.c360m.com/afsp/>

No end date for use.

Talk Away the Dark (:60) (:30)

Please let us know your preferences on receiving PSAs by contacting:

Holly Mulé via email at hmule@c360m.com
or by phone at (212) 624-9196.



**American
Foundation
for Suicide
Prevention**