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## **THE TREVOR PROJECT ANNOUNCES CAMPAIGN FOR CONVERSATION**

*“Talk to Me” Raises Awareness during National Suicide Prevention Month*

West Hollywood, CA (September 4, 2012, 6:00 A.M. E.T.)– Throughout September, The Trevor Project’s National Suicide Prevention Month, people nationwide are invited to join “Talk to Me,” the campaign for conversation. “Talk to Me” is rooted in research<sup>i</sup> that indicates improving both help-seeking behaviors and access to care can have a dramatic effect on suicide prevention. By making it ok to offer help and being willing to connect a person with life-saving resources, with only 3 simple words, a person can help save a life.

“It is vital that we recognize our own individual ability to help prevent the tragedy of suicide. At The Trevor Project, we are especially concerned about the risks facing young people who are lesbian, gay, bisexual, transgender and questioning, but ‘Talk to Me’ is for all of us: parents, friends, family members, co-workers, teachers, and students. We all have the ability to let another person know that they are not alone and that we genuinely care about their health and well-being,” said Abbe Land, Executive Director & CEO of The Trevor Project.

Land continued, “With the changes and transitions of new school, work, and schedules that occur this time of year, September can be a challenging time for many people. Those challenges can increase risk factors for suicide such as stress, anxiety, and isolation, which is why we recognize September as National Suicide Prevention Month.”

Raising awareness about suicide prevention in September highlights the urgency of addressing the preventable, third leading cause of death among youth as young as age 10 through age 24<sup>ii</sup>. National Suicide Prevention Month includes recognition of National Suicide Prevention Week, (Sept. 9 -15), World Suicide Prevention Day (Sept. 10) and The Trevor Project Day (Sept. 27).

“Talk to Me,” found at [TrevorTalkToMe.org](http://TrevorTalkToMe.org), engages youth and adults in a multi-faceted public awareness campaign to prevent suicide and runs throughout the month of September. Elements of the campaign include:

**Public Service Announcement** featuring Kevin McHale of TV’s hit show, *Glee*;

**Pledge** to be a person that anyone can talk to when they need support;

**Post** sticky note activation to share life-saving, life-affirming messages where friends, peers, and even strangers will find them;

**Participate** in The Trevor Project Day on September 27, 2012 by gathering support and sharing share life-saving, life-affirming messages with your community;

**Act** by advocating that state legislators fund inclusive school-based suicide prevention training and programs;

**Wear** and distribute Trevor Talk to Me gear among schools and community-based organizations;

**Share** “Talk to Me” badges, banners and updates on social media to show support of suicide prevention;

**Donate** to make The Trevor Project's life-saving, life-affirming services more accessible and better known to all youth who need someone to talk to.

**Get Involved** to help improve suicide prevention for LGBTQ youth in your state, city or town by joining Trevor Ambassadors or Trevor NextGen

To learn more about "Talk to Me" and to get involved, visit [TrevorTalkToMe.org](http://TrevorTalkToMe.org).

**ABOUT THE TREVOR PROJECT:**

The Trevor Project is the leading national organization providing crisis intervention and suicide prevention services to lesbian, gay, bisexual, transgender and questioning young people under 24. Every day, The Trevor Project saves young lives through its free and confidential lifeline, in-school workshops, educational materials, online resources and advocacy. Honored by the White House as a "Champion of Change," The Trevor Project is a leader and innovator in suicide prevention. Learn more at [TheTrevorProject.org](http://TheTrevorProject.org).

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<sup>i</sup> SOURCES: Borowsky, I. W., Ireland, M., Resnick, M. (2001). Adolescent Suicide Attempts: Risks and Protectors. *Pediatrics*. doi: 10.1542/peds.107.3.485; Eisenberg, M., Resnick, M. (2006). Suicidality among Gay, Lesbian and Bisexual Youth: The Role of Protective Factors. *Journal of Adolescent Health*. 39: 662-668. Doi: 10.1016/j.jadohealth.2006.04.024; Kidd, S., Henrich, C. C., Brookmeyer, K. A., Davidson, L., King, R. A. and Shahar, G. (2006), The Social Context of Adolescent Suicide Attempts: Interactive Effects of Parent, Peer, and School Social Relations. *Suicide and Life-Threat Behavi*, 36: 386-395. doi: 10.1521/suli.2006.36.4.386

<sup>ii</sup> CDC (2009). 10 Leading Causes of Death by Age Group - United States. <http://www.cdc.gov/Injury/wisqars/pdf/10LCD-Age-Grp-US-2009-a.pdf>.