

ASK 4 HELP.

You don't have to face a difficult moment alone—and you don't have to have all the answers to help someone else.



YELLOW RIBBON
SUICIDE PREVENTION PROGRAM®
www.yellowribbon.org



START THE CONVERSATION

Talking openly about suicide does not put the idea in someone's head. It lets people know they can talk honestly about what they're experiencing and that help is available.

"I'm glad you told me."

"I care about you."

"What's happening?"

"How can I help?"

"Let's find someone who can help you through this."

The goal isn't to conduct an assessment or solve everything. The goal is to listen, show you care, and connect the person with help.

It's OK to Ask 4 Help!®



IF SOMEONE ASKS 4 HELP

1 STAY

Stay with the person and remain present, unless staying would put you at risk.

2 LISTEN

Really listen. Be calm, caring, respectful, and nonjudgmental.

3 GET HELP

You don't have to solve the problem. Be A Link® and connect them with support.

4 FOLLOW THROUGH

When possible, help them take the next step toward support.

WHAT TO DO — AND WHAT NOT TO DO

DO

- ✓ Be caring, positive, and supportive.
- ✓ Take what they say seriously.
- ✓ Listen without judgment.
- ✓ Give them your full attention.
- ✓ Help connect them with support.
- ✓ Tell them, 'I am glad you came to me'.

DON'T

- ✓ Dismiss or minimize what they're experiencing.
- ✓ Assume they're only seeking attention.
- ✓ Promise to keep suicidal thoughts a secret.
- ✓ Try to solve everything yourself.
- ✓ Leave them alone when immediate safety is a concern.

**You are not responsible for fixing the situation.
You are responsible for connecting the person with support.**



YCMHC
YUMA COUNTY MENTAL HEALTH COALITION

NEED HELP NOW? CALL OR TEXT 988 • 988 Suicide & Crisis Lifeline • Available 24/7

BE A LINK®

You don't need to be a mental health professional to make a difference. A caring conversation can open the door to help.



YELLOW RIBBON
SUICIDE PREVENTION PROGRAM®
www.yellowribbon.org

WHEN SOMEONE COMES TO YOU

BREATHE

Take a moment. Stay calm.

BE PRESENT

Give the person your attention.

BE GENUINE

Be honest, caring, and respectful.

LISTEN

Let them talk without rushing to judgment.

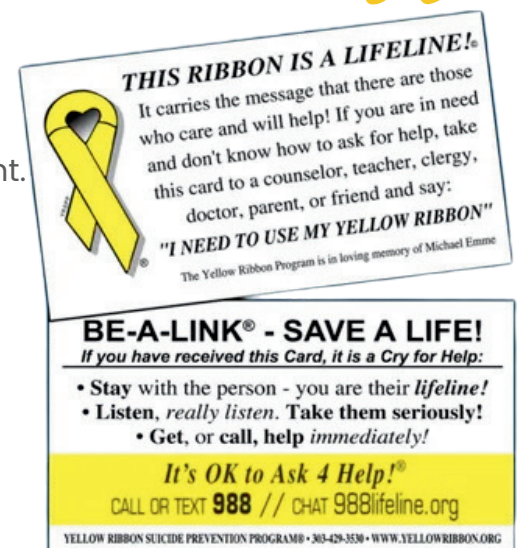
ASK

Use clear, direct language.

CONNECT

Help them reach appropriate support.

Experts tell us to say **“suicide”**, not just ‘you can talk to me about anything’. **Be specific**, and tell them, ‘you can talk to me **about suicide and suicide prevention**’. It lets them know you are willing to talk about the subject.



ASK DIRECTLY: “Are you thinking about suicide?”

FOR PARENTS & CAREGIVERS

- ✓ Create an open door for conversations about mental health.
- ✓ Ask directly; don't be afraid to use the word “suicide.”
- ✓ Listen first—this is a caring conversation, not a clinical assessment.
- ✓ Know your trusted people and professional resources.

FOR EDUCATORS, SCHOOL STAFF & COMMUNITY LEADERS

- ✓ Take concerns seriously.
- ✓ Stay and listen when appropriate and safe.
- ✓ Follow your school/organization's safety protocol.
- ✓ Connect the person with the appropriate support.
- ✓ For an imminent threat to safety, call 911.

ASK 4 HELP CARD

A simple tool that starts a conversation. Use it for yourself or to help a friend. These signature Yellow Ribbon cards are available by request or can be ordered online through www.yellowribbon.org.



YCMHC
YUMA COUNTY MENTAL HEALTH COALITION