New Ad Campaign on Teen Suicide Launched

March 31, 2010

The Substance Abuse and Mental Health Services Administration (SAMHSA), in collaboration with the Ad Council and the Inspire USA Foundation, has launched a new advertising campaign to reduce suicide and suicide attempts among U.S. teens.

According to SAMHSA, suicide in the third leading cause of deaths among teens and accounts for 12 percent of deaths among people ages 15 to 24. What's more, SAMHSA says that for every suicide death, there are between 100 and 200 suicide attempts each year.

The new ads, designed by the Ad Council and DDB New York, will appear on television, radio, in print, online and as posters in schools and malls nationwide. The ads are targeted to 13- to 17-year-olds and encourage them to go to www.reachout.com for help and information.

The website helps teens navigate common problems and concerns, such as relationships and dating, and teaches them how to recognize the signs of depression in themselves and others. It includes personal stories and animations designed from real-life anecdotes submitted by teens.

Teens who feel suicidal or know someone who is are encouraged to call the National Suicide Prevention Lifeline at 1.800.273.TALK (8255).

"Walk into any American high school classroom, and the odds are that two of the young people before you will have attempted suicide over the past 12 months," said Jack Heath, president of the Inspire USA Foundation. "Through our collaboration with SAMHSA and the Ad Council, the "We Can Help Us" campaign can bring a message of hope to literally millions of young Americans having a tough time."

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