



HOW TO TALK HOPE

How to quickly describe Hope For the Day®:

Hope for the Day is a mental health education organization based in Chicago, providing resources and letting people know that IT'S OK NOT TO BE OK® and the more that we talk about our mental health, the more we realize we're not alone.

Hope for the Day® Slogan: IT'S OK NOT TO BE OK®.

Why? The first obstacle to effective prevention is silence compelled by stigmas. Everyone is going through something. If we can get people to understand that mental health struggles are nothing to be ashamed of and break down that first barrier, we can compel others to speak up and seek help. The more we talk about our mental health, the more we realize we're not alone!

What does Proactive Suicide Prevention mean?

Proactive Suicide prevention refers to starting the conversation on mental health before it adversely affects our lives.

How do we provide Proactive Suicide Prevention?

Outreach, Education, and Taking Action.

- Outreach means raising the visibility of resources and information to break the silence of stigma.
- Education helps us understand our mental health as we dispel these stigmas.
- Taking Action mobilizes individuals and communities to foster proactive environments.

HOW TO TALK ABOUT MENTAL HEALTH AND SUICIDE:

WE DO NOT SAY: Committed suicide or killed themselves.

This is criminal terminology and part of the long-held stigmatization of suicide and mental health. We do not say "committed a heart attack" when someone dies that way. Criminals commit crimes and murderers kill people.

WE DO NOT SAY: Mental Illness

To respect that an individual lost their battle with whatever their medical experience was.

WE DO NOT SAY: "Fixing" or "Snapping out of it"

To respect that an individual lost their battle with whatever their medical experience was.

WE DO NOT SAY: Normal, crazy, or not normal.

Normal is a setting on a washing machine. We are all unique, and to describe someone with mental health challenges as "not normal" or "crazy" even if you're talking about statistics of mental health issues, is stigmatizing. Mental health challenges are common and natural and we all go through tough times!

WE DO SAY: Completed suicide or died by suicide.

To respect that an individual lost their battle with whatever their medical experience was.

WE DO SAY: Mental Health Challenges

This is a broad term to describe someone going through something. We use this phrase to avoid labels and inappropriately assign diagnosis. If someone self-identifies we honor their description, but without self-identification, we simply describe their experience as a mental health challenge to avoid labels and inappropriately assign diagnosis.

WE DO SAY: Treating and Taking Care of our mental health.

The former phrases feed into the stigmatizing idea that mental health challenges are false or wrong. Our mental health is a continuous process and there are tools to address our mental health and express ourselves. false or wrong. Our mental health is a continuous process and there are tools to address our mental health and express ourselves.

HELPFUL LINKS:

- **Get educated: [peervention.org](https://www.peervention.org)**
- **Get involved: [hftd.org/involved](https://www.hftd.org/involved)**
- **Find help: [hftd.org/find-help](https://www.hftd.org/find-help)**
- **Don't see what you're looking for? Reach out! at [hftd.org/contact](https://www.hftd.org/contact)**