

VAU.S. Department
of Veterans Affairs

Press Release

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IMMEDIATE RELEASE

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VA NorCal #BeThere campaign calls for community support during Suicide Prevention Month

SACRAMENTO — In observance of Suicide Prevention Month, [VA Northern California Health Care System](#) (VA NorCal) is bringing awareness to its **#BeThere** campaign by encouraging Northern California's community leaders, colleagues, and Veterans' families and friends to help prevent Veteran suicide by showing support for those who may be going through a difficult time.

"We're working hard to end Veteran suicide across Northern California, but we know that only about a third of Veterans come to VA for health care," said VA NorCal Director David Stockwell. "That's why we need everyone in the community to get involved. You don't need special training to prevent suicide. Everyone can play a role by learning to recognize warning signs, showing compassion and care to Veterans in need, and offering your support."

Here are some actions anyone can take to "**Be There**" for Veterans:

- Reach out to the Veterans in your life to show them you care. Send a check-in text, cook them dinner, or simply ask, "How are you?"
- Educate yourself on the warning signs of suicide; visit the [Veterans Crisis Line website](#).
- Watch the free [S.A.V.E. training video](#) to equip yourself to respond with care and compassion if someone you know indicates they are having thoughts of suicide.
- Check out [VA's Social Media Safety Toolkit](#) to learn how to recognize and respond to social media posts that may indicate emotional distress, feelings of crisis or thoughts of suicide.
- Contact VA's [Coaching Into Care](#) program if you are worried about a Veteran loved one. A licensed professional will provide guidance on motivating your loved one to seek help.

Veterans who are in crisis or having thoughts of suicide, and those who know a Veteran in crisis, can call the Veterans Crisis Line for confidential support available 24 hours a day, seven days a week, 365 days a year. Call 1-800-273-8255 and Press 1, text to 838255 or chat online at VeteransCrisisLine.net/Chat.

Media seeking further information about [VA NorCal Suicide Prevention programs](#) can contact Will Martin, VA NorCal Chief of Public Affairs, at 916-843-9247 or William.Martin6@va.gov.

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