



Reasons Why Season 2 Talking Points

- The Lifeline encourages the creation of media that demonstrates the stories of individuals who have experienced crisis and gotten through it. Telling these stories of how hope and help happen every day can save lives and they must be shared.
 - For every one person that dies by suicide, 278 people think seriously about suicide but do not die. The majority of these individuals go on to live out their lives.
- When discussing this series and other media concerned with suicide, we recommend sharing the National Suicide Prevention Lifeline, in addition to local crisis services, as a resource for individuals that may need support, or know someone that may need support.
 - The Lifeline is free, confidential, and available 24/7 for everyone in the United States. Call 1-800-273-TALK (8255) or visit suicidepreventionlifeline.org.
- **SAVE** (Suicide Awareness Voices of Education) has collaborated with mental health and suicide prevention organizations, including the Lifeline, to create a resource website and toolkits, which may be especially helpful when speaking to media and members of the public. The website and toolkit are located at: www.13reasonswhytoolkit.org.
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 - A hashtag has been created to be used alongside this toolkit, #13RWtoolkit.
 - While Lifeline has not had direct contact with Netflix regarding season 2, Netflix has been in contact with the leader of the toolkit coalition and is apprised of what has been developed.
 - The National Suicide Prevention Lifeline is a listed resource, and also participated in the creation of the toolkits. Resources may continue to be updated or added to this website in the coming weeks.
- One of Netflix's stated goals is to communicate to youth the idea that actions have consequences. We believe that this message should include sharing how individual actions can have a positive impact in the life of someone in crisis.
 - To find out how you can help others, visit bethe1to.com for 5 steps you can take to support your friends or family members.

- In consideration of the primary audience of youth and young adults for this series, the National Suicide Prevention Lifeline has partnered with Active Minds to share the voices of young people and illustrate how to overcome suicidal crisis. Watch here: <https://www.facebook.com/800273talk/posts/10155293059555685>
- There are additional resources available concerning this series:
 - Netflix has created a website that is available for individuals looking for resources, which includes the National Suicide Prevention Lifeline for the USA: <http://13reasonswhy.info/>
 - A “behind the scenes” featurette that discusses the production’s motivations and goals in suicide prevention: <https://www.youtube.com/watch?v=DiThCpebo2Q>
 - The Lifeline’s youth page: <https://suicidepreventionlifeline.org/helpyourself/youth/>

A special note for journalists:

- By following recommended journalistic practices, writers, producers and editors can educate the public and contribute to media’s positive impact on suicide prevention. For best practices and more information visit reportingonsuicide.org.