



Every year, many thousands struggle with suicide but find a way forward. Their stories of hope and recovery have the power to help others and dispel the discrimination and myths about suicide. **Courage is contagious!** 

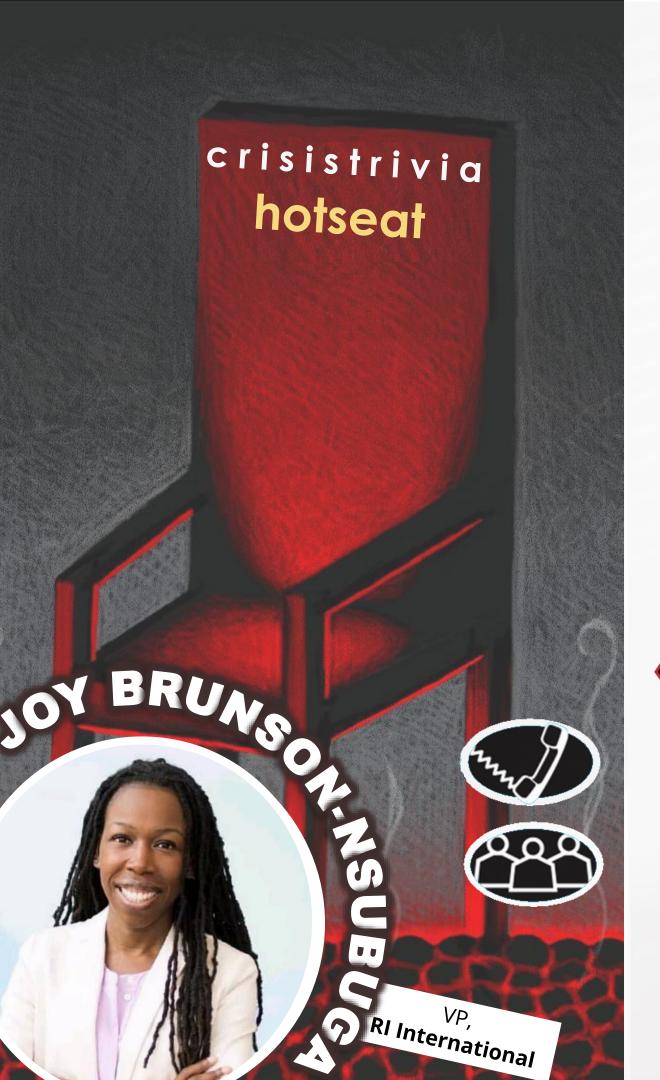
What is the name researchers have given to the influence mass media can have by showing positive coping in crisis?

A: Papageno Effect

B: Ripple Effect

C: Styron Effect

D: Werther Effect





There were few examples of public stories of suicide attempt survivors prior to 2000, but pioneers like William Styron (Darkness Visible) and Kevin Hines (The Ripple Effect) have paved the way for hundreds of others.

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