

A close-up, profile photograph of a Black woman's face. She is looking upwards and to the right with a contemplative expression. Her hands are clasped together in front of her chest. The lighting is dramatic, with strong highlights on her forehead, nose, and cheek, while the rest of her face and hands are in shadow. The background is a warm, out-of-focus orange.

**L.E.T.S.
SAVE
LIVES**

Listening. Empathy. Trust. Support.

An Introduction to Suicide Prevention for Black and African American Communities

Program Background



L.E.T.S. SAVE LIVES

Listening. Empathy. Trust. Support.

The “WHY”

- There is currently no data-driven, culturally responsive, comprehensive suicide prevention education program for Black and African American communities.
- Suicide rates are climbing in Black communities around the United States.
- There are racial and systemic factors that uniquely impact the Black community.



The Creation Process

- Funded by grant from CVS Foundation (Jan '22 – Dec '23)
- Informed and developed by an Advisory Committee representing a diverse group of experts
- Leveraged expertise of Black, woman-owned design firm to create a program that would resonate with the Black community
- Intended to be delivered by individuals who identify as having lived experience within Black or African American communities



Advisory Committee

Composed of experts in suicide prevention and Black and African American mental health and/or suicide prevention, as well as experts with lived experience and AFSP volunteers.



Victor
Armstrong,
MSW
(Chair)

Rhonda C.
Boyd, PhD

Sherry
Molock,
PhD, MDiv

Arielle H.
Sheftall,
PhD

Chris
Thomas

Martha
Thomas



Program Design by Joy Collective



Kelli Richardson Lawson
CEO/Executive Lead



Melanie Moore
Executive Creative Director



Kelly Chapman
Account Lead



Simone Wellington
Account Director

AWARD-WINNING



L.E.T.S. SAVE LIVES

Listening. Empathy. Trust. Support.

©2021 AFSP. All rights reserved



Goal of L.E.T.S. Save Lives

- Create a suicide prevention education program tailored to Black and African American audiences throughout the United States.
- Provide an understanding of the scope of the issue of suicide in the Black community, including the impacts of racial and systemic factors, risk and protective factors, warning signs, and how to get help for those who are struggling.



The Learning Objectives

Participants will:

- Learn the scope of suicide among the Black and African American population
- Understand the racial and systemic factors that impact suicide in the Black and African American
- Identify suicide risk and protective factors for Black and African American communities
- Recognize warning signs of suicide
- Gain confidence in talking to someone in suicidal distress
- Learn how to connect someone with help

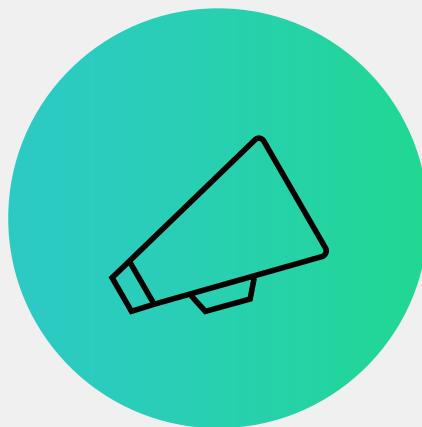


The Pilot Process

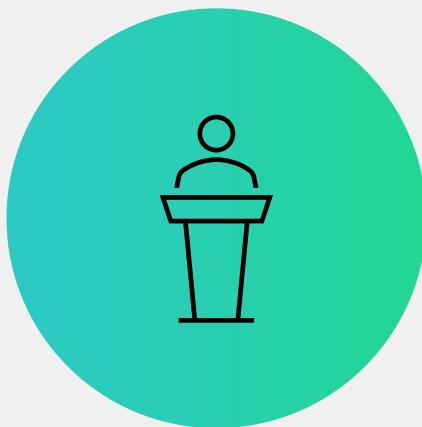
- Piloted by 9 Chapters across the country in Fall of 2023
- Conducted 13 program sessions with 317 total participants
- The program was well received and liked:
 - 100% of participants would recommend the program to others
 - 61% of survey respondents indicated they had not heard of AFSP before
 - 86% agreed that they view AFSP as a relevant resource for the Black community



Program Data to Date



**50
presentations
held**



**More than 1,100
people reached**



**Trained over
100 presenters**



Program Data to Date

- A retrospective survey is administered at the end of the presentation. Data shows:
 - **96%** feel that suicide is a significant issue in the Black community
 - **93%** strongly disagree that having mental health problems is a sign of weakness
 - **98%** are very likely or likely to talk with someone they are concerned about
 - **94%** are very likely or likely to reach out for help if they are feeling depressed or having thoughts of suicide
 - **80%** would “definitely” recommend this program to others



Bring L.E.T.S. Save Lives to your community!

Reach out to your local Chapter at **afsp.org/chapters** to request a presentation in-person or virtually, or to inquire about becoming a trained presenter.

