

Suicide Prevention Awareness, Going Mainstream?

By: Bethany Oberg, CAMHI Coordinator

How do you spread awareness about a cause? How do you fight stigma associated with mental health and the stigma around suicide? How do you help people know that they are important and their life is worth living? What's the best way to get the National Suicide Prevention Lifeline number out?

One way to answer all of these questions is with a song. And American rapper, singer, songwriter, and record producer Logic has done just that with his recent song 1-800-273-8255 (featuring Alessia Cara and Khalid). Yes, you read that right; the title of Logic's song is the telephone number for the Suicide Prevention Lifeline.

But how popular can a song about suicide prevention be in this day and age? Quite popular in fact! So much so, that, as of the date of this article, it is currently in the #3 spot in Billboard's Hot 100 list; up from #5 last week and it has been on the list for 20 weeks! Logic also performed the song at this year's Mtv Music Awards that aired on August 27, 2017, which had an estimated 5.4 million viewers. The performance also featured suicide survivors wearing "you are not alone" shirts that displayed the Lifeline number as well.



Logic performing during the Mtv Music Awards on August 27, 2017. Photo courtesy of Google Images.

Maybe times are changing. Maybe more people are recognizing the importance of fighting the stigma. Maybe people realizing we should not be silent about it. Whatever the reason is, all I know is that I am happy to see the message get spread. Every life matters. YOU MATTER.

Perhaps, now that some may consider it "cool" to talk about, the number of suicide and suicide attempts will go down. We can only hope that it will have this effect. In the meantime, I ask that everyone continue to spread the word on suicide prevention resources available.

- Benton, Sherburne, Stearns and Wright County's local crisis provider is the Four County Crisis Response Team: 320-253-5555 or 800-635-8008.
- TXT4LIFE (suicide prevention resource): text "LIFE" to 61222.

If you were not one of the 5.4 million viewers of the Mtv Music Awards and/or have not had a chance to see it yet, here is a link to the performance by Logic, Alessia Cara and Khalid: <http://www.mtv.com/video-clips/hckk4q/vma-2017-logic-ft-alessia-cara-khalid-live-1-800-273-8255-vma-2017-mtv>

Suicide Warning Signs

These signs may mean someone is at risk for suicide. Risk is greater if a behavior is new or has increased and if it seems related to a painful event, loss, or change.

❖ Talking about wanting to die or to kill oneself.	❖ Increasing the use of alcohol or drugs.
❖ Looking for a way to kill oneself, such as searching online or buying a gun.	❖ Acting anxious or agitated; behaving recklessly.
❖ Talking about feeling hopeless or having no reason to live.	❖ Sleeping too little or too much.
❖ Talking about feeling trapped or in unbearable pain.	❖ Withdrawing or feeling isolated.
❖ Talking about being a burden to others.	❖ Showing rage or talking about seeking revenge.
	❖ Displaying extreme mood swings.

Suicide Is Preventable.
Call the Lifeline at 1-800-273-TALK (8255).
With Help Comes Hope