



PRESS RELEASE



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CONTACT: SAMHSA Press Office
Phone: (240) 276-2130

Facebook provides first-of-a-kind service to help prevent suicides

The Substance Abuse and Mental Health Services Administration and the National Suicide Prevention Lifeline collaborate with Facebook to help those in crisis

Facebook is announcing a new service that harnesses the power of social networking and crisis support to help prevent suicides across the nation and Canada. The new service enables Facebook users to report a suicidal comment they see posted by a friend to Facebook using either the [Report Suicidal Content](#) link or the report links found throughout the site. The person who posted the suicidal comment will then immediately receive an e-mail from Facebook encouraging them to call the National Suicide Prevention Lifeline 1-800-273-TALK (8255) or to click on a link to begin a confidential chat session with a crisis worker.

The National Suicide Prevention Lifeline 1-800-273-TALK (8255) or <http://www.suicidepreventionlifeline.org/> is a toll-free suicide prevention hotline network comprised of 152 local crisis centers. The Lifeline is funded by the Substance Abuse and Mental Health Services Administration (SAMHSA) and administered by Link2Health Solutions, a wholly owned subsidiary of the Mental Health Association of New York City (MHA-NYC). The Lifeline provides free and confidential crisis counseling to anyone in need 24/7 and has answered over 3 million calls since its launch in 2005.

“We're proud to expand our partnership with Lifeline, and to provide those in crisis with even more options to seek help,” said Facebook’s Chief Security Officer, Joe Sullivan. “The Lifeline’s commitment to suicide prevention has enabled people on Facebook to get fast, meaningful help when they need it most, and we look forward to continuing our work with them to help save lives.”

“Facebook and the Lifeline are to be commended for addressing one of this nation’s most tragic public health problems,” said Surgeon General, Regina M. Benjamin, MD, MBA, who serves with Sullivan on the National Action Alliance for Suicide Prevention. “Nearly 100 Americans die by suicide every day – 36,035 lives every year. For every person who is murdered, two die by suicide. These deaths are even more tragic because they are preventable. We have effective treatments to help suicidal individuals regain hope and a desire to live and we know how powerful personal connections and support can be. Therefore we as a nation must do everything we can to reach out to those at risk

and provide them the help and hope needed to survive and return to productive lives with their family, friends, and communities.”

Crisis center workers from two centers in the Lifeline network, the Boys Town National Hotline and Goodwill of the Finger Lakes’ 2-1-1/LIFE LINE, will be available 24 hours a day, seven days a week to respond to Facebook users opting to use the chat. The Lifeline currently responds to dozens of people each day who have expressed suicidal thoughts on Facebook.

“We have been partnering with Facebook since 2006 to assist at-risk users and are thrilled to launch this new service,” said John Draper, Ph.D., the Lifeline’s project director and MHA-NYC’s Vice President of Behavioral Health Technology. “Although the Lifeline on average handles 70,000 calls per month, we have heard from our Facebook fans and others that there are many people in crisis who don’t feel comfortable picking up the phone. This new service provides a way for them to get the help they need in the way they want it.”

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About the National Action Alliance for Suicide Prevention

The National Action Alliance for Suicide Prevention (Action Alliance) is the public-private partnership advancing the National Strategy for Suicide Prevention. The Action Alliance envisions a nation free from the tragic experience of suicide. The Action Alliance was launched by the U.S. Department of Health and Human Services’ Secretary Kathleen Sebelius and former Secretary of Defense Robert M. Gates on September 10, 2010, with input and support of many public and private sector stakeholders. For more information, see <http://www.actionallianceforsuicideprevention.org>.

About SAMHSA

The Substance Abuse and Mental Health Services Administration (SAMHSA) is a public health agency within the Department of Health and Human Services. Its mission is to reduce the impact of substance abuse and mental illness on America’s communities.