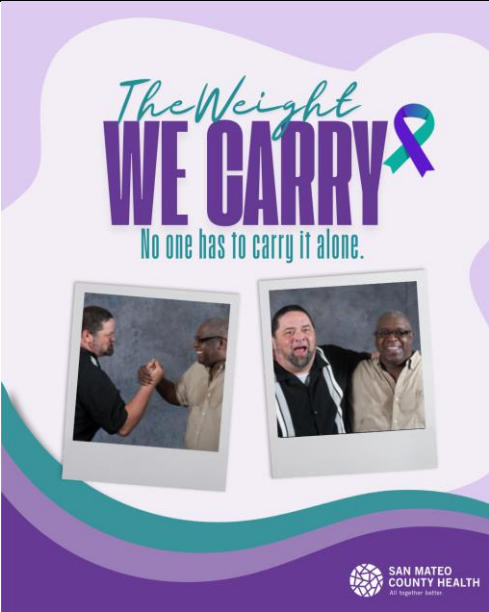


## Social Media Schedule – 2026 September Suicide Prevention Month

San Mateo County Health (@SMCHealth) will share the social media posts below on Facebook and Instagram throughout September Suicide Prevention Month. We invite our community partners to help amplify these messages by sharing or reposting them on your own social media channels.

The schedule includes suggested post language and accompanying images for each post. Please feel free to share the posts as written or adapt the messaging for your organization's audience and channels.

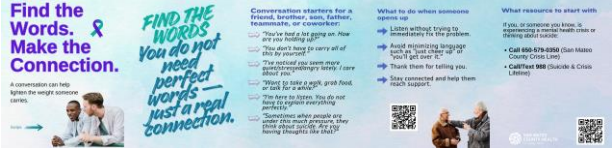
If you have any questions or requests, you can email [SuicidePrevention@smcgov.org](mailto:SuicidePrevention@smcgov.org)

| Scheduled Post Date                         | Wording                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Image                                                                                |
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| 9/1<br><br>Launch: Suicide Prevention Month | <p>September is Suicide Prevention Month.</p> <p>Many people carry visible and invisible burdens and the pressure to appear strong. This year, San Mateo County is recognizing <b>The Weight We Carry</b>—and that you do not need to carry the weight alone.</p> <p>For men and boys especially, expectations to stay silent or “push through” can make it harder to seek support.</p> <p>Throughout September, you can support the weight for yourself and others by:</p> <ul style="list-style-type: none"><li>• Attending a local event</li><li>• Learning how to start a supportive conversation</li><li>• Sharing resources with someone you care about</li><li>• Reminding others: <i>You do not have to carry this alone.</i></li></ul> |  |

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|                                                       | <p>If you, or someone you know, is experiencing a mental health crisis or thinking about suicide:<br/>Call 650-579-0350 (San Mateo County Crisis Line)<br/>Call/Text 988 (Suicide &amp; Crisis Lifeline)</p> <p>Learn more about events and resources at<br/>SMCHealth.org/SuicidePreventionMonth</p> <p>#TheWeightWeCarry<br/>#SuicidePrevention #SuicidePreventionMonthSMC</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                      |
| <p>9/3</p> <p>Veterans and First Responders Forum</p> | <p>Service can bring purpose, pride, and connection. It can also come with stress, grief, trauma, and experiences that may be difficult to leave behind.</p> <p>San Mateo County community members are invited to attend <b>“When the Mission Follows You Home,” an in-person forum for veterans, first responders and their supporters.</b></p> <p><b>September 10, 2026</b><br/><b>9:00am-12:00pm</b><br/>Central Peninsula Church, 1005 Shell Boulevard, Foster City</p> <p>The forum will create space for conversation, support, and connection around the mental health needs of veterans, first responders, and the people who stand beside them.</p> <p>If you are a veteran, first responder, family member, colleague, or community supporter: your presence matters.</p> <p><b>Register:</b> <a href="https://www.eventbrite.com/e/when-the-mission-follows-you-home-forum-for-">https://www.eventbrite.com/e/when-the-mission-follows-you-home-forum-for-</a></p> |  |

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|-------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                 | <p><a href="https://www.smchealth.org/veterans-and-first-responders-tickets-1995162589012?aff=oddtcreator&amp;keep_tld=true">veterans-and-first-responders-tickets-1995162589012?aff=oddtcreator&amp;keep_tld=true</a></p> <p>If you, or someone you know, is experiencing a mental health crisis or thinking about suicide:<br/>Call 650-579-0350 (San Mateo County Crisis Line)<br/>Call/Text 988 (Suicide &amp; Crisis Lifeline)</p> <p>Learn more about other events and resources at<br/><a href="https://SMCHealth.org/SuicidePreventionMonth">SMCHealth.org/SuicidePreventionMonth</a></p> <p>#TheWeightWeCarry<br/>#SuicidePrevention #SuicidePreventionMonthSMC</p>                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <p>9/10</p> <p>World Suicide Prevention Day</p> | <p><b>Graphic headline:</b><br/>The Weight We Carry<br/>Know the Signs. Find the Words. Connect to Support.</p> <p><b>Caption:</b><br/>Today is <b>World Suicide Prevention Day</b>.</p> <p>Many men and boys carry visible and invisible burdens—stress, grief, isolation, emotional pain, financial pressure, relationship challenges, trauma, and expectations to stay strong or handle problems alone.</p> <p>These burdens may not always look like sadness. They can show up as anger, withdrawal, risk-taking, increased alcohol or drug use, exhaustion, or feeling disconnected from the people and activities that once mattered.</p> <p>This September, San Mateo County encourages everyone to take three steps to support men and boys in your life and help lighten the weight they carry.</p> |  <p>The graphic is a horizontal banner for World Suicide Prevention Day. It features a blue background with white and yellow text. On the left, it says 'Today is World Suicide Prevention Day' in large letters, followed by 'The Weight We Carry' and 'Know the Signs. Find the Words. Connect to Support.' Below this is a QR code. The middle section is titled 'Know the Signs' and lists various signs of distress in men and boys, such as 'Feeling more hopeless, lonely, angry, or sad than usual', 'Increased anger, irritability, conflict, or risky behavior', 'Increased alcohol or drug use', 'Withdrawing from family, friends, or work', and 'Talking about suicide, death, or suicide threats'. The right section is titled 'Find the Words' and encourages people to start conversations about mental health. It includes a QR code and contact information for the San Mateo County Crisis Line (650-579-0350) and the 988 Suicide &amp; Crisis Lifeline.</p> |

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|                                   | <ol style="list-style-type: none"> <li>1. Know the Signs</li> <li>2. Find the Words</li> <li>3. Connect to Support</li> </ol> <p>If you, or someone you know, is experiencing a mental health crisis or thinking about suicide:<br/> Call 650-579-0350 (San Mateo County Crisis Line)<br/> Call/Text 988 (Suicide &amp; Crisis Lifeline)</p> <p>Learn more about events and resources at<br/> <a href="https://SMCHealth.org/SuicidePreventionMonth">SMCHealth.org/SuicidePreventionMonth</a></p> <p>#TheWeightWeCarry<br/> #SuicidePrevention #SuicidePreventionMonthSMC</p> |                                                                                     |
| <p>9/16</p> <p>Know the Signs</p> | <p><b>Graphic headline:</b></p> <p><b>Know the Signs. Check In. Stay Connected.</b></p> <p>Men and boys may carry pain differently—but support can save lives.</p> <p><b>Caption:</b></p> <p>Men and boys are often taught to stay strong, solve problems alone, or avoid talking about emotional pain. That can make it harder to recognize when someone is struggling—and harder for them to ask for help.</p> <p>During Suicide Prevention Month, take time to <b>know the signs</b> that a friend, family member, teammate, coworker, or neighbor may need support.</p>   |  |

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|                                   | <p>Possible warning signs can include:</p> <ul style="list-style-type: none"> <li>• Talking about wanting to die, feeling trapped, or being a burden</li> <li>• Withdrawing from family, friends, hobbies, school, work, or community</li> <li>• Increasing alcohol or drug use</li> <li>• Taking more risks or acting recklessly</li> <li>• Strong anger, irritability, agitation, or sudden mood changes</li> <li>• Giving away valued belongings or saying goodbye</li> <li>• Changes in sleep, eating, energy, or ability to manage daily life</li> <li>• Feeling hopeless or saying there is no reason to live</li> </ul> <p>A person does not need to show every sign to deserve support. Trust your instincts. If something feels different, reach out.</p> <p>If you, or someone you know, is experiencing a mental health crisis or thinking about suicide:<br/> Call 650-579-0350 (San Mateo County Crisis Line)<br/> Call/Text 988 (Suicide &amp; Crisis Lifeline)</p> <p>Learn more about events and resources at<br/> <a href="https://SMCHealth.org/SuicidePreventionMonth">SMCHealth.org/SuicidePreventionMonth</a></p> <p>#TheWeightWeCarry<br/> #SuicidePrevention #SuicidePreventionMonthSMC</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <p>9/23</p> <p>Find the Words</p> | <p><b>Graphic headline:</b></p> <p><b>Find the Words. Make the Connection.</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  <p><b>Find the Words. &amp; Make the Connection.</b></p> <p><i>FIND THE WORDS You do not need perfect words - just a real connection.</i></p> <p>A conversation can help lighten the weight someone carries.</p> <p><b>Conversation starters for a friend, brother, sister, father, grandmother, or coworker</b></p> <ul style="list-style-type: none"> <li>➤ "You've had a lot going on. How are you feeling?"</li> <li>➤ "You don't have to carry all of these responsibilities. We're here to help you."</li> <li>➤ "The last time you were here, you were really struggling. We're here to help you now."</li> <li>➤ "Want to take a walk, grab food, or just sit and talk?"</li> <li>➤ "The time to stop. You do not have to keep everything perfect."</li> <li>➤ "Sometimes when people are under too much pressure, they think about suicide. Are you feeling like that?"</li> </ul> <p><b>What to do when someone opens up</b></p> <ul style="list-style-type: none"> <li>➤ Listen without trying to immediately fix the problem.</li> <li>➤ Avoid minimizing language such as "just cheer up" or "it will get better."</li> <li>➤ Thank them for telling you.</li> <li>➤ Stay connected and help them reach support.</li> </ul> <p><b>What resources to start with</b></p> <p>If you or someone you know is experiencing a mental health crisis or thinking about suicide:</p> <ul style="list-style-type: none"> <li>• Call 650-579-0350 (San Mateo County Crisis Line)</li> <li>• Call/Text 988 (Suicide &amp; Crisis Lifeline)</li> </ul> <p>QR codes for San Mateo County Crisis Line and 988 are also present.</p> |

A conversation can help lighten the weight someone carries.

**Caption:**

It can be hard to know what to say when a man or boy in your life seems stressed, isolated, angry, withdrawn, or unlike himself.

You do not need to be a mental health professional. You do not need perfect words. What matters is showing that you notice, you care, and you are willing to stay present.

Try starting with:

- "You've had a lot going on. How are you holding up?"
- "You don't have to carry all of this by yourself."
- "I've noticed you seem more quiet/stressed/angry lately. I care about you."
- "Want to take a walk, grab food, or talk for a while?"
- "I'm here to listen. You do not have to explain everything perfectly."
- "Sometimes when people are under this much pressure, they think about suicide. Are you having thoughts like that?"

If they open up:

- Listen without trying to immediately fix the problem.
- Avoid minimizing language such as "just cheer up" or "you'll get over it."
- Thank them for telling you.
- Stay connected and help them reach support.

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|                                                                                                         | <p>If you, or someone you know, is experiencing a mental health crisis or thinking about suicide:<br/> Call 650-579-0350 (San Mateo County Crisis Line)<br/> Call/Text 988 (Suicide &amp; Crisis Lifeline)</p> <p>Checking in is not intrusive. It is an act of care.</p> <p>Learn more about events and resources at<br/> <a href="https://SMCHealth.org/SuicidePreventionMonth">SMCHealth.org/SuicidePreventionMonth</a></p> <p>#TheWeightWeCarry<br/> #SuicidePrevention #SuicidePreventionMonthSMC</p>                                                                                                                                                                                                                                                                                                       |  |
| <p>9/30</p> <p>Closing the Month, Continuing the Commitment<br/> -introduce suicide prevention team</p> | <p><b><u>Graphic headline:</u></b><br/> <b>Carry Hope Forward Beyond September</b></p> <p><b><u>Caption:</u></b><br/> The Weight We Carry does not disappear when September ends. Neither does the power of a supportive conversation, a caring check-in, or a connection to help.</p> <p>Keep these reminders with you:</p> <ul style="list-style-type: none"> <li>• It is okay to ask for help.</li> <li>• It is okay to ask someone directly if they are thinking about suicide.</li> <li>• Listening without judgment matters.</li> <li>• Support is available 24/7.</li> </ul> <p>No one in San Mateo County has to carry life's hardest moments alone.</p> <p>Suicide prevention is a shared, year-round commitment. If you would like to stay involved, consider joining the San Mateo County Suicide</p> |  |

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|  | <p>Prevention Coalition—a community of residents, providers, advocates, and partners working together to promote connection, reduce stigma, and prevent suicide.</p> <p>Please save and share these resources. A simple act of connection may help someone feel seen, supported, and less alone.</p> <p>If you or someone you know is experiencing a mental health crisis or thinking about suicide:<br/>Call the San Mateo County Crisis Line: [Phone]<br/>Call or text 988 for the Suicide &amp; Crisis Lifeline</p> <p>Learn more about suicide prevention resources and the Suicide Prevention Coalition at <a href="https://SMCHealth.org/SuicidePrevention">SMCHealth.org/SuicidePrevention</a>.</p> <p>#TheWeightWeCarry<br/>#SuicidePrevention<br/>#SuicidePreventionMonthSMC</p> |  |
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