Please join us for this annual webinar "Messaging Matters" to learn more about safe and effective messaging about suicide prevention. Participants will learn about responsible media reporting, how to engage the news media as partners in suicide prevention, and how to create effective suicide prevention materials and talking points.

**Register Here**


**Speaker:**

Stan Collins  
Suicide Prevention Specialist with CalMHSA Technical Assistance Team

**Suicide Prevention Committee Co-Chairs**

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**Learn More At:**

smchealth.org/SuicidePrevention

If you or someone you know is in suicidal crisis or emotional distress, call 650-579-0350 or text “BAY” to 741741 or visit sanmateocrisis.org.