

PROJECT

2025

AFSP.ORG/PROJECT2025



**American
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Prevention**

Today We'll Cover:

- The Issue of Suicide in the US
- What is Project 2025
- The Critical Areas
 - **Firearms**
 - **Healthcare Systems**
 - **Emergency Departments**
 - **Corrections System**
- Making an Impact



Suicide in the U.S.

Despite more research, education, and awareness to prevent suicide, the annual rate of suicide continues to rise in the U.S. Today, it is the 10th leading cause of death – and we lose more than 47,000 Americans each year.



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How Do We “Bend the Curve”?

By delivering effective, affordable, and evidence-informed approaches that identify those at risk for suicide and provide suicide prevention interventions, and by expanding the reach of these activities to save the most lives in the shortest amount of time.



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What is Project 2025?



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A nationwide initiative to reduce the
annual rate of suicide in the U.S.
20 percent by 2025



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Together with its expert advisors, AFSP has examined:

- Who we are losing to suicide
- How we are losing them
- Where we are losing them
- What we can do to save lives in the shortest amount of time



The Approach

- Identify evidence-informed strategies for preventing suicide in critical areas with the potential to save the most lives in the shortest amount of time
- Develop key partnerships and invested in the development of needed resources in these areas
- Accelerate and scale-up progress in the delivery of these resources and programs across the U.S.



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The Four Critical Areas



Firearms



Healthcare
Systems



Emergency
Departments



Corrections
Systems



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Firearms



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51% of all suicides are by firearms



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Strategy

By working with key partners, we can engage and educate the firearms-owning community on how to spot suicide risk, and know what steps they can take to save lives, including safe storage and temporary removal of firearms.



Projection

If half the people who purchase firearms are **exposed to suicide prevention and safe storage education**, we can expect an estimated 9,500 lives saved through 2025.



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Happening Now

AFSP partnered with the **National Shooting Sports Foundation (NSSF)** to deliver a suicide prevention and firearms safety educational campaign to more than 8,000 of its member retailers, ranges, and instructors across the U.S.



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Healthcare Systems



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Up to 45%

of people who die by suicide visit their primary care physician in the month prior to their death.



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Strategy

By working with healthcare systems and accrediting organizations, we can accelerate the acceptance and adoption of suicide prevention practices in various healthcare settings, including primary care.



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Projection

If large healthcare systems identify one out of every five at-risk people and provide them with **short-term intervention and better follow-up care**, we can expect an estimated 9,200 lives saved through 2025.



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Happening Now

AFSP partnered with **SafeSide Prevention** to reduce suicide by providing innovative and scalable, online and team-based suicide prevention education for primary care providers and their staff across 200 practices by 2022.



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Emergency Departments



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39% of people

who die by suicide make an
Emergency Department visit in the
year prior to their death.



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Strategy

We can provide a safety net by educating and equipping emergency physicians and staff with the suicide prevention tools they need to screen and care for at-risk patients in emergency departments.



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Projection

If Emergency Departments screen one out of five patients and **provide short-term interventions such as Safety Planning and follow-up care**, we can expect an estimated 1,100 lives saved through 2025.



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Happening Now

AFSP partnered with the **American College of Emergency Physicians (ACEP)** to develop and deliver a rapid, online suicide risk assessment and suicide prevention intervention tool (ICAR2E) for their more than 40,000 member emergency physicians.



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Corrections Systems



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Suicide is the leading cause
of death in jails,
and has increased 30% in prisons
in recent years.



Strategy

By working with key partners, we can bridge the gaps in suicide screening, correctional healthcare training, and suicide prevention education that can save lives and change the culture of suicide prevention in our country's jails and prisons.



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Projection

If 50 percent of at-risk individuals are **screened** at key points within the corrections system and **delivered comprehensive care**, we can expect an estimated 1,100 lives saved through 2025.



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Happening Now

AFSP partnered with the **National Commission on Correctional Healthcare (NCCHC)** and, together, are developing a **National Response Plan** to improve the standard of suicide prevention care in jails and prisons that detain more than one million U.S. inmates



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Making an Impact



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Our Guiding Principles

- Be nimble and innovative as new solutions arise
- Be a catalyst for change by establishing key partnerships within the four critical areas
- Leverage monetary and infrastructure investments made by others
- Monitor impact to improve results and build on progress



Impact Metrics

- Develop contributions necessary to enable program partnerships and educational materials
- Monitor program activities and outputs such as educational campaigns and distribution of screening tools
- Achieve expected near-term effects such as changes in knowledge, attitudes and behaviors
- Realize long-term reductions in state and national suicide rates

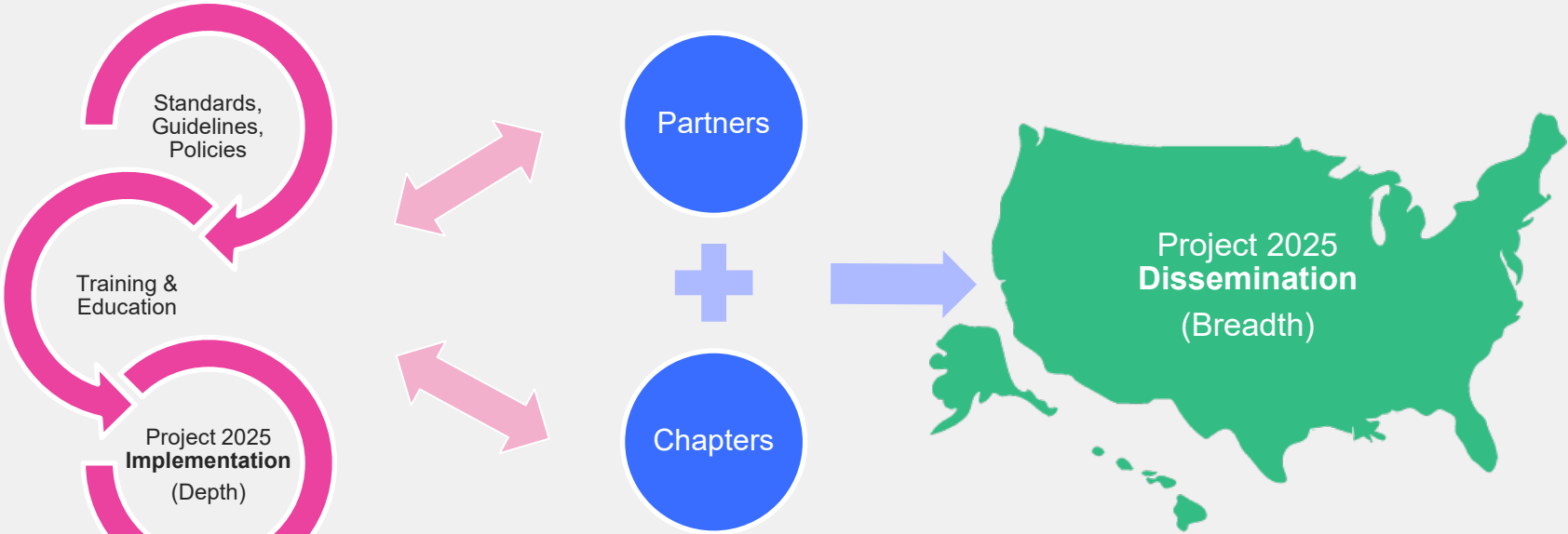


Depth and Breadth

- **Implementation** is the use of evidence-based practices into targeted settings – its how we achieve **depth** in Project 2025's **impact**.
- **Dissemination** is the distribution of information and promotion of practices in these settings – its how we achieve **breadth** in Project 2025's **reach**.



The Project 2025 Process



When We Reach Our Goal

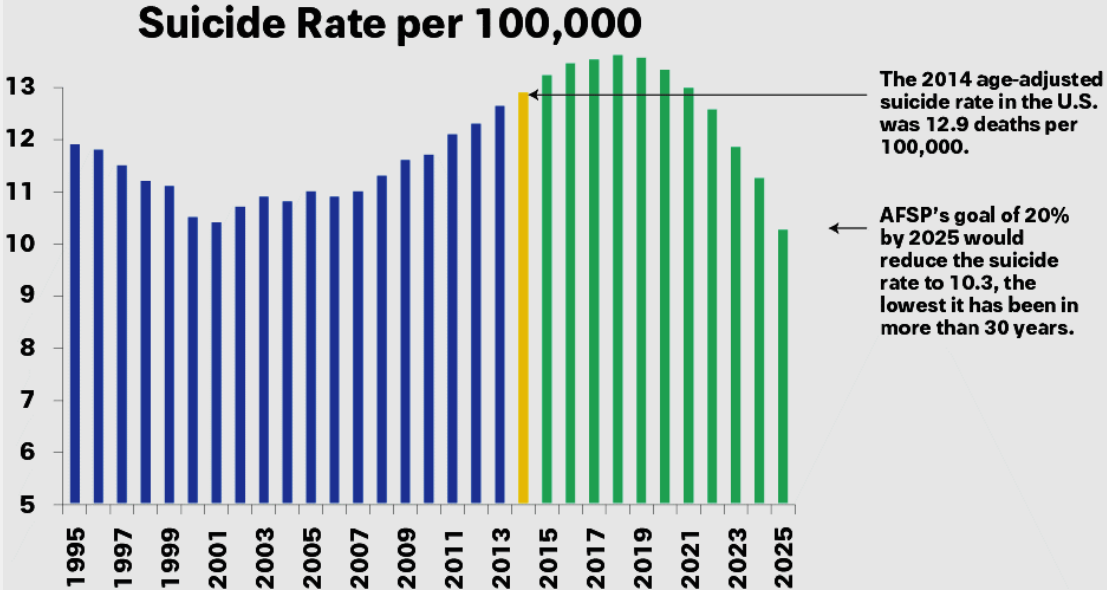


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By 2025

The U.S. suicide rate will have dropped to its lowest in **30 YEARS**

More than **20,000 lives** will have been saved



THANK YOU!

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