

We Need Your Help to Prevent Deaths by Suicide Among Service Members, Veterans, and their Families in North Dakota!

The Governor's Challenge is a partnership among the U.S. Department of Veterans Affairs, the U.S. Department of Health & Human Services' Substance Abuse and Mental Health Services Administration and the State of North Dakota to bring together community leaders and state agencies to prevent suicide among Service Member, Veterans, and their families. Core team organizations include ND Cares (team lead), VA Fargo, ND Dept. of Veterans Affairs, ND National Guard, FirstLink, ND Dept. of Health & Human Services, ND Suicide Prevention Coalition, University of ND (ND HOPES), American Foundation for Suicide Prevention, and Mental Health America of ND. Learn more at ndcares.nd.gov.



U.S. Department of Veterans Affairs
Veterans Health Administration
Fargo VA Health Care System



Health & Human Services



Members of the Governor's Challenge Team are reaching out to those in the Firearm industry to help us spread messages of hope and safety for SMVF in North Dakota.

Why the Firearm Industry? According to the ND Department of Health and Human Services, 75% of suicide deaths of military-related individuals in the state were by firearm. Practical research has shown safe storage of firearms can prevent suicide and other unintended outcomes. Even the National Shooting Sports Foundation has partnered with organizations like the American Foundation for Suicide Prevention and ND HOPES to end suicide among firearm owners.

We consider you to be a trusted messenger for firearm rights and safety in North Dakota and your influence can go a long way. By integrating suicide prevention education and safe storage messaging into the work you're already doing, you can assist in the fight against suicide among Service Members, Veterans, and their Families.

On the next page, we have outlined five different ways that we can help you to promote suicide prevention in your communities, making it easy for you to choose how to help in ways that work for you and your business.

Distribute Suicide Prevention Materials

Brochures and handouts tailored to the firearm owning community are available, in addition to materials promoting the 988 Suicide Prevention Lifeline for those in crisis.



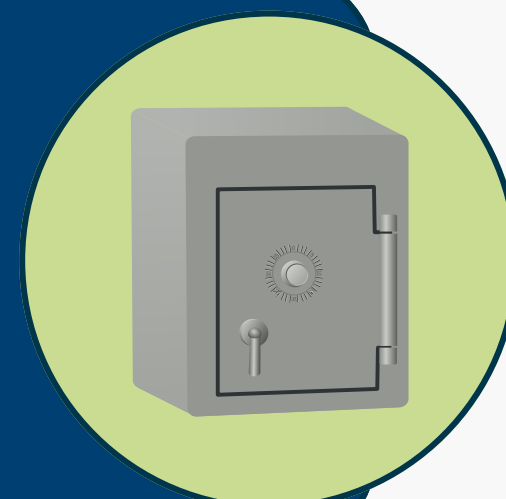
Provide Suicide Prevention Education

A Governor's Challenge Team member can provide prevention messaging that is both safe and effective. Education can be provided to your team or customers and/or be included in your existing firearm safety education.



Store Firearms For Those in Crisis

Putting time and distance between a suicidal thought and action can save a life. By providing storage for firearms, you can provide options for out-of-home storage for those in crisis.



Provide Gun Locks To Encourage Safe Storage

Another way to add time and space is through gunlocks, which are available via partnership with the Fargo VA. Gunlocks are available to anyone who requests them and available in bulk to those who wish to distribute for safe storage.



Join the Governor's Challenge

Be a part of the larger movement to prevent suicide among Service Members, Veterans, and their Families by becoming a formal member of the Governor's Challenge.



A Governor's Challenge Team member will be following up with you in a few weeks to discuss these options. Contact information is also available in this packet should you want to discuss sooner than that.

Thank you very much for your time!