

A grayscale image of a hand holding a heart, serving as a background for the text. The hand is positioned on the left, with fingers gently cupping the heart. The heart is a simple, stylized shape. The overall tone is somber and hopeful.

IT ONLY TAKES

**ONE**

**TO SAVE A LIFE**



## Join the Community Movement to Save a Life

Lead the way in suicide prevention within your community and social circles by taking the ONE Pledge.

### One Life Lost Every 40 Seconds

Nearly 800,000 people die from suicide each year. That's one person every 40 seconds. For every adult who dies by suicide, it's estimated that more than 20 others attempt it. It's the second leading cause of death for youth in Missouri and Arkansas, and the 10th leading cause of death for adults. More than half of those who died by suicide did not have a known mental health condition.

### Introducing ONE

With ONE, Burrell is offering support to individuals who wish to take an active role in suicide prevention and awareness. We invite those who are a part of an organization who is also taking the pledge, along with those having no affiliation.

### How it Works

Setting your pledge to action is as easy as 4,3,2,1.

- 4 Committing to four honest conversations about suicide
- 3 Sharing three resources or social media posts over the next 12 months
- 2 Participating in two trainings and two surveys
- 1 Signing the one pledge, then take active steps to increase awareness and lean into honest conversations about suicide prevention.

**Members of our Burrell ONE Initiative Team will be available to support and assist you along the way.**



# EXAMPLE CONVERSATIONS AND SHARING RESOURCES

## HONEST CONVERSATIONS

- Talking with a loved one about your pledge
- Asking someone that is experiencing hopelessness if they are thinking about suicide
- Discussing suicide statistics and warning signs with someone

## SHARING RESOURCES

- Share a post related to suicide prevention and awareness on your social media platform
- Share information about an upcoming training to your colleagues at work via email
- Post a flyer for an upcoming suicide prevention community event in a visible public location

## TRAININGS AND SURVEYS

- Burrell ONE team members will provide you with two surveys to complete, along with information on upcoming trainings

## SIGNING THE ONE PLEDGE AND TAKING ACTION

- Once you express interest in ONE, Burrell ONE team members will provide you with everything you need to get started



# INDIVIDUAL PLEDGE

## What is ONE?

All it takes is one supportive person to save a life. ONE is a program that provides training, awareness and behavioral health services in our communities in order to establish support systems within families, workplaces and schools. We provide hope to those who need it, with the goal of preventing suicide and deaths of despair.

## In support of this mission, I commit to the following:

**I PLEDGE** to care for my fellow human beings.

**I PLEDGE** to identify one person for myself whom I can talk openly and honestly with about hard topics, such as feeling depressed, not feeling okay and thoughts of self-harm.

**I PLEDGE** to be the one person for someone else whom they can talk openly and honestly about hard topics, such as feeling depressed, not feeling okay and thoughts of self-harm.

**I PLEDGE** to be publicly identified as a supporter of ONE.

**I PLEDGE** to be trained in effective suicide prevention techniques.

**I PLEDGE** to promote healthy conversations about suicide in my home, workplace, school and among friends, and communicate best practices for helping to prevent it.

**I PLEDGE** to help promote ONE's message via social media, printed collateral or in other ways.

**Printed:**

---

**Signed:**

---

**Title:**

---

**Organization:**

---

If you would like to receive ONE news, updates and information about training opportunities, please provide your email address below.

**Email Address:**

---