



New Study Proves Stories of Hope and Recovery Prevent Suicides

Vibrant Emotional Health, administrators of the National Suicide Prevention Lifeline, encourages collaboration with creators and those with lived experience to share life-saving stories

New York, NY - December 14, 2021 - The recently released, groundbreaking research of Thomas Niederkrotenthaler at the University of Vienna, demonstrates that media creators who share stories of hope and recovery--while also sharing avenues for help-seeking--can save lives. The study, "Association of Logic's Hip Hop Song '1-800-273-8255' with Lifeline Calls and Suicides in the United States: Interrupted Time-Series Analysis," was published this month in The British Medical Journal (The BMJ).

Logic's song, "1-800-273-8255," on which the study is based, is named for the phone number of the National Suicide Prevention Lifeline (Lifeline). Vibrant Emotional Health (Vibrant), which administers the Lifeline, partnered with Logic, the rap artist and author, to raise awareness of the Lifeline as a resource for anyone in emotional distress or suicidal crisis. Logic's "1-800-273-8255" illustrates a scenario in which a person in suicidal distress calls the Lifeline and finds help and hope to get past this moment of crisis.

National data shows that for every one person that dies by suicide annually, 316 people think seriously about suicide but do not kill themselves. These are the untold stories of suicide prevention that are happening every day and must be told. "By sharing stories of overcoming crises, we can model positive coping strategies, destigmatize mental health, and raise awareness of available resources," said Dr. John Draper, National Suicide Prevention Lifeline's Executive Director. "These are also the stories the Lifeline's dedicated counselors help to create every day through their support of people in crisis."

The Lifeline, which is funded by the U.S. Substance Abuse and Mental Health Services Administration, has long known that stories of hope and recovery are powerful means of suicide prevention, and that collaboration with creators and individuals with lived experience can save lives. This study, the first to examine the impact of cultural influencers in suicide prevention, furthers the fields of suicide prevention and public health messaging.

Previous research has shown that calls to the Lifeline reduce emotional distress and suicidality in callers, while other findings have also demonstrated that media sharing stories of hope and

recovery also can reduce suicides. Logic's song combined both messages in one, and [this new study released in The BMJ](#) finds that the song was associated with a large increase in calls to the Lifeline, as well as reductions in suicides with the most social media discourse about the song.

Vibrant and the Lifeline's partnership with Logic is in keeping with our belief in the power of story to inspire change. This study illustrates the life-altering impact of collaborations between artists and experts to raise awareness of resources, share messaging, and help people in crisis find hope. This study also highlights the need for greater collaboration to create more supportive guidelines and resources for creators, entertainers, and storytellers in suicide prevention.

These findings also remind us that you don't have to be a mental health professional to help someone through a crisis. Everyone has the ability to prevent suicide on a more personal level with our friends and family. To learn the five steps to help someone through suicidal crisis, visit bethe1to.com. If you or someone you know is suicidal or in emotional distress, contact the National Suicide Prevention Lifeline at 1-800-273-TALK (8255), visit suicidepreventionlifeline.org, or visit Vibrant's [Safe Space](#) for resources.

Vibrant regularly partners with mental health storytellers and creators to share stories and personal experiences of overcoming crisis, including our collaboration with [MTV Entertainment](#) on the [Mental Health Media Guide](#) to advance mental health representation in entertainment, as well as our work with [Sounds of Saving](#) to share the personal stories of artists. Vibrant encourages individuals and organizations interested in sharing stories of hope and recovery to utilize resources such as the [Storytelling for Suicide Prevention Checklist](#), the [Guidelines for App Creators](#), and the [Support for Digital Communities Toolkit](#).

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About Vibrant Emotional Health

Vibrant Emotional Health is a non-profit organization that helps individuals and families achieve emotional wellbeing. For over 50 years, our groundbreaking solutions have delivered high quality services and support, when, where and how people need it. We offer confidential emotional support through our state-of-the-art contact center and crisis hotline services that use leading edge telephone, text and web-based technologies and include the National Suicide Prevention Lifeline, Disaster Distress Helpline, NFL Life Line and NYC Well. Through our community wellness programs individuals and families obtain supports and skills they need to thrive. Our advocacy and education initiatives promote mental wellbeing as a social responsibility. Each year we help more than 2.5 million people live healthier and more vibrant

lives. We're advancing access, dignity and respect for all and revolutionizing the system for good. Visit vibrant.org. And follow Vibrant on [Twitter](#), [Facebook](#) and [Instagram](#).

About the National Suicide Prevention Lifeline

Funded by the U.S. Substance Abuse and Mental Health Services Administration (SAMHSA) and administered by Vibrant Emotional Health, the National Suicide Prevention Lifeline is a leader in suicide prevention and mental health crisis care. The National Suicide Prevention Lifeline provides free and confidential emotional support and crisis counseling to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week, across the United States. The Lifeline is comprised of a national network of over 180 local crisis centers, uniting local resources with national best practices. Since its inception in 2005, the Lifeline has engaged in innovative public messaging, development of best practices in mental health, creative partnerships, and more to improve crisis services and advance suicide prevention for all. suicidepreventionlifeline.org

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