



To: Local Educational Agency Leads
Route to: Middle and High School Principals, Health Teachers, School Nurses, School Counselors
From: Christine Norbut Beyer, Commissioner
New Jersey Department of Children and Families
Date: September 14, 2022

Dear partner,

September is National Suicide Prevention Month. To help raise awareness about the mental health supports and resources available to New Jersey youth in crisis, the New Jersey Department of Children and Families' Office of Communications and Public Affairs has produced a new [Youth Suicide Prevention Public Service Announcement \(PSA\)](#).

As administrators, teachers, staff, and students head back to the classroom for the 2022-2023 school year, we encourage you to share this PSA during your school's upcoming general assembly, in health classes, or during school events, including those during Youth Suicide Prevention Awareness Month and World Suicide Prevention Day.

The DCF Youth Suicide Prevention PSA was created with input from the [New Jersey Youth Suicide Prevention Advisory Council](#), a formal committee made up of current and former foster youth that help inform the department's policy, practice, and messaging, and improve the way the department engages with youth and families.

Additionally, the department collaborated with [The Society for the Prevention of Teen Suicide](#) Youth Council members, who provided their input during the creative process.

As you will note, the Youth Suicide Prevention PSA promotes the recently established 3-digit National Suicide and Crisis Lifeline 9-8-8, which can connect callers to New Jersey based services, including the DCF's Children's System of Care (PerformCare), the state's behavioral health system for children and youth, as well as 9-1-1 for emergency situations.

Throughout the month of September, the DCF Communications Office will be running the PSA, in English and Spanish, across all of its social media platforms to help reach and inform youth and engage system partners.

We appreciate your partnership in helping New Jersey's families to be safe, healthy and connected.

Learn more through DCF's [Children's System of Care \(CSOC\) webpage](#).

You can access DCF/CSOC graphics on the [Children's System of Care Publications webpage](#).