FIREARM SUICIDE PREVENTION DAY

Social Media Toolkit

BRADY
UNITED AGAINST GUN VIOLENCE

America's deadliest shootings are the ones we don't talk enough about: Over half of all gun deaths in America are suicides. We lose 74 people to gun suicide every day in America — more than are lost to firearm homicides and unintentional shootings combined.

We need to talk more about gun suicide, so we can talk about how to prevent it. Safe firearm storage is key to saving lives.

TOGETHER, WE CAN PREVENT FIREARM SUICIDE

#FirearmSuicidePreventionDay

If you or someone you know is contemplating suicide, call or text 988 or visit 988lifeline.org to reach the free and confidential 988 Suicide & Crisis Lifeline.

As of July 17, 2025, the Trump administration closed specialized services for LGBTQ+ youth within 988. For specialized LGBTQ+ care, call Trevor Project counselors at 1-866-488-7386.

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ABOUT FIREARM SUICIDE PREVENTION DAY

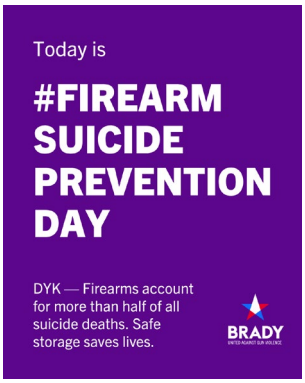
Firearm Suicide Prevention Day, established by Brady and End Family Fire, is held annually on the second Tuesday in September. The date was created to raise awareness about America's growing firearm suicide crisis and promote the importance of storing firearms safely and securely — which means locked, unloaded, and separate from ammunition — as an essential component of suicide prevention. It is an opportunity to mobilize and hear from doctors, researchers, survivors, veterans, mental health experts, and more about the evidence-based role of safe firearm storage in preventing America's firearm suicide crisis.

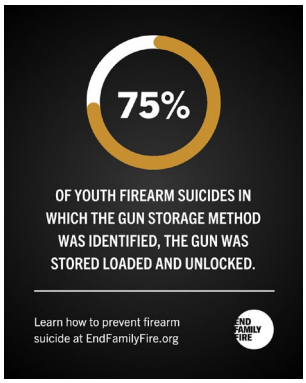
KEY DATES

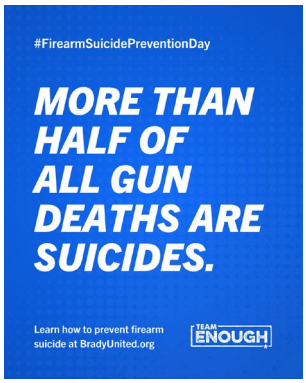
September 7-13: National Suicide Prevention Week
September 8: 988 Day
September 8: Firearm Suicide Prevention Day
September 10: World Suicide Prevention Day
September 17: Physician Suicide Awareness Day
September 26: National Law Enforcement Suicide Awareness Day

DOWNLOAD GRAPHICS

Find more graphics to **download here**!

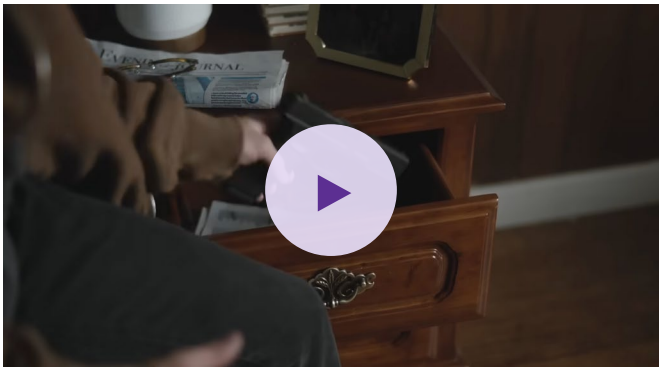


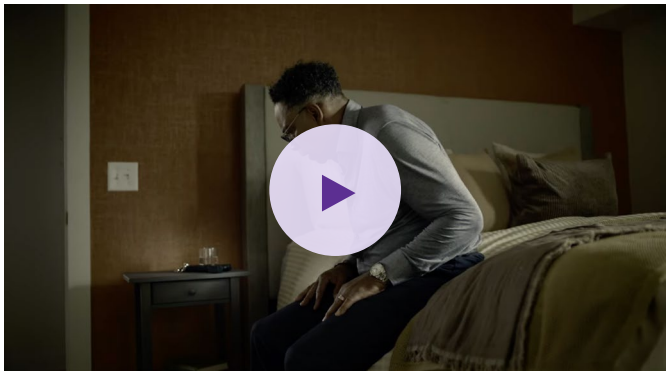




SHARE VIDEOS

Share PSAs about secure firearm storage or extreme risk protection orders to prevent firearm suicide.





LEARN MORE AT BRADYUNITED.ORG/FIREARM-SUICIDE-PREVENTION-DAY

SAMPLE SOCIAL COPY

September 9th is #FirearmSuicidePreventionDay. Over half of all gun deaths in America are suicides. By working together to store guns safely, we can #EndFamilyFire and save lives.

https://www.bradyunited.org/act/firearm-suicide-prevention-day

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Today, I'm joining @bradybuzz in recognizing #FirearmSuicidePreventionDay.

Guns are the leading cause of suicide in the U.S. Keep your loved ones safe by storing your guns:

- Locked
- Unloaded
- Separate from ammo

Learn more at www.endfamilyfire.org. #SuicidePreventionMonth

September is #SuicidePreventionMonth.

We lose 74 people every day to firearm suicide in America. Storing all your guns securely can help prevent a tragedy.

Visit endfamilyfire.org for tips on how to protect yourself and your loved ones with safe firearm storage.

America's deadliest shootings are the ones we don't talk enough about – gun suicides.

Let's change that. This #SuicidePreventionMonth, take a moment to ask those you care about if their firearms are stored locked, unloaded, and away from ammo.

Together, we can #EndFamilyFire.

ADDITIONAL RESOURCES

- The Truth About Suicide and Guns (2021)
- Gun Suicide Across States (2018)
- Firearm Suicide Rates are on the Rise
- Firearm Suicide Risk Among Veterans and Military Service Members
- Gun Suicide - End Family Fire
- End Family Fire Resources
- Listen to Red, Blue, and Brady Episode 205: The Myths and Reality of Preventing Youth Suicide
- Listen to Red, Blue, and Brady Episode 199: A Father's Message on Firearm Suicide