



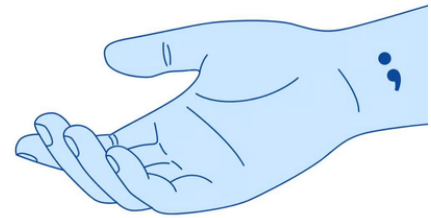
Understanding Project Semicolon & Why We Raise Suicide Awareness

In the world of grammar, a writer uses a semicolon when they could have ended a sentence, but chose not to. In the world of mental health, the semicolon represents the same profound choice: **the decision to keep going.**

“YOU ARE SO LOVED AND WE LIKE HAVING YOU AROUND”

Lin-Manuel Miranda (2018)
*Gmorning, Gnight:
Little Pep Talks for
Me & You*

World Semicolon Day is observed annually on April 16 to raise awareness for mental health, suicide prevention, addiction recovery, and self-injury. Whether drawn in ink or tattooed on skin, this small mark is a massive declaration of strength in the middle of a storm. It is an affirmation of solidarity for those battling mental illness. It serves as a reminder that your current struggle is a pause, not the end.



About Project Semicolon

Project Semicolon began in 2013, founded by Amy Bleuel as a tribute to her father, whom she lost to suicide. Amy's own life was marked by incredible challenges, including abuse and her own battles with mental illness, yet she turned that pain into a global beacon of hope.

What started as a simple social media campaign grew into a grassroots phenomenon. Amy's message was clear: *"A semicolon is used when an author could've chosen to end their sentence, but chose not to. The author is you, and the sentence is your life."* Though we lost Amy in 2017, her legacy continues to dismantle the stigma surrounding mental health, proving that our stories are still being written.

THE SEMICOLON JOURNEY

A PERSONALIZED ROADMAP TO BETTER MENTAL HEALTH

Most people do not show up with perfect words for what they are feeling; they just know something feels wrong. The Semicolon Journey helps you make sense of what may be weighing on you, then guides you toward the areas that deserve a closer look. 93% of people who completed the journey said it helped them articulate what they were feeling.

You don't need to be in a crisis to seek clarity. This 10-minute digital tool designed to help you make sense of what you're feeling. Answer a few honest questions to receive your Semicolon Number, work through validated assessments, and receive a private PDF summary to share with a professional.



A PLACE TO START WHEN SOMETHING FEELS OFF.



Quick Facts: Why We Raise Awareness

Suicide is a serious public health problem, but with timely, evidence-based interventions, it can be prevented.

- **A Global Phenomenon:** Every year, 727,000 people take their own life globally. It is not just a high-income country issue; 73% of global suicides occur in low- and middle-income countries.
 - **Youth Impact:** Suicide was the third leading cause of death among 15–29-year-olds globally in 2021.
 - **In the United States,** Suicide is the 11th leading cause of death. In 2023 alone, there were over 49,000 deaths and an estimated 1.5 million attempts.

IN THE U.S., EVERY SINGLE DAY

Too many people are hurting in silence.

Every day, thousands of people struggle with suicidal thoughts, attempt suicide, or are lost to it. Behind every number is a person, a family, and a moment that needed support sooner.



That is why having a clear place to start matters.

- **Who is at Risk?** While the link to mental disorders is well-established, many suicides happen impulsively during life stresses like financial problems or relationship disputes.
 - Vulnerable groups experiencing discrimination (including refugees, indigenous peoples, and LGBTQIA+ persons) face significantly higher risks.
- **A Glimmer of Hope:** 91% of U.S. adults believe suicide can be prevented.
 - Prevention works through community support and reducing access to lethal means (which accounted for 55% of U.S. suicide deaths in 2023).

Resources & Immediate Support

If you are in distress, there are people ready to listen, no judgment, just care.

Immediate Crisis Support:

- 988 Suicide & Crisis Lifeline: Call or text 988 (Available 24/7)
- Crisis Text Line: Text HOME to 741741

Resources & Education:

- American Foundation for Suicide Prevention (AFSP): afsp.org
- Project Semicolon: projectsemicolon.com
- NAMI HelpLine: Call 1-800-950-NAMI (6264) or text "NAMI" to 62440.

Remember: "You are loved, and we like having you around." Your story is important, and your sentence isn't finished.

