

Pharmacy Workforce Suicide Awareness Day Social Media Toolkit

In 2023, the American Pharmacists Association (APhA) and the American Society of Health-System Pharmacists (ASHP), in collaboration with other pharmacy organizations, established a Pharmacy Workforce Suicide Awareness Day on September 20 to expand public awareness of the increased risk of suicide within our profession. This aligns with many pharmacy organizations' related policies to expand public awareness of this serious issue and to advocate for pharmacists, student pharmacists, pharmacy residents, and pharmacy technicians by providing resources to mitigate mental health and well-being issues that may lead to thoughts of suicide. Visit our site to be acknowledged as a supporting organization:

<https://wellbeing.ashp.org/suicide-awareness-day/supporting-organizations>

APhA Website Resources & Social Media:

- <https://www.pharmacist.com/Career/Well-being-and-Workplace/Suicide-Awareness>
- Facebook: <https://www.facebook.com/APhAPharmacists>
- LinkedIn: <https://www.linkedin.com/company/american-pharmacists-association/>
- Instagram: <https://www.instagram.com/aphapharmacists/>

ASHP Website Resources & Social Media:

- <https://wellbeing.ashp.org/suicide-awareness-day>
- Facebook: <https://www.facebook.com/ASHPofficial>
- LinkedIn: <https://www.linkedin.com/company/ashp/>
- Instagram: <https://www.instagram.com/ashpofficial/>
- X: <https://x.com/ASHPOfficial>

Key Messages:

- Suicide is preventable, and awareness saves lives.
- Leaders can help break stigma by speaking openly and providing resources.
- Every action (big or small) makes a difference.

Calls to Action:

- Sign on to show your support.
- Download and share resources.
- Encourage fellow pharmacists, pharmacy technicians, residents/fellows, and student pharmacists to take part.

Suggested Hashtags:

- #PharmacySuicideAwareness
- #988
- #SuicidePrevention
- #StopSuicide
- #forpharmacy
- #PharmacyStrong
- #EndTheStigma

Statistics from the National Alliance on Mental Illness*:

- 1 in 20 U.S. adults (5%) have serious thoughts of suicide each year.
- About 1 person dies by suicide in the U.S. every 11 minutes.
- 79% of all people who die by suicide in the U.S. are male.
- Although more women than men attempt suicide, men are 4x more likely to die by suicide.
- In the U.S., suicide is the 2nd leading cause of death among people ages 10-14 and among people ages 15-24, and the 11th leading cause of death overall.

**National Alliance on Mental Illness. Suicide Prevention Month. <http://www.nami.org/get-involved/awareness-events/suicide-prevention-month>. Accessed September 1, 2025.*

Posting Guidance:

- **Timing** – share leading up to Pharmacy Workforce Suicide Awareness Day (1–2 posts), and at least 1 post on the day itself.
- **Tone** – Hopeful, supportive, and unifying. Avoid graphic details or triggering language.
- **Engagement** – Tag partnering pharmacy organizations, use hashtags, and encourage resharing.

Posts for Student Pharmacists & Residents/Fellows:

- ❤️ Pharmacy school can be exciting but also overwhelming. On Pharmacy Workforce Suicide Awareness Day, remember you're not alone. Talking to a friend, classmate, or counselor can make all the difference. Your story matters.
#PharmacySuicideAwareness #988 #SuicidePrevention
- Our campus is strongest when we look out for one another. Today is Pharmacy Workforce Suicide Awareness Day. Let's share resources, check in with friends, and remind each other that help is always available.
#PharmacySuicideAwareness #988 #SuicidePrevention
- Residencies and Fellowships are about learning, growing, and connecting. On Pharmacy Workforce Suicide Awareness Day, let's raise awareness about mental health resources available at our practice sites and in our local communities.
#PharmacySuicideAwareness #988 #SuicidePrevention

Posts for Pharmacists and Pharmacy Technicians:

- ❤️ Pharmacy comes with extraordinary challenges, and you don't have to carry them alone. On Pharmacy Workforce Suicide Awareness Day, let's honor the strength of our pharmacists and pharmacy technicians while making mental health resources more visible.
#PharmacySuicideAwareness #988 #SuicidePrevention #EndTheStigma
- Today we stand with pharmacists and pharmacy technicians who give so much of themselves every day. ❤️ On Pharmacy Workforce Suicide Awareness Day, remember that reaching out for help is a sign of courage, not weakness.
#PharmacySuicideAwareness #988 #SuicidePrevention #EndTheStigma

- 💙 To every pharmacist and pharmacy technician – your well-being matters. On Pharmacy Workforce Suicide Awareness Day, let's unite as a profession to share resources and support those who support us all.
#PharmacySuicideAwareness #988 #SuicidePrevention #EndTheStigma
- The past few years have tested the pharmacy workforce like never before. Today on Pharmacy Workforce Suicide Awareness Day, let's commit to breaking the silence on mental health and share hope. 💙
#PharmacySuicideAwareness #988 #SuicidePrevention #EndTheStigma

Post for Collective Impact for Individuals:

- 💙 Today is Pharmacy Workforce Suicide Awareness Day. As leaders in the health care community, we have a responsibility to break the stigma around mental health. By talking openly, sharing resources, and showing compassion, we can help save lives. Join me in raising awareness and offering hope.
#PharmacySuicideAwareness #988 #SuicidePrevention #EndTheStigma
- Every life matters. 💙 On Pharmacy Workforce Suicide Awareness Day, I'm proud to stand with pharmacy leaders across the profession to bring attention to suicide prevention and mental health. Download resources, start conversations, and share help where it's needed most: [<https://www.pharmacist.com/Career/Well-being-and-Workplace/Suicide-Awareness> & <https://wellbeing.ashp.org/suicide-awareness-day>]
#PharmacySuicideAwareness #988 #SuicidePrevention #EndTheStigma
- Change happens when we act together. On Pharmacy Workforce Suicide Awareness Day, join us in supporting suicide awareness, sharing resources, and promoting hope in our workplaces and communities. Together, we can make a difference. 💙
#PharmacySuicideAwareness #988 #SuicidePrevention #EndTheStigma
- On Pharmacy Workforce Suicide Awareness Day, we honor those in the profession who lost their lives to suicide. By raising awareness and providing resources, we hope to help reduce this tragic loss of life. [<https://www.pharmacist.com/Career/Well-being-and-Workplace/Suicide-Awareness> & <https://wellbeing.ashp.org/suicide-awareness-day>]
#PharmacySuicideAwareness #988 #SuicidePrevention #EndTheStigma
- If you or someone you know is struggling, help is here. 📞 In a crisis? Call/text 988 to reach the Suicide & Crisis Lifeline 24/7. #988