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NEWS RELEASE

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Lighthouse Launches “You Are Not Alone” Campaign to Observe Suicide Prevention Month

Ardmore, OK— September 6, 2024 — Lighthouse Behavioral Wellness Centers has launched its Suicide Prevention Month Campaign to raise awareness about the ongoing health crisis.

Themed “You Are Not Alone,” the campaign will offer crucial support to those who are or know someone experiencing suicidal thoughts. Throughout September, Lighthouse will host a series of impactful events and initiatives designed to address the growing need for mental health support and education in southern Oklahoma.

Suicide remains a critical public health issue. Recent statistics from national sources and the Oklahoma Department of Mental Health and Substance Abuse reveal:

- More than 49,000 Americans die by suicide each year.
- 4.1 percent of adults in Oklahoma had serious thoughts of suicide.
- One in 10 students in Oklahoma reported attempting suicide.

The crisis affects people of all ages, backgrounds and communities, often exacerbated by stigma, lack of resources and insufficient mental health education. Many individuals struggling with thoughts of suicide may feel isolated and unsupported, emphasizing the urgent need for a unified and compassionate response.

“Suicide prevention is a collective effort that requires awareness, education and empathy,” said Jessica Pfau, Lighthouse CEO. “Every day, Lighthouse aims to break down barriers and create hope for the communities we serve. We want everyone to know that support is available and that reaching out for help is a sign of strength.”

Lighthouse’s annual campaign is designed to provide practical resources, foster open dialogue and promote mental wellness through a range of activities and educational opportunities.

Lighthouse will be hosting the following events in the month of September:

- **College Awareness Events:** Lighthouse will host suicide prevention events at Murray State College and Southeastern Oklahoma State University. The event offers engagement and resources to the college communities where many students can encounter significant stress and/or anxiety. Each event will feature food trucks, coffee trucks and games, while offering suicide prevention resources. Lighthouse’s clinical teams will be onsite to meet with students.

- Suicide Prevention Training: Lighthouse will offer Question, Persuade, Refer (QPR) suicide prevention training sessions throughout the month of September in the communities of Durant, Pauls Valley and Tishomingo. QPR is a proven method for equipping individuals with the skills to recognize warning signs of suicide, offer immediate support, and connect individuals with appropriate resources. These sessions are open to community members, educators and professionals. Visit lighthouseok.com/spm24 for dates and times.
- Informational Web Page: To ensure easy access to vital information and resources, Lighthouse will have a dedicated web page specifically for Suicide Prevention Month. The page features educational materials, self-help tools, crisis hotline numbers and information on upcoming trainings. Visit the campaign landing page at lighthouseok.com/spm24.

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About Lighthouse

Lighthouse Behavioral Wellness Centers is a non-profit organization. We are proud to be a Certified Community Behavioral Health Center (CCBHC) and the designated Community Mental Health Center for nine counties in Southern Oklahoma, including Seminole County. As a CCBHC, Lighthouse ensures access to comprehensive behavioral health services, which include, out-patient counseling, care coordination, addiction treatment, and 24/7 crisis services. Lighthouse serves anyone who requests care for mental health and substance use, regardless of their ability to pay, place of residence, or age.

