



I CHALLENGE YOU TO 22

In 2012, the Department of Veteran's Affairs reported the number of Veteran deaths by suicide at 22 a day. The VA's report sparked a movement of Veteran suicide awareness using the number 22, helping thousands of Veterans across the United States. In 2014, the VA completed a new analysis with considerably more data and have updated the average of Veteran deaths by suicide to 20 each and every day. In 2015, The Center for Suicide Awareness, with the help of local Veterans, created and produced a "Challenge Coin" to honor Veterans, encourage them to talk about their struggles, and get the help they need and deserve. There are now over 20,000 Veteran Challenge coins in circulation!

Now, we are continuing our effort by distributing Veteran Challenge Coins to organizations, like law enforcement and first responder agencies, so they can provide them to Veterans they meet that would benefit from services like the Center's free 24/7 support text line: HOPELINE. But we need your help! Your "challenge" is to sponsor an organization with 22 (or more) Veteran Challenge Coins.

To learn more and to participate in the Challenge, please visit our website:
CENTERFORSUICIDEAWARENESS.ORG