



DEPARTMENT OF THE AIR FORCE

OFFICE OF THE CHIEF OF STAFF

WASHINGTON, DC

MAY 06 2005

MEMORANDUM FOR ALMAJCOM/FOA/DRU

FROM: HQ USAF/CVA
1670 Air Force Pentagon
Washington, DC 20330-1670

SUBJECT: Suicide Prevention Public Service Announcements

The Air Force Community Action Information Board (CAIB) and Integrated Delivery System (IDS) have created four suicide prevention public service announcements (PSAs) to stimulate discussion about suicide prevention and being a good Wingman.

Each PSA is designed to stand-alone. They highlight specific aspects of suicide prevention such as: 1) recognizing the signs of distress in yourself and others, 2) engaging those in distress, and 3) helping others seek assistance.

These PSAs will be added to the 2005 Community Suicide Prevention Briefing scheduled for release in May 2005. I also recommend their use in other forums such as Commanders Calls, First Term Airmen Centers, and town hall meetings where a PSA can be shown and followed by a brief discussion on recognizing and responding to distress. These PSAs contain strong content, which may elicit emotional responses in some reviewers. I recommend having a member of your IDS team available to answer personal questions or questions about local helping services.

You are free to create duplicates of the PSA CDs, but for distribution purposes please encourage bases to download the PSAs from the Air Force Suicide Prevention Program website <http://afspp.afms.mil> where they can be found under Products, Suicide Prevention Public Service Announcements. I have also included guidelines on using the PSAs and a marketing strategy for their use. My point of contact for the PSAs is Lt Col Rick Campise, Chief, Air Force Suicide Prevention Program. He can be reached at DSN 761-6214 or at rick.campise@pentagon.af.mil.

Thank you for your attention to this important matter.

A handwritten signature in black ink, appearing to read "K. Chilton".

KEVIN P. CHILTON
Major General, USAF
Acting Assistant Vice Chief of Staff

Attachments:

1. PSAs CD
2. Guidelines for Using the PSAs
3. PSAs Marketing Plan