



DEPARTMENT OF THE AIR FORCE
OFFICE OF THE CHIEF OF STAFF
WASHINGTON, DC

23 MAR 2005

MEMORANDUM FOR ALMAJCOM CAIB EXECUTIVE DIRECTORS AND IDS CHAIRS

FROM: AF CAIB Executive Director and AF IDS Chair

SUBJECT: Suicide Prevention Public Service Announcements


The AF/CVA will soon be sending a memo to your MAJCOM/CVs endorsing the use of the newest suicide prevention tool, four suicide prevention public service announcements (PSAs). These brief 60-90 second PSAs were developed by uniformed, civilian, and community experts to stimulate discussion about suicide prevention and being a good Wingman.

Each PSA is designed to stand-alone. Although they will be included in the 2005 Community Suicide Prevention Briefings to be distributed in May 2005, we also recommend their use now in forums such as Commanders Calls, First Term Airmen Centers, and town hall meetings where one of the PSAs can be shown and followed by a discussion on recognizing and responding to distress in others and ourselves. When PSAs are shown in such gatherings we recommend having a member of your IDS team present to answer personal questions or questions about local helping services.

In addition to the PSAs, we will send out general guidelines for their use and a marketing plan for maximizing use of the PSAs. As CAIB and IDS champions, we are requesting you use these materials and educate members of your IDSs so they in turn can educate their respective helping agencies about the PSAs. We want your staffs to be familiar with the material should they generate help seeking behavior in any audience members.

Thank you for your attention to this important matter,


GERALD W. TALCOTT, Col, USAF, BSC
AF CAIB Executive Director


STEVEN M. TORGERSON, Lt Col, USAF, Ch
AF IDS Chair