

LOGO 1 (STACKED/ STANDARD PRIMARY)



LOGO 2 (ONE LINE/ SECONDARY)



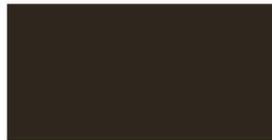
LOGO 3 (SEAL ARTWORK)



BRAND PALATTE/ COLORS

#2E271D

R46 G39 B29
C63 M63 Y74 K71



#0B4F2A

R11 G79 B42
C89 M41 Y96 K44



#7D8D44

R125 G141 B68
C54 M30 Y91 K9



#5D4E3A

R93 G78 B58
C52 M57 Y73 K40



#0E6938

R14 G105 B56
C89 M33 Y98 K26



#3F4722

R63 G71 B34
C66 M50 Y93 K49



#8B7557

R139 G117 B87
C42 M47 Y68 K16



#9CAFA5

R156 G175 B165
C41 M22 Y35 K0



#737B56

R115 G123 B86
C55 M38 Y73 K16



BRAND TYPOGRAPHY

SERAVEK (BOLD)

SERAVEK (LIGHT)



COLD. HARD. UGLY. REAL.

FACTS

About Veteran Suicide

20.7M
Veterans Nationwide

18.9M Male / 1.8M Female

Number of Veterans using VA Benefits

10.2M

Do not receive or use any VA benefits or services



9.7M

Use at least 1 VA benefit or service

6M (of the 9.7M) receive Health Care

Veteran Suicide Death Numbers

There have been nearly

72,993

Veteran Suicides since 2005 (respectfully)



An average of

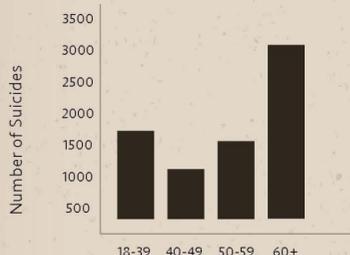
20

Veterans die by suicide each day

About six of the 20 are recent users of Veterans Health Administration services.

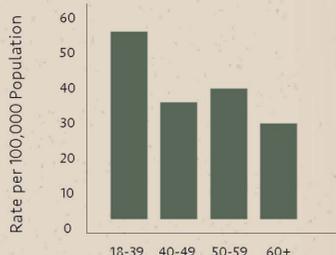
Veteran Suicide Deaths: Count vs. Rate

HIGHER COUNT



Older Veteran population has the **highest count** of suicide deaths.

HIGHER RATE



Younger Veteran population has a **higher rate** of suicide.

Nationwide Rates of Suicide



1.4↑

TIMES HIGHER among male Veterans

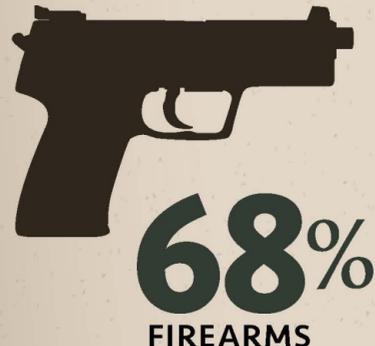
1.8↑

TIMES HIGHER among female Veterans



when compared with non-Veteran suicides.

Veteran Suicide Deaths by Mechanism



17%
POISONING



10%
SUFFOCATION



5%
OTHER

Risk Factors

There is no single cause of suicide.

Some risk and protective factors at the **individual, community, and societal** levels include:

- Mental health conditions
- Stressful life events
- Availability of lethal means
- A prior suicide attempt



Preventative Factors

Protective factors can help offset risk factors.

These are characteristics associated with a **lesser likelihood** of suicidal behaviors. Some protective factors for suicide include:

- Positive coping skills
- Having reasons for living
- Feeling a sense of purpose in life
- Connections with other people
- Access to mental health care

Resources:

(1) U.S. Department of Veteran Affairs. "Mental Health." Veteran Suicide Data - Mental Health. Sept. 2018. www.mentalhealth.va.gov/suicide_prevention/data.asp
 (2) Ricks, Thomas E. "Why so Many Veterans Commit Suicide." Chicago Tribune. Apr. 2018. www.chicagotribune.com/news/opinion/commentary/ct-perspec-military-veterans-suicide-0406-story.html
 (3) Walsh, Steve. "VA Struggles To Unlock The Reasons Behind High Suicide Rates Among Older Veterans." NPR. Mar. 2019. www.npr.org/2019/03/11/702251738/va-struggles-to-unlock-the-reasons-behind-high-suicide-rates-among-older-veteran
 (4) Wentling, Nikki. "VA Reveals Its Veteran Suicide Statistic Included Active-Duty Troops." Stars and Stripes. Jun. 2018. www.stripes.com/news/us/va-reveals-its-veteran-suicide-statistic-included-active-duty-troops-1.533992



COMBAT COUNSELORS

DEFEATING VETERAN SUICIDE