

Sample Social Media Posts

Take action with Vital Signs: The Campaign to Prevent Physician Suicide

General Theme

- September 17th is #NPSADay. Visit NPSADay.org to learn how you can help prevent physicians' struggles from becoming mental health emergencies.
- We can all help prevent physician suicide. Learn the signs. Start the conversations. Share resources. Join me and learn more at NPSADay.org #NPSADay

Learn Theme

- DYK #physicians have one of the highest suicide rates of any profession? In honor of #NPSADay, learn the #VitalSigns to help prevent physician suicide today and every day. NPSADay.org
- To help prevent #burnout from becoming a mental health emergency, learn the #VitalSigns the warning signs to look for in someone who may be suicidal by visiting NPSADay.org. #NPSADay
- Health. Emotions. Attitude. Relationships. Temperament. The HEART acronym can help you remember the warning signs or #VitalSigns to look for in #physicians who may be struggling. NPSADay.org #NPSADay
- Nearly eight in 10 #physicians know the Vital Signs to look for in themselves or colleagues who may be struggling. On #NPSADay, learn these warning signs at NPSADay.org to help prevent physician suicide.

Share Theme

- Ongoing support can help #physicians avoid mental health emergencies. In honor of #NPSADay, share the prevention resources on NPSADay.org to help physicians get the support they need.
- Leading up to and beyond #NPSADay, share the prevention resources that can help #physicians in distress. Visit NPSADay.org to access resources for immediate & ongoing support.
- As health care leaders and medical educators, how can you support #physician wellbeing? Visit NPSADay.org for a list of evidencebased programs and resources. #NPSADay
- Only 31% of #physicians agree that suicide prevention resources exist and are easy to access. On #NPSADay and beyond, share the resources on NPSADay.org to get physicians the support they deserve.
- .@PhysicianLine is a national, free & confidential support line that provides peer support for #physicians and medical students. Call 1-888-409-0141 from 8am to 1am every day, no appointment necessary. #NPSADay
- If you or someone you know may be considering suicide, call or text 988 to contact the 988 Suicide and Crisis Lifeline. For a list of resources to support #physician mental health, visit NPSADay.org. #NPSADay
- @NAMICommunicate offers free 24/7 mental health support for #physicians and health care professionals. Text "SCRUBS" to 741741 for help. #NPSADay



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- #DYK each state has its own #Physician Health Program? Visit fsphp.org/state-programs to find yours today. #NPSADay
- If you are a #physician needing mental health support, @TherapyAidInc offers free short-term therapy for physicians and health care professionals, including individual and group support: therapyaid.org. #NPSADay
- @EmotionalPPE connects physicians with licensed mental health professionals who can help. This service is free and does not require insurance, sign up today: emotionalppe.org. #NPSADay
- Sometimes its helpful to talk to your peers about mental health struggles. Visit peerxmed.com for free peer-to-peer support that offers connection, encouragement, resources and skill building. #NPSADay
- In honor of #NPSADay, take the 5 hour Psychological First Aid (PFA) online course that will help you learn the core actions of PFA and how to apply it. This course also covers #physicianwellbeing before, during & after disasters: learn.nctsn.org/login/index.php
- One way to prevent #physician suicide is to learn the risk factors. To act on #NPSADay, take the @AmerMedicalAssn learning
 module to identify and support at-risk physicians: edhub.ama-assn.org/steps-forward/module/2702599
- Are you a health system leader looking for guidance on creating conditions where joy, purpose & meaning are possible? Check out the Practice Transformation Initiative from the @AmerMedicalAssn: ama-assn.org/practice-management/sustainability/practicetransformation #NPSADay
- Medical schools, hospitals and health systems can implement The Interactive Screening Tool, an online program from @afspnational, which connects #physicians to mental health services before a crisis: afsp.org/interactive-screening-program #NPSADay
- It is important for #physicians to set aside time to talk about the social and emotional issues they face. Health system leaders can implement @theSCCH Schwartz Rounds program to help build morale & remind physicians of their purpose: theschwartzcenter.org/programs/schwartz-rounds/ #NPSADay
- As a health system leader, what programs can you implement to support #physicianwellbeing? @theSCCH Stress First Aid provides a framework for psychological peer support, with a set of actions designed to promote self-care and coworker support: theschwartzcenter.org/programs/stress-first-aid-landingpage/ #NPSADay

Check In Theme

- In honor of #NPSADay, check in with a #physician to help prevent a mental health emergency. Need help? Visit NPSADay.org for tips.
- 9/17 is #NPSADay & a reminder to help #physicians in distress. Checking in with a physician can be a critical first step in helping them get the mental health support they need. For tips, visit NPSADay.org.
- Only 34% of #physicians report that they have taken the time to check in with colleagues. Learn about how you can navigate these important conversations about mental health at NPSADay.org. #NPSADay
- There are five steps to help you check in with a #physician in distress: Prepare for the conversation. Find the right time. Choose the right language. Actively listen. Navigate resistance. Learn more at NPSADay.org. #NPSADay

Remove & Understand Barriers Theme

- #NPSADay is here to shine a light on the structural barriers of seeking mental health care in medicine. Understanding these barriers at NPSADay.org is the first step to helping remove them.
- #DYK 62% of #physicians report feelings of burnout but only 19% seek mental health services? Read about the 6 structural barriers that prevent physicians from seeking mental health care: NPSAday.org #NPSADay



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- On #NPSADay, understand the structural barriers that prevent #physicians from seeking mental health care, including invasive #mentalhealth questions on licensing & credentialing applications and insurance requiring treatment where the physician works. NPSADay.org #NPSADay
- 80% of #physicians consider eliminating intrusive #mentalhealth licensing and credentialing application questions to be a helpful step in removing barriers to care. Take the steps to understand and remove these barriers: NPSADay.org #NPSADay

Create Theme

- #Physicians agree that the five steps from @AllIn4WellBeing would help improve their mental health. Visit allinforhealthcare. org/articles/76-2022-healthcare-workforce-rescue-package for tips on removing low-value work, increasing autonomy & flexibility, ensuring adequate mental health care & more. #NPSADay
- To better support #physicians, health system leaders must give them more flexibility and autonomy to adjust quality & patient experience goals. For guidance on implementing a strategy, visit allinforhealthcare.org/articles/77-non-normal-times-adjust-expectations. #NPSADay
- 89% of #physicians agree that identifying and removing low-value work would be the most helpful action to improve wellbeing. For resources on how to get rid of "stupid stuff," visit allinforhealthcare.org/articles/78-get-rid-stupid-stuff. #NPSADay
- As a health care leader, how can you create a culture of wellbeing? Shoring up staffing and getting #physicians the help they need is one way. In honor of #NPSADay, visit allinforhealthcare.org/articles/79-get-radical-shore-staffing for more ideas and resources.
- On #NPSADay, make plans to designate a wellbeing executive who will oversee all #physicianwellbeing efforts. Visit allinforhealthcare.org/articles/80-designate-executive for resources on implementing this plan. #NPSADay
- #EAP is not enough, for organizations to protect #physicianwellbeing they should provide quality counseling, offer a peer-support program and offer psychological training. Read how: allinforhealthcare.org/articles/81-eap-do. #NPSADay



This document is intended for awareness-building and informational purposes only.

If you or someone you know is struggling or in crisis, call or text 988 or chat 988lifeline.org