



To: NJ Institutions of Higher Education
From: NJ Office of the Secretary of Higher Education,
NJ Department of Health
Date: June 25, 2026
Subject: Prevent Suicide New Jersey Youth Campaign Toolkit Now Live

The Prevent Suicide New Jersey (PSNJ) Youth Campaign Toolkit is now live on the following website: <https://www.preventsuicidenj.org/toolkit/>. The campaign serves youth and young adults and since materials can be customizable, institutions of higher education can adapt and use these resources to reflect their young adult population.

You can order free materials such as campaign posters, stickers, social media content and more for fall 2025. You can request specific content, messaging, and pictures that align with your institution's unique demographics and needs. [Make your request via this form.](#)

This program is funded by the New Jersey Department of Health, and the SAMHSA Garrett Lee Smith State/Tribal Youth Suicide Prevention (GLS) and Early Intervention Grant Program.

For questions or more information, contact Program Manager Jennie.Blakney@doh.nj.gov.

Please see the full announcement attached.



The **Prevent Suicide New Jersey** (PSNJ)

Youth Campaign Toolkit

is now LIVE!

Sign up to join the movement for suicide prevention in New Jersey! Share mental health resources and advocate for open conversations about suicide.

This campaign was developed for youth, by youth, to encourage their peers to stand together and ultimately help save lives across the state.

[Check out the PSNJ Campaign Toolkit](#)



Order *free* materials for Fall 2025



Click [here](#) to receive campaign posters, stickers, social media content, and more.

You can request specific content, messaging, and pictures that align with your school's unique demographics and needs.

Take Action Today



Join our mailing list!

Get campaign updates
from PSNJ!



Follow us on instagram

@preventsuicidenj

Share campaign materials
on your school social
media pages!

More Resources for Your Community

NJ Mental Health Resources for Students and Parents

988

Mental Health Crisis and
Suicide Prevention Hotline

1-877-652-2873

NJ Hotline to Report
Child Abuse/Neglect

211

Get Connected to Vital
Community Resources

2NDFLOOR

Give yourself a second when you feel overwhelmed. Download the app for 24/7 support. Chat anonymously with professional counselors about whatever is on your mind with the 2NDFLOOR app or by texting or calling at 888-222-2228. It only takes a second to get help. <https://www.2ndfloor.org>



NJ4S

NJ4S offers youth mental health programming all summer long. These events are free to students, their families, and community members. To see a list of upcoming events at your local NJ4S hub, scan here and identify your county. nj4s.nj.gov



Prevent Suicide NJ

For a multitude of resources including a behavioral health provider directory, visit <https://www.preventsuicidenj.org/>



SPTS Parent Toolkit

For resources for parents on how to help your child through mental health crises, download the [Parent Caregiver Toolkit](#) and visit the [Not My Kid](#) guided training. <https://sptsusa.org/parents/>



<https://linktr.ee/njmentalhealthresources>

Above is a link, and to the right is a QR code that includes all of this flyer's resources for easy access.



Check out more of our campaign materials and other suicide prevention resources at www.PreventSuicideNJ.org



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