



2001 S Street NW, Suite 630
Washington, DC 20009

changing the conversation
about mental health

About *Send Silence Packing*[®]

- The goals of *Send Silence Packing*[®] are to inspire action for suicide prevention, connect viewers to mental health resources, and jump-start action.
- *Send Silence Packing*[®] has been on the road for more than 10 years, has been displayed over 200 times throughout the country, and has reached over a million visitors with messages of hope and help.
- The first display of *Send Silence Packing*[®] was held at the National Mall in Washington, D.C. on April 24, 2008. It was visited by over 10,000 people.
- In non-Covid years, *Send Silence Packing*[®] visits 35-50 schools and communities.
- Backpacks have been donated in honor of loved ones and Active Minds collects stories and backpacks to be included in the display year-round.
- Trained professionals are onsite at every display.

About *Send Silence Packing: Behind the Backpacks*

- Launched in February 2021
- A new online user experienced designed to complement the in-person traveling prevention exhibit, *Send Silence Packing*[®]
- Covid-friendly way to experience suicide prevention storytelling resource
- Three unique sections:
 - Personal stories related to suicide
 - Ways to take action in your community to create positive culture shifts around mental health
 - A dynamic mural of photos, videos, and audio reminding users that they are not alone

About Active Minds

- The nation's leading nonprofit organization supporting mental health promotion and education for students.
- Active Minds was founded in 2003 by Alison Malmon, then a junior at the University of Pennsylvania, after tragically losing her only sibling, her 22-year-old brother Brian Malmon, to suicide.
- Changing the conversation about mental health on over 800 high school and college campuses, workplaces, and communities.

Mental Health and Suicide

- Suicide is the second leading cause of death among students.
- For every person who dies by suicide, 280 people decide not to go through with a suicide attempt.
- 67% of college students first tell a friend they are feeling suicidal before telling anyone else.
- 1 in 5 adults has a diagnosable mental illness.
- 50% of us will experience a mental health condition in our lifetime.