



**Advancing Suicide
Prevention™**

FOR IMMEDIATE RELEASE

Contacts:

SPAN USA
Lindsay Rubin, 202-715-1548
lindsay.rubin@dittus.com

PDV Communications, Inc.
Denise Pazur, 920-457-4033
dpazur@advancingsp.com

**SUICIDE PREVENTION ACTION NETWORK ANNOUNCES STRATEGIC
ALLIANCE WITH NATIONAL PUBLICATION TO RAISE AWARENESS OF
NATION'S 11TH LEADING CAUSE OF DEATH**

Educational Alliance Aims to Advance Public Policies Surrounding Suicide Prevention

Washington, D.C. (March 10, 2005) – The Suicide Prevention Action Network (SPAN USA) today announced a strategic alliance with *Advancing Suicide Prevention*, a new strategic health policy magazine for professionals in all arenas impacting prevention of suicide and self-harm.

The educational alliance brings SPAN USA Premier Partnership status with the magazine. It also supports the mission and objectives of both SPAN USA and *Advancing Suicide Prevention* to bring knowledge and best practices in suicide prevention to multidisciplinary audiences in public health, youth, corrections, educational, pastoral, geriatric, social work and other relevant arenas.

“The creation of such a publication demonstrates the national scope of this public health problem,” said Jerry Reed, executive director of SPAN USA. “Raising awareness and eliminating the stigma is a crucial step to reducing the 31,000 suicides that occur each year. We hope that *Advancing Suicide Prevention* will bring suicide prevention to the forefront and help generate additional support to bring mental health services to the thousands of people in need. Suicide prevention should be on everyone’s radar screen because you might be the person in whom a suicidal person confides, and you could save a life.”

The 36-page magazine, launching in 2005, will be published six times a year by PDV Communications Inc., a Wisconsin-based magazine publisher in the mental health and social services arena. It will reach a core base circulation of 20,000 leaders and decision makers in all arenas impacting suicide prevention.

As part of the alliance, SPAN USA will work with *Advancing Suicide Prevention* to bring the magazine to additional professionals beyond the magazine’s core subscriber base. This additional readership will be in arenas relevant to the issue’s theme such as youth populations, rural communities, aging populations and risk management.

“Suicide prevention is not just a mental health or health care issue. It’s an issue that cuts across multiple disciplines and is impacted by the work of many individuals working in diverse arenas,” said Denise Pazur, senior editor. “Our partnership with SPAN USA will make it possible to deliver our robust and relevant content to a broader audience of individuals, and thereby further what both the magazine and SPAN USA are about – advancing suicide prevention on a national scale.”

About SPAN USA

SPAN USA is the nation’s only suicide prevention organization dedicated to leveraging grassroots support among suicide survivors and others to advance public policies that prevent suicide. Since its founding nine years ago, SPAN USA has led the drive to make suicide a public health priority by building political will and calling for the development and implementation of a national strategy for suicide prevention. Using its extensive grassroots network of survivors and advocates, SPAN USA has actively promoted the cause on Capitol Hill and in state legislatures. For more information, please visit www.spanusa.org.

About Advancing Suicide Prevention

A unique strategic health policy magazine, Advancing Suicide Prevention presents the state of the science and policy on suicide prevention from diverse perspectives and for diverse audiences. These include over 20,000 leaders and key decision makers in health care, social and human services, policy development, advocacy, education and training, research, legal and judicial arenas, law enforcement, corrections, crisis intervention, risk management and pastoral counseling. This bimonthly, full-color 36-page magazine is published by PDV Communications, Inc., a Wisconsin-based magazine publisher serving the mental health and social services arenas. For more information about Advancing Suicide Prevention including how to advertise or subscribe, visit www.advancingosp.com, email info@advancingosp.com or call 920-457-4033.

###