



The Ohio Suicide Prevention Foundation launched a groundbreaking effort in 2022. It's something Ohio had never tried but was long overdue. It's a campaign of direct, suicide prevention outreach dedicated to the firearms community called **Life Side Ohio**. We're **By Your Side** and **United for Life**.

After researching best practices of similar campaigns in states like Missouri, Utah, and New Hampshire, Life Side Ohio launched to reach gun owners in all corners of the state and from all walks of life. A top priority will always be to listen to hunters, collectors, enthusiasts, instructors, and retailers. We talk with men and women who've had professional military and law enforcement training. We continue to ask all of them to share their insights and experience to help guide Life Side Ohio to impactfully reach more gun owners about suicide prevention.

Our pillars of outreach begin with three broad firearms communities: retailers, veterans, and public safety (police, fire, and first responders). We hope and fully expect subsets of communities to form as the campaign grows.

As one veteran told us, *'We have to meet people where they are.'* We're doing exactly that with three (part-time) *Life Side Ambassadors* who connect with people in stores, at non-profits, public events, Veterans Affairs facilities, and plenty more places too.

We also bring mental health and suicide prevention advocates together *with* the firearms community at events like the one we sponsored along with one of our dedicated retail partners, Blackwing Shooting Center. Some people that evening had never set foot in a gun store. They left with a greater appreciation and understanding of gun culture which in turn breaks down stereotypes and fosters 360-degree communication.

If you're a gun owner and want to help, our goal is very simple - to save lives. We *don't* talk politics, nor do we wade into debates on bills, statutes, or legislation on guns. We are not a 2nd amendment advocacy organization. We talk openly and honestly about suicide, the crisis that it is, and how to address it.

Life Side Ohio is **By Your Side** with resources on suicide awareness, prevention, mental health, and education. We're **United for Life**, to live fully and healthfully together. Join us!

Find out more at www.LifeSideOhio.org.