From:	Liz Lagone </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=D1D4D8FCE5C3435AAA7286D448A99F99-LLAGONE>
To:	Liz Lagone
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BCC:	Alisa Simon; Kiki Martire; Ian Power; katherine.hay@kidshelpphone.ca; Dan Reidenberg; Frances Gonzalez; John Draper; Ysabel Gerrard; Karen Scavacini; Victor Ugo; chairman@samaritansthai.com; janiceleong@sos.org.sg; aparna.joshi@tiss.edu; Jo Robinson; tze_jui_goh@imh.com.sg; Satu Raappana; Lea Zeinoun; Renske Gilissen; jiyeon.lee@hufs.ac.kr; sanchezloyo@gmail.com; thiagotavaresATsafernet.org.br; lotte.rubaek@regionh.dk
Sent:	6/16/2021 1:27:37 PM
Subject:	Request for Logos for Suicide Challenges Resources_Follow up to SSI Experts Meting on 6/10
Attachments:	facebook_ssi_challenge_infographics_youth[24].pdf; ssi_challenge_flyer[59].pdf; ssi_challenge_infographics_educator[60].pdf; ssi_challenge_infographics_media[14].pdf

Hi Everyone,

It was great seeing many of you again during our SSI Experts Advisory meeting last week! As discussed during the meeting, Facebook has worked with the Samaritans to create resources for organizations to use that are geared towards youth, parents, educators, and the media to help reduce the impact of suicide and self-injury challenges. Please see attached.

We'd love to include more organization's logos on these resources and encourage you to use the resources however you see fit—include them on your websites, share with others, use during campaigns, etc. We're already translating these in 16 languages (see below) but can accommodate additional languages on request—just let us know!

If you would like to have your organization's logo included on these, please share your logo by next Wednesday, June 23rd. Either way we'll share translated resources with you all once complete in the next week or so.

Lastly, for those who were not able to make the call, I wanted to introduce you to Mike Valdonvinos (cc-ed here) who recently joined our growing team and will bring his expertise as a clinical psychologist to the work we do in suicide and self-injury, mental health, and wellbeing. He'll also be working closely with you all on the work we do with the SSI Expert Advisory Group and is another resource should you have issues, concerns, or flags for us.

Thanks so much and we look forward to hearing from those who would like to include their logos!

Best,

Liz and Mike

Tennessee v. Meta
Case No. 23-1364-IV

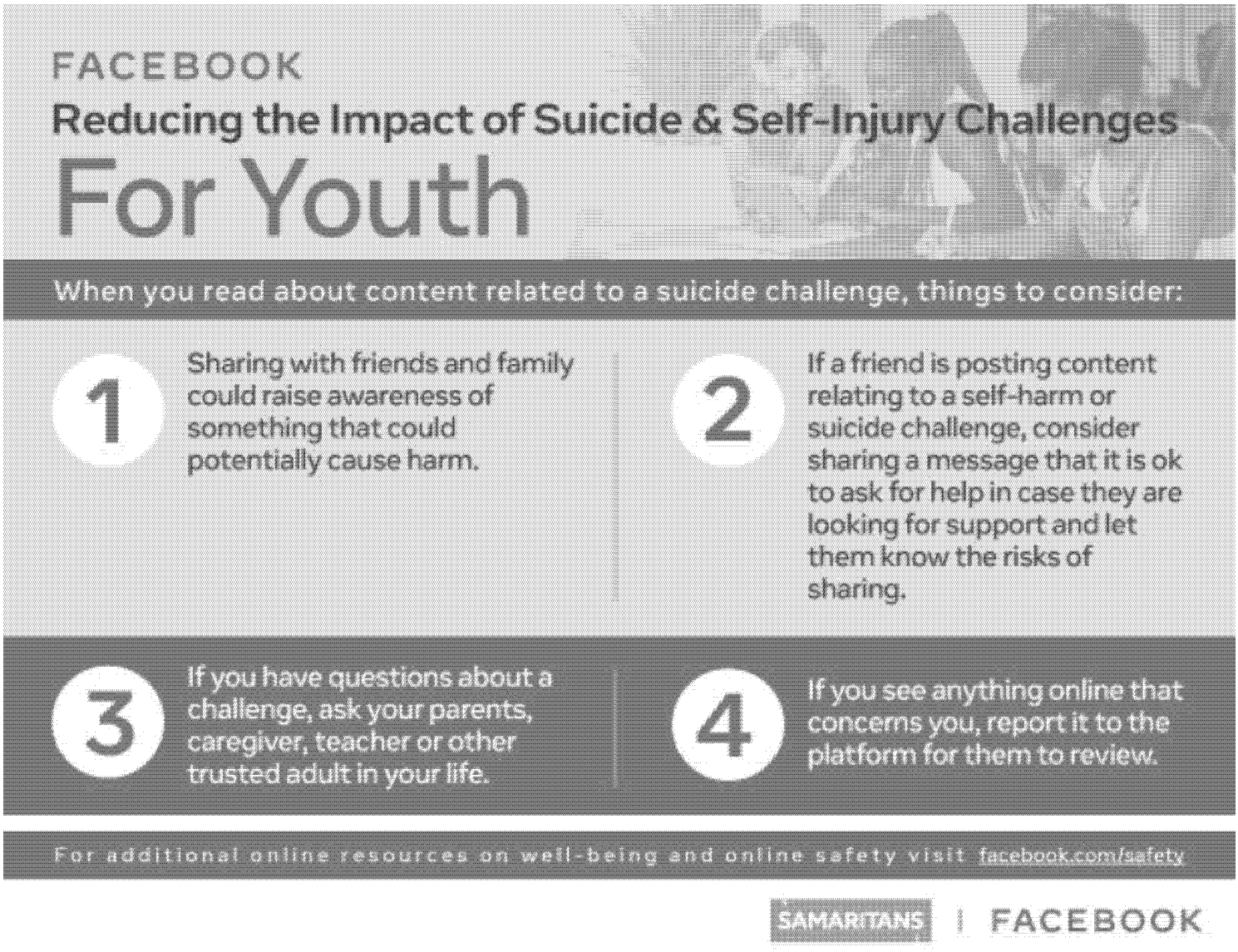
DX3584

Language translation list

- English
- Arabic
- German
- English (UK)
- Spanish (Latin America)
- French
- Hebrew
- Hindi
- Korean
- Portuguese (Portugal)
- Portuguese (Brazil)

- Russian
- Swedish
- Swahili
- Urdu
- Traditional Chinese (Hong Kong)
- Traditional Chinese (Taiwan)

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Liz Lagone | Health & Well-Being Policy
FACEBOOK


FACEBOOK
Reducing the Impact of Suicide & Self-Injury Challenges
For Youth
When you read about content related to a suicide challenge, things to consider:
1
Sharing with friends and family could raise awareness of something that could potentially cause harm.
2
If a friend is posting content relating to a self-harm or suicide challenge, consider sharing a message that it is ok to ask for help in case they are looking for support and let them know the risks of sharing.
3
If you have questions about a challenge, ask your parents, caregiver, teacher or other trusted adult in your life.
4
If you see anything online that concerns you, report it to the platform for them to review.
For additional online resources on well-being and online safety visit facebook.com/safety
SAMARITANS | FACEBOOK

Reducing the Impact of Suicide & Self-Injury Challenges



In the past few years, there have been a growing number of concerning online "suicide challenges" or "games." These challenges are usually a series of harmful tasks that are given to people over a set period of time, often increasing in severity.

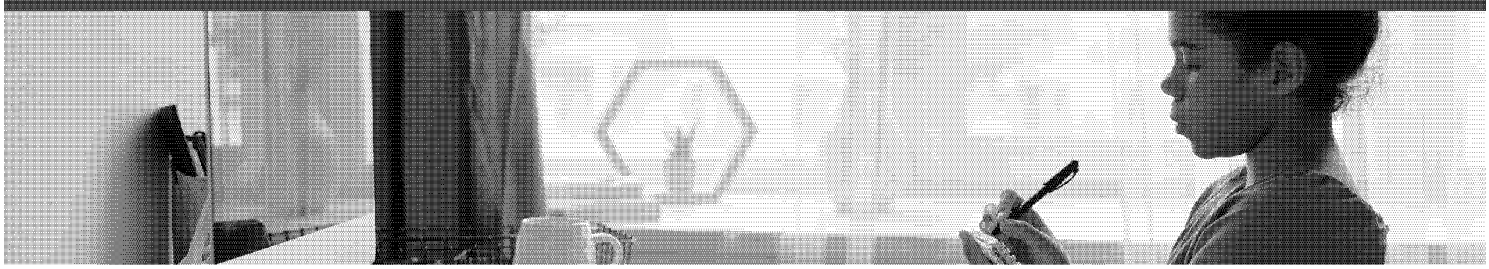
Some of these challenges are real. Others are hoaxes or begin as hoaxes that are meant to frighten and cause panic. Regardless of their origin, these challenges and games can cause harm and are against Facebook's policies.

UNDERSTAND THE RISK

These challenges can cause more harm if they become viral or receive a lot of attention. We remove content that is found to violate our policies, and in some circumstances, we may even remove the accounts that posted this content. Our most recent data shows that of the content we take down from our platform, we proactively find this content 98 percent of the time before anyone reports it to us. But we should do all we can to limit sharing information about specific online challenges.

When challenges are shared widely, this can start widespread media coverage. More coverage means young audiences inadvertently become more aware of the challenges and curious about them. If teens look up this information online, they could potentially be exposed to harmful self-harm and suicide content. There is additional risk in potentially normalizing the challenges with over exposure.

We recommend thinking carefully before publishing or sharing any specific warnings about a challenge to avoid drawing greater attention to the challenge.



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CONSIDER THE IMPACT

If you are forwarded warnings about online self-harm and suicide challenges, please think carefully about what you share. It is worth reminding people of the importance of avoiding drawing attention to it and inadvertently promoting it to young people.

TALK IT OVER

If you have children or teens or work with young people, we encourage you to talk to them about their online activity. Instead of asking them whether they have seen or done an online challenge, let them share what they're playing or looking at. Asking them about the challenges can draw their interest to it or discourage them from talking to you about other concerning online activities.

Visit the Facebook Safety Center for online safety resources for youth, families and schools.

ACTIVELY LISTEN

If young people express any concern or worries about things they have seen online or posts or comments that friends or others have made, it is important to listen and offer support.

Remember that anyone can report inappropriate online material that is harmful or distressing to social media channels. The platforms will review and potentially remove content that goes against their policies.

Learn more about how to report abusive or harmful content on Facebook and Instagram.

OFFER SUPPORT

When your child needs a little extra support, reach out to organizations in your community that provide mental health services. Their school may have resources as well.

For additional online resources on well-being and online safety visit the Facebook Safety Center.

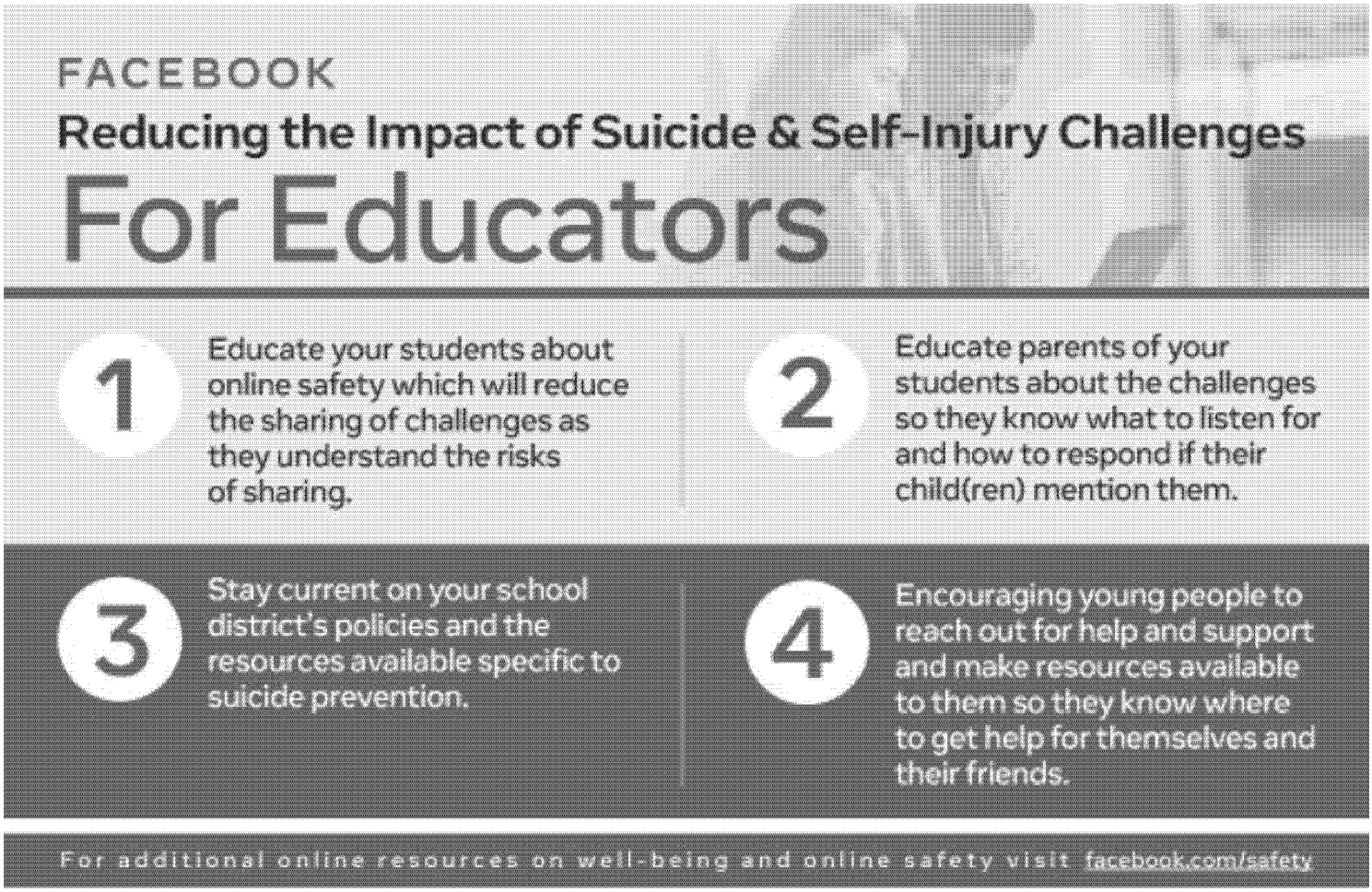


ABOUT OUR PARTNER(S)

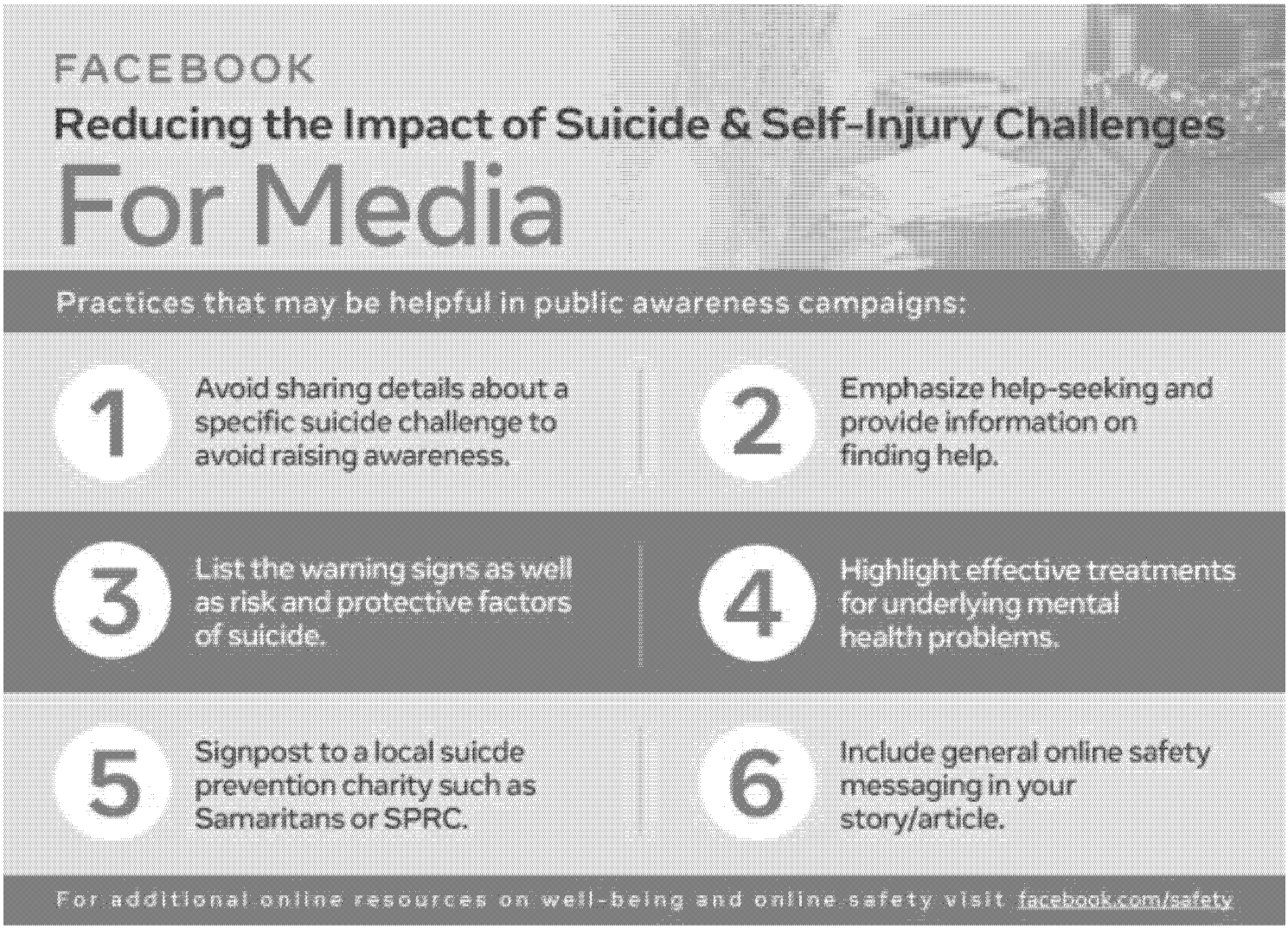
Samaritans and additional SSI Advisory Member Organizations

SAMARITANS | FACEBOOK

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FACEBOOK
Reducing the Impact of Suicide & Self-Injury Challenges
For Media
Practices that may be helpful in public awareness campaigns:
1
Avoid sharing details about a specific suicide challenge to avoid raising awareness.
2
Emphasize help-seeking and provide information on finding help.
3
List the warning signs as well as risk and protective factors of suicide.
4
Highlight effective treatments for underlying mental health problems.
5
Signpost to a local suicde prevention charity such as Samaritans or SPRC.
6
Include general online safety messaging in your story/article.
For additional online resources on well-being and online safety visit facebook.com/safety
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