



To further its organizational mission of reducing the veteran suicide rate to civilian parity by 2030, Stop Soldier Suicide (SSS) works with a range of strategic partners to identify and acquire veterans and active-duty personnel who are at greatest risk of suicide and provides them with life-saving services through our high-touch, high-frequency service model.

Value Proposition & Differentiated Approach

Stop Soldier Suicide is committed to helping struggling service members and veterans find a life worth living. We do whatever it takes, for as long as needed.

To realize this value proposition, SSS employs a differentiated approach that rests on the following pillars:

- Exceptional data collection techniques, utilizing breakthrough scientific models to generate enhanced data for identifying high-risk veterans
- Hyper-focused acquisition of high-risk veterans, using best-in-class, multi-touch marketing
- High-quality services that provide individualized, longitudinal and holistic client services proven effective to reduce suicide risk
- Built-in support from a vast and dedicated online community of supporters, including 500,000+ followers on Facebook alone

Service Delivery Model

- Stop Soldier Suicide serves all U.S. military-affiliated individuals, regardless of discharge status
- SSS monitors and assesses risk 24/7 for clients that call or submit a web submission; risk is triaged and handled appropriately if at imminent crisis. Others are entered into their system, and outreach is performed within one business day
- New clients receive a suicide risk assessment using the Collaborative Assessment and Management of Suicidality (CAMS) model
- Clients with high suicide risk and multiple needs may remain for more than a year if needed
- Low-risk clients with singular or simple needs may request SSS close their case as soon as resources are provided, and their effectiveness confirmed

Scientific Advisory Council

Stop Soldier Suicide is supported by a Scientific Advisory Council, comprised of veteran and military thought leaders, nationally renowned suicidologists and prominent researchers, and public health professionals.

Inclusion Criteria

To ensure effective, mission-aligned resource allocation, SSS has developed preferred referral criteria with our partners that emphasize heightened suicide risk:

- Immediate (non-emergency) suicide risk as indicated by client statements of present (< 1 week) suicidal thoughts, suicide attempt within preceding six months, and/or a current suicide plan suggestive of potential of imminent suicidal behavior
- Moderate/strong indicators of recent (< last month) suicide intent, plus the presence of one or more warning signs or risk factors strongly correlated with suicide, including:
 - Mental health challenges, alcoholism/problem drinking, or other substance abuse issues
 - Interpersonal relationship problems
 - Significant ACES/adult trauma or moral injury
 - Serious financial or legal problems
 - Difficulty transitioning from military service
 - Any other circumstances, statements or behaviors the referring agency deems in good faith to constitute a high-risk referral