The Ohio Suicide Prevention Foundation is launching a groundbreaking effort that’s never been done before in Ohio. It’s a campaign of direct, suicide prevention outreach dedicated to the firearms community.  It's called **Life Side Ohio. *By your side.  United for life.***

After researching best practices of similar campaigns in states like Missouri, Utah and New Hampshire, Life Side Ohio has launched a mission to reach gun owners in all corners of the state and from all walks of life. Our first priority is to listen: to hunters, collectors, enthusiasts, firearms instructors, and retailers.  We're also talking with men and women who've had professional firearms training in law enforcement and the U.S. military. We’re asking all of them to share their insights, experience plus help guide Life Side Ohio to impactfully reach more gun owners about suicide prevention.

Our pillars of outreach begin with 3 broad, firearms communities:  retailers, veterans, and law enforcement. 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. Yes, in gun shops but also in vulnerable spaces, too, like homeless shelters and food pantries.’ We’ll do exactly that with *Life Side Ambassadors* who’ll connect with people in stores, at shelters, at non-profits, and in churches too. Our ambassadors will listen to their dedicated community members and help to facilitate conversations around mental health, resources, and trainings to help prevent losing another life to suicide.

If you’re a gun owner and want to help, our ask is very simple.  We ask you to coalesce around one goal - to save lives.  That's it.   We *don't* talk politics, nor do we wade into debates on bills, statutes, or legislation on guns.  We *do* talk openly and honestly about suicide as the crisis that it is.

Life Side Ohio is ***by your side*** and in your community with resources on suicide awareness, prevention, mental health, and education.  We're ***united for life,***because without life, there’s loss and grief.