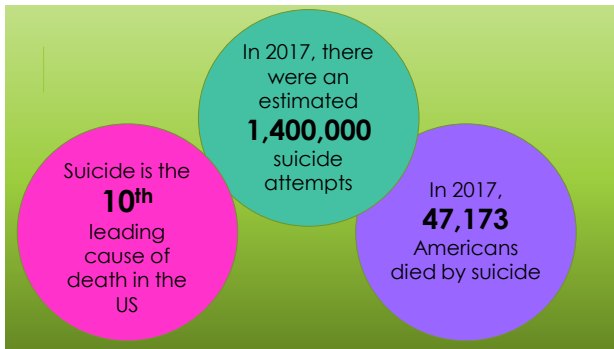
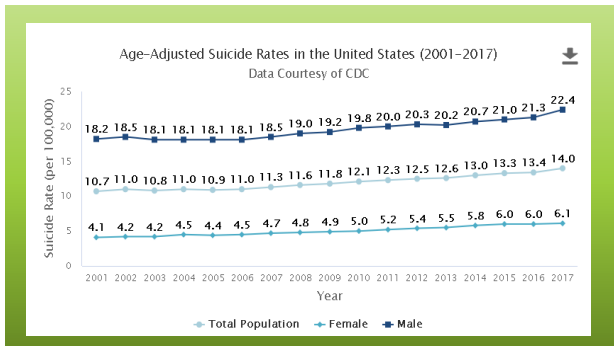


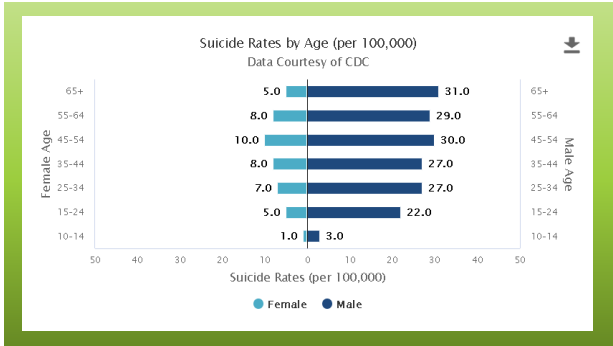
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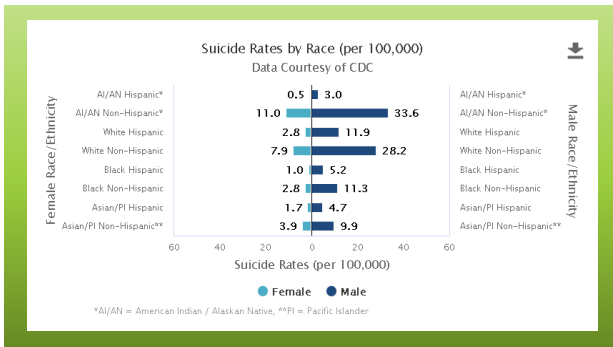
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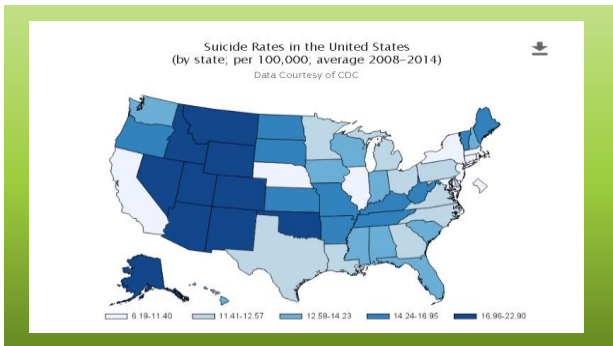
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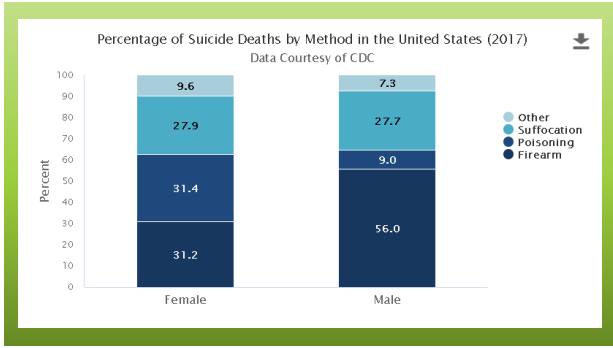
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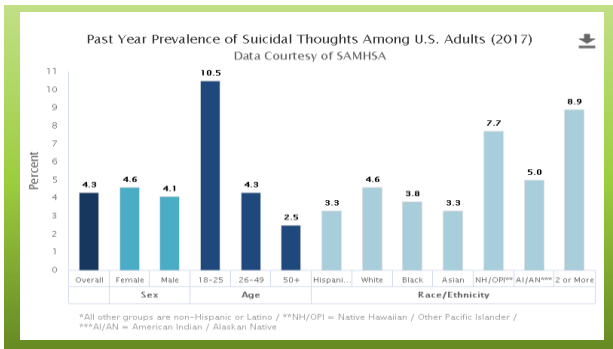
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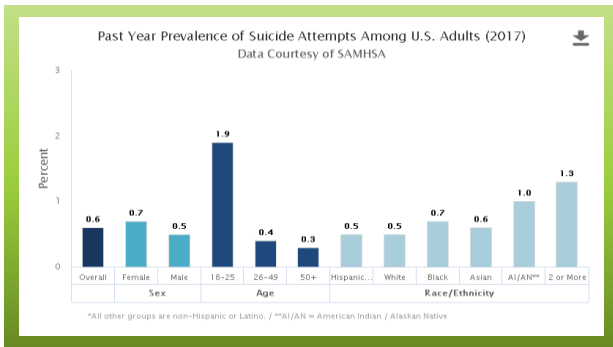
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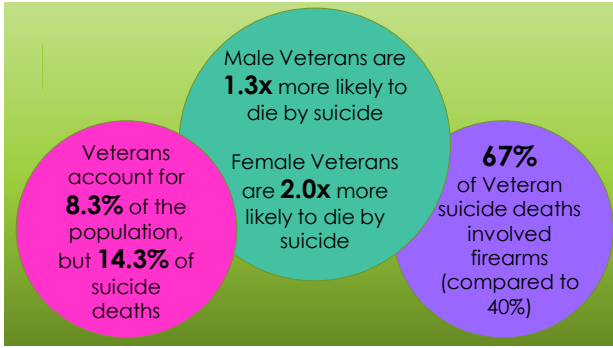
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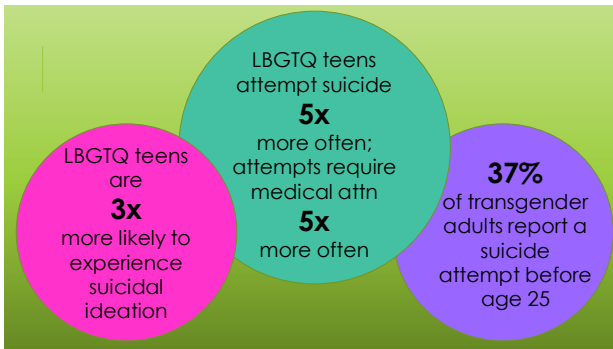
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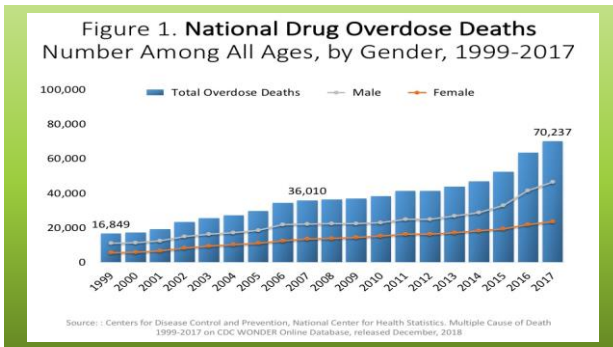
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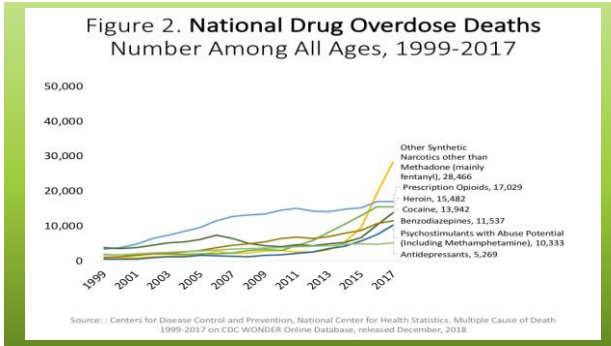
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Increases in Demand for Crisis and Other Suicide Prevention Services After a Celebrity Suicide

Rajeev Ramchand, Ph.D., Elan Cohen, M.S., John Draper, Ph.D., Michael Schoenbaum, Ph.D., Dan Reidenberg, Psy.D., Lisa Colpe, Ph.D., M.P.H., Jerry Reed, Ph.D., Jane Pearson, Ph.D.

- Increases in daily deaths by suicide were observed in the 30 days after Robin Williams' suicide.
- Calls to the National Suicide Prevention Lifeline increased by 300% on the day after Mr. Williams' suicide, but only 57% of these calls were answered.
- As a critical component of crisis mental health services in the United States, suicide prevention hotlines need to develop contingency plans to accommodate anticipated increases in demand, including for at least 2 days after a celebrity suicide.



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