

HOPES – Image Campaign

"Look Closer, Listen Harder"

:30 TV & Radio Script

In 2007, more than 700 people in Wisconsin lost their lives to suicide, higher than the national average. [long pause]

There is reason for hope. Depression, the #1 cause of suicide, is treatable. HOPES, a local organization run by survivors of suicide, asks all of us to look closer and listen harder.

Learn what to look for at www.lookcloserlistenharder.org. Because the warning signs of suicide are rarely obvious.