



U.S. Department
of Veterans Affairs



“Don’t Wait. Reach Out.” | Campaign Overview

The “Don’t Wait. Reach Out.” campaign is an initiative from VA and the Ad Council that works to end Veteran suicides by encouraging Veterans to reach out for help if they are struggling.

The campaign was first launched in 2021 and directs Veterans to [VA.gov/REACH](https://www.va.gov/REACH), a website that makes it easy for Veterans to find relevant VA resources to help them navigate the challenges they may be facing.

Find the campaign’s PSAs [here](#).

Communications Objective

Encourage Veterans to proactively seek help for challenges associated with increased risk for suicide, and ultimately, prevent Veteran suicides.

The Issue: Veteran Suicide

Veterans are at higher risk for suicide compared to the general population. 6,407 Veterans lost their lives to suicide in 2022, according to the latest data from the [2024 National Veteran Suicide Prevention Annual Report](#).

Suicide is a complex issue. There are many challenges Veterans may face like health concerns, job transitions, substance use, or divorce, if left unaddressed, can become risk factors for more serious struggles.

Veterans may experience additional barriers when it comes to seeking help with these challenges. Things like fear of judgement, difficulties accessing care, misconceptions about support, and other concerns can impact when and how Veterans reach out for help.

The campaign takes an upstream approach to suicide prevention, encouraging Veterans to access support for any life challenge they may be struggling with, before anything reaches a crisis point.

Call to Action

If you or a Veteran you know is struggling, don’t wait. Reach out. Find resources at [VA.gov/REACH](https://www.va.gov/REACH).

Sponsor Background

Veterans Health Administration (VHA), part of VA, is the Nation’s largest integrated health care organization with over 1,700 locations, including over 160 medical centers and hospitals, more than 400,000 employees, over 76,000 volunteers and an active database of millions of Veterans across the country and around the world. VHA is responsible for training nearly 70% of all physicians in the United States, with over 125,000 physicians annually trained in VHA facilities, accounting for over 40 specialties. VA also partners and collaborates with Veterans service organizations (many already work with VA), other federal agencies (e.g., Department of Defense, Health and Human Services, and others), and public and private agencies. There is no other organization more equipped to serve the needs of our nation’s Veterans than VA.

About the Ad Council

The Ad Council convenes creative storytellers to educate, unite and uplift audiences by opening hearts, inspiring action and accelerating change. For more than 80 years, the nonprofit organization and its partners in advertising, media, marketing and tech have been behind some of the country’s most iconic social impact campaigns – Smokey Bear, Friends Don’t Let Friends Drive Drunk, Tear the Paper Ceiling and many more. To learn more or get involved, visit [AdCouncil.org](https://www.adcouncil.org), join the Ad Council’s communities on [Facebook](#), [Instagram](#) and [LinkedIn](#), and view campaign creative on [YouTube](#).