

Don't wait. Reach out.

VA.GOV/REACH

Campaign Background

The “*Don't Wait. Reach Out.*” campaign is an initiative from VA and the Ad Council that works to end Veteran suicide 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**, a website that makes it easy for Veterans to find relevant VA resources to help them navigate the challenges they may be facing.

Communications Objective

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

Call to Action

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

The Issue: Veteran Suicide

Veterans are at higher risk for suicide compared to the general population. 6,398 Veterans lost their lives to suicide, amounting to more than 17 Veteran suicides per day in 2023, according to the latest data from the 2025 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 reaching a crisis point. It also provides educational resources for friends, family, and community members of Veterans to encourage them to support the Veterans in their lives.

Sponsor Background

The Veterans Health Administration (VHA) is the largest integrated health care system in the United States, providing care at 1,380 health care facilities, including 170 VA Medical Centers and 1,193 outpatient sites of care of varying complexity (VHA outpatient clinics) to over 9.1 million Veterans enrolled in the VA health care program.

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, join the Ad Council's communities on Facebook, Instagram and LinkedIn, and view campaign creative on YouTube.