

**now  
matters  
now**

# **People at Risk for Suicide**

**Free Tools, Peer Support & Recommended Standard Care**

Ursula Whiteside, PhD

**1 in 20 adults and 1 in 5  
teens have seriously  
thought about suicide.**

**About 50% have *no access*  
to mental health care =  
8 million Americans**

**Most suicides happen  
during *gaps in care*.**

**We're building the most trusted online space for suicide care—led by those who've been there, grounded in proven tools, and designed for real-world access—right now.**

## **Built by lived experience. Powered by DBT.**

A team personally impacted by suicide, creating practical support through skills and real stories.

Together we are reimagining how people access mental health support.

## What is DBT?

Dialectical Behavior Therapy (DBT) is the **most effective treatment** for highly suicidal people as well as being **effective for anyone, young and old, with intense emotions.**

- DBT offers dozens of practical skills for everyday life.
- Skills cover emotion regulation, distress tolerance, mindfulness, and interpersonal effectiveness.

At Now Matters Now we **offer three unique, science-backed programs** that work together to help anyone survive emotional crises.

**1**

Digital Coping Skills Library

**2**

Virtual Peer-Led Support Groups

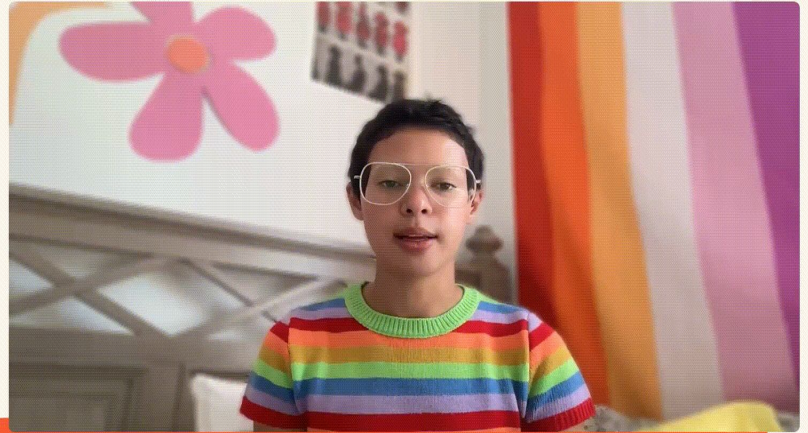
**3**

A Public Health Intervention for Dangerous Emotional Crises

# Program One: NowMattersNow.org

## Digital Coping Skills Library

- Videos, how-tos, and trainings teaching evidence-based DBT skills
- Always free, always available
- A platform of coping strategies and stories by and for those with lived experience



*"For me, I have a really hard time of hearing the noises of people eating. I find it really distressing."*

Flora  
Lead Youth Ambassador

[▶ Watch Her Story](#)



[I Need Help Now](#)

**No matter the kind of  
emotional hell you're in right  
now, there's a way through.**

**Living in a nightmare?  
Overwhelmed? Barely surviving?**

We've been there too. Whether it's suicidal thoughts, addiction, depression, anxiety, chronic pain, or grief—you've got choices here. We're a non-profit community, everything here is free.

[Learn Skills](#)

[Join a Meeting](#)



# Website

The screenshot shows the 'now matters now' website with a navigation bar containing 'Survive', 'Self-Care', 'Connect', 'Experience', and 'Change'. The 'Survive' tab is active. Below the navigation bar, there is a main content area with a purple background. On the left, a large heading reads 'I choose to focus on survival when life feels overwhelming.' To the right, a sub-heading says 'Protect yourself when you're feeling totally overwhelmed or feeling suicidal.' Below this, a section titled 'Skills that help you:' describes feeling better fast when in pain. The main content area features six skill cards arranged in a 2x3 grid. Each card has a title, a brief description, and a 'View Skill' link. The 'Survive' and 'Self-Care' categories are highlighted in the first row, and 'Survive' is highlighted in the second row. A small 'X' icon is visible in the top right corner of the purple area.

**now matters now**

Learn Skills | Join a Meeting | Help Others | Donate | I Need Help Now

Survive | Self-Care | Connect | Experience | Change

I choose to focus on survival when life feels overwhelming.

Protect yourself when you're feeling totally overwhelmed or feeling suicidal.

**Skills that help you:**  
Feel better fast when you're in pain, without doing things that could hurt you, and prepare ahead of time for life's most difficult moments.

**Pros and Cons**  
Choose wisely when facing impulsive urges or confusion.  
SURVIVE CHANGE | View Skill ▶

**Distraction**  
Find things that distract you from pain.  
SURVIVE SELF-CARE | View Skill ▶


**Paced Breathing**  
Breathe slowly and deeply to regulate your nervous system.  
SURVIVE SELF-CARE | View Skill ▶

**Grounding Skills**  
Calm down and center yourself using physical sensations.  
SURVIVE SELF-CARE | View Skill ▶

**Safety Plan**  
Plan for the next time you feel suicidal or overwhelmed.  
SURVIVE SELF-CARE | View Skill ▶

**Stop Drop and Roll**  
Protect yourself when you're "on fire" emotionally or suicidal.  
SURVIVE | View Skill ▶


# Website

[Learn Skills](#) [Join a Meeting](#) [Help Others](#) [Donate](#) [I Need Help Now](#)

# Cold Water

Cold Water is a skill that helps you calm down fast or reduce stress using cold water, ice, or cold temperatures.

## Stories



*"You know, I don't want to die. I just wanna stop feeling what I'm feeling. Doing those cold water and paced breathing as grounding was super helpful."*

Lily  
Youth Ambassador [▶ Watch Her Story](#)

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## Community Tips

*"I work in a restaurant, and when I'm freaking out I go into the walk-in freezer."*

# Program One: NowMattersNow.org Impact

73% of visitors arrive with suicidal thoughts.

After visiting the site **52% report reduced suicidal thoughts.**

**For ages 12 to 24 suicidal thoughts drop by over 60%**  
more than for adult users.



NMN 2019



NMN 2025



*"I lied down on the ground next to my kid, I started taking some deep breaths."*

Eric

Director of Product



**VISIT US!**

# Program Two: Peer-Led Virtual Support Meetings

**Peers meeting peers  
where they're at...**

*Staying alive is not  
something you need  
to do alone*

- 1-hour online meetings for adults and youth (12–18)
- Share stories and learn coping skills together
- Join anonymously—camera and sharing optional
- Safe, judgment-free community

## Program Two: Peer-Led Virtual Support Meetings

- Who are these meetings for and what happens in them?
- Are there requirements to joining?
- If meetings are free...how do you pay for them?
- How many meetings do you plan to have?

# Program Two: Peer-Led Virtual Support Meetings

**572 meetings held**  
**7,000+ total attendances**

10 meetings offered each week

Members attend 10 meetings on average

*Summary Data from 1/2024 til 4/2026*

**“I am honestly amazed that I'm alive - and I have a support system like I've never experienced before now.”**

**“After attending a meeting, I've felt more emotionally stable, more connected to others, more hopeful for the future, and more motivated to make changes in my life.”**

**“Now Matters Now is the most helpful community and environment I've ever been in”**

**“I look forward to attending because it makes me feel understood, provides support and feedback, and makes me feel less isolated and alone. ”**

**“Now that I've started 2 attend more regularly they are helping keep me out of the ER for suicidal ideation.”**

<b>Response</b>	<b>S+</b> Suicidal Thoughts	<b>NE</b> Uncomfortable Emotions	<b>Hope</b> Hope for a Better Life	<b>Connection</b> Sense of Connection to Others	<b>Ability</b> Belief in Ability to Manage Emotions, Thoughts & Behavior
Less now	<b>48.7%</b>	<b>47.2%</b>	3.3%	3.0%	3.6%
Same	48.7%	29.5%	47.6%	31.0%	42.6%
More now	2.5%	4.1%	<b>49.1%</b>	<b>76.0%</b>	<b>53.9%</b>
n Sample size	158	315	330	338	336

*The full sample size is 390*

# Program Three: Stop, Drop, and Roll Intervention

## Public Health Intervention for Dangerous Emotional Crises

- Stop, Drop, & Roll for Emotional Fires:  
A simple 3-step process for surviving suicidal states and intense emotional moments
- Research-backed and designed for all ages



NMN 2024

# Program Three: Stop, Drop, and Roll Intervention



## Stop

Stop major decisions to allow stress levels to decrease for up to 48 hours.



## Drop

Drop your temperature. Plunge your face into cold water and hold your breathe.



## Roll

Roll towards social support  
Find someone, make eye contact,  
and ask them to distract you.

# Program Three: Stop, Drop, and Roll Impact

## Personal Crisis Prevented

68%

Helped me get through intense emotional crises

55%

Helped me get through suicidal thoughts or moments

42%

Reduced high-risk behavior

27%

Prevented me from suicide

*“We might panic or do things we would never otherwise do to get away from super intense emotional pain.*

*But, it’s definitely not hopeless. I’ve changed over time by using the Stop, Drop, Roll.”*

Perceived effectiveness of Stop, Drop, & Roll. Percentages based on 88 respondents (excludes 12 who chose not to answer).

# Program Three: Stop, Drop, and Roll Impact

## Crisis Services Utilization Prevented

26%

Prevented ER visits for mental health

23%

Prevented psychiatric hospitalizations

19%

Helped me avoid involuntary treatment

14%

Prevented Police involvement during mental health crisis

43%

Helped prevent me from self-injury

*“No matter how many times I've been in this state, I still never expect it to happen again.”*

*It almost always takes me by surprise - I just can't access how intense it feels when I'm not in it.”*

*Perceived effectiveness of Stop, Drop, & Roll. Percentages based on 88 respondents (excludes 12 who chose not to answer).*

# *Takeaways:*



**VISIT US!**

**NowMattersNow.org**

→ **Download print-ready flyers**

→ **Learn free coping skills**

→ **Join meetings**

# Feeling suicidal? Emotionally on fire?



## Stop

Stop making major decisions.  
Wait 24-48 hours and until stress is lower.



## Drop

Drop your temperature.  
Plunge your face in cold water and hold your breath.  
If you've dropped into the "dead inside but chill"  
zone—sleep it off.



## Roll

Roll your eyes towards eye contact.  
Make eye contact with someone and  
ask them to distract you.



[nowmattersnow.org](https://nowmattersnow.org)

# IN EMOTIONAL HELL? *WE'VE BEEN THERE.*

Weekly peer support groups + 24/7 coping skills library

**Everything is free and everyone is welcome!**

Suicidal thoughts, loneliness, depression, anxiety, eating and substance problems and other forms of suffering.

## Virtual Support Groups

- 1-hour online meetings for adults and youth (13-18)
- Share stories and learn coping skills together
- Join anonymously—camera and sharing optional
- Safe, judgment-free community

**Interested?** Email us at [hello@nowmattersnow.org](mailto:hello@nowmattersnow.org)

Just say hi and tell us your name, we'll send you the details 🍀

## Coping Skills Library

- Videos, how-tos, and trainings on Dialectical Behavior Therapy skills
- Learn 24/7 at your own pace
- Real-life personal stories from those with lived experience



Visit [www.NowMattersNow.org](http://www.NowMattersNow.org) to access skills + group details



**NowMattersNow.org is a 501(c)(3) nonprofit** built by people with lived experience, founded by Ursula Whiteside and co-developed with DBT founder Marsha Linehan.

v. 07/25

# Have you had suicidal thoughts? Problems that felt unsolvable?

**now  
matters  
now**

We've been there too.

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Visit [nowmattersnow.org](http://nowmattersnow.org) for strategies that have helped us survive and build more manageable and meaningful lives.



[@nowmattersnow](https://www.instagram.com/nowmattersnow)

## Recommended Policy

- Funding for accessible, free initiatives that fill the gap in care – A state-wide pilot providing a warm connection from 988 into peer support
- Support safe harbor laws for firearms
- Build evidence-based suicide care practice requirements into grants and contracts
- CPT Modifier to reimburse for certified DBT adherent clinics and clinicians (e.g., MN)

**Because survival shouldn't depend  
on luck, privilege, or perfect timing.**

Let's make it impossible to go through this alone.



**VISIT US!**

**nowmattersnow.org**

# Questions & Discussion

# Most People Who Die by Suicide Are Seen in Healthcare

- **83%** had a healthcare visit in the year before death
- **~80%** had primary care contact
- **About 50%** had no documented mental health diagnosis
- Suicide risk is about four times higher after psychiatric hospitalization.
- Healthcare contact is often in **general medical settings**, not specialty mental health care

*Ahmedani et al., 2014; Stene-Larsen et al., 2019*

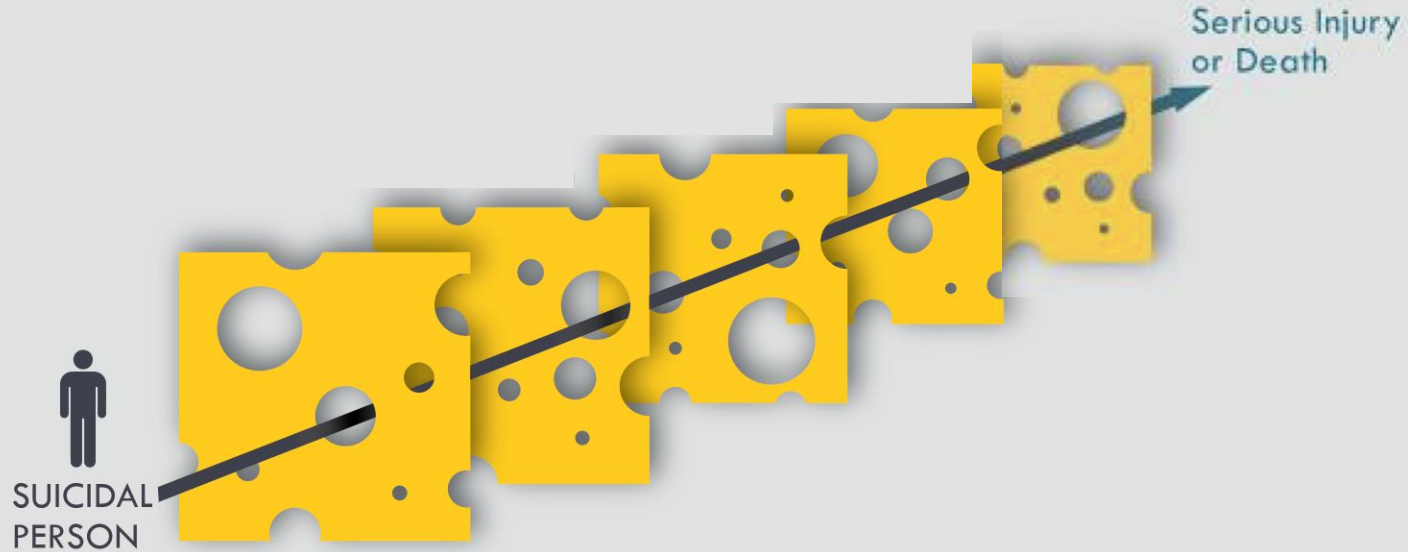
What Works?

# **Zero Suicide Works**

# What is Zero Suicide?

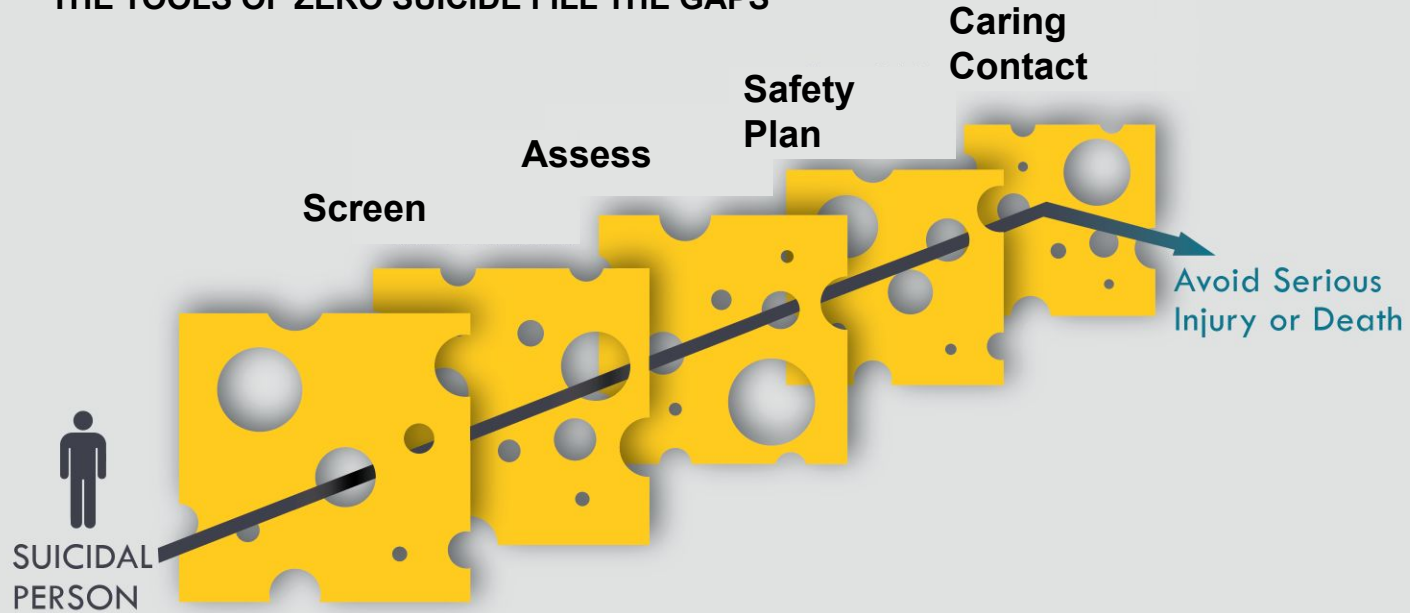
It makes health systems  
responsible for  
suicide-safe care

**WITHOUT SUICIDE SAFE CARE PEOPLE FALL THROUGH THE CRACKS**



Adapted from James Reason's "Swiss Cheese" Model Of Accidents

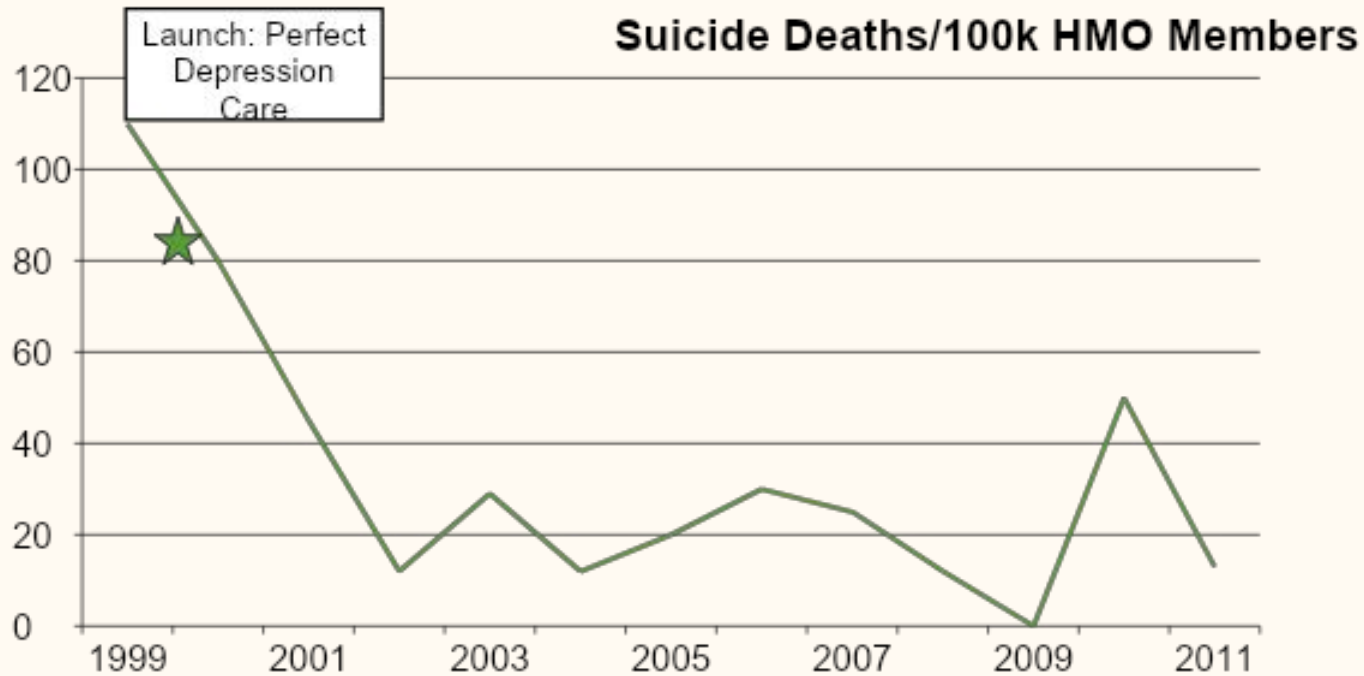
THE TOOLS OF ZERO SUICIDE FILL THE GAPS



Adapted from James Reason's "Swiss Cheese" Model Of Accidents

# Zero Suicide: Change is Possible

## Henry Ford Example

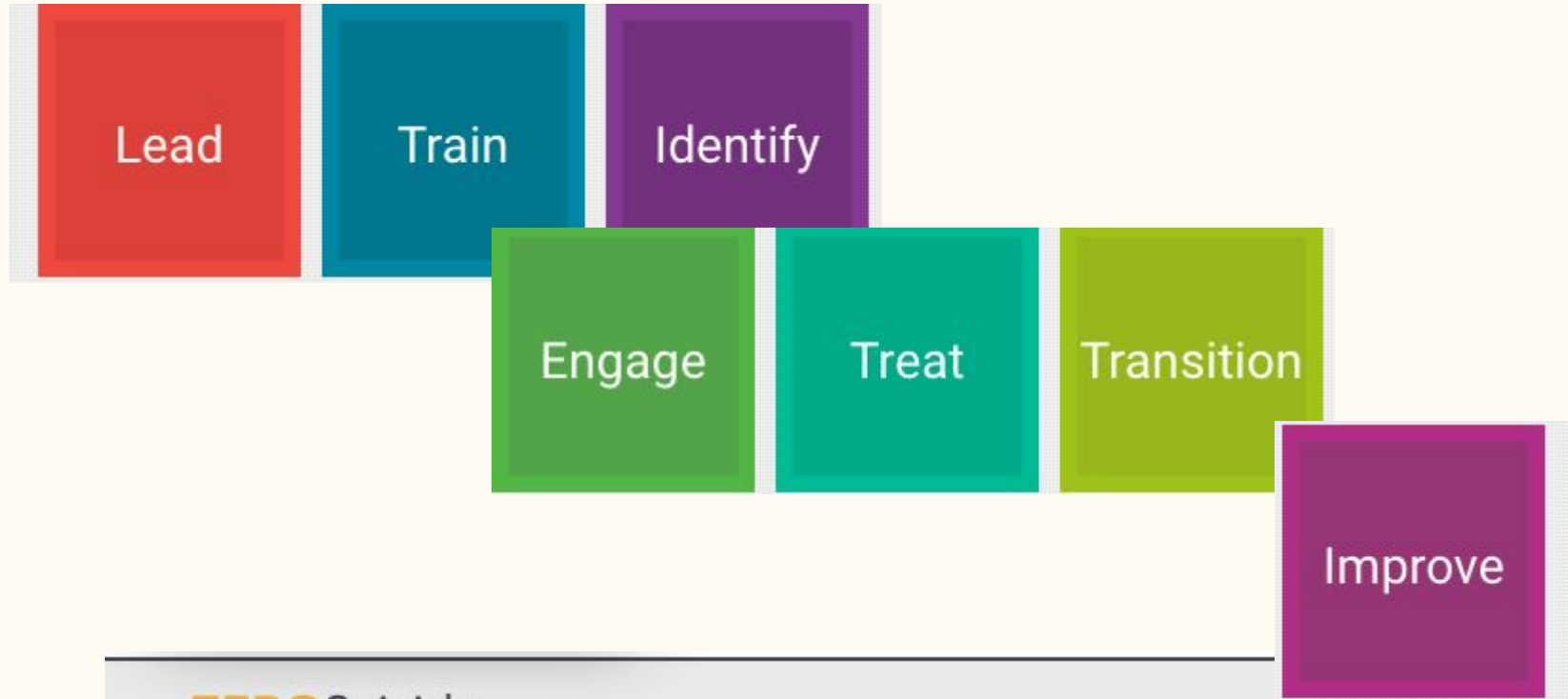


## Other Evidence for Zero Suicide

- Studied across **6 large U.S. health systems**
- Implementation was associated with **lower suicide attempt rates**
- Benefits were observed across **multiple health systems and states**

*Ahmedani et al., JAMA Network Open, 2025*

# Zero Suicide: 7 Elements





## ZERO SUICIDE

The foundational belief of Zero Suicide is that suicide deaths for individuals under the care of health and behavioral health systems are preventable. For systems dedicated to improving patient safety, Zero Suicide presents an aspirational challenge and practical framework for system-wide transformation toward safer suicide care.

[LEARN MORE »](#)

**Access at:**  
**[zerosuicide.com](https://zerosuicide.com)**



## Recommended Standard of Care

*Zero Suicide* approach led  
to development of the 2018  
**Recommended Standard  
Care for Suicidal People**

**Recommended Standard Care  
for People with Suicide Risk:**  
MAKING HEALTH CARE SUICIDE SAFE

**A Care Pathway**

# Recommended Standard Care for People with Suicide Risk

Emphasis	Identification and Assessment	Safety Planning	Means Reduction	Caring Contacts
<p>Identify suicide risk among patients with MI/SUD* conditions or treatment.</p> <p>Enhance safety for those with risk.</p> <p>Refer to specialized care.</p> <p>Provide caring contacts</p>	<p>Identify suicidality in all patients with MI/SUD conditions or treatment (e.g., psychiatric meds) using a standardized scale.</p> <p>If risk is identified, proceed with active referral for hospital or outpatient care as judged appropriate.</p>	<p>Complete the brief Safety Planning Intervention during the visit where risk is identified.</p> <p>With consent, discuss the safety plan with the family to gain support for safety activities.</p>	<p>As part of the safety plan, discuss any lethal means considered by and available to patient.</p> <p>Arrange and confirm removal or reduction of lethal means as feasible.</p>	<p>Make appointment with mental health professional.</p> <p>Complete one caring contact (phone call or, if preferred by patient, text or e-mail) within 48 hours of visit or the next business day.</p>

## Primary Care

# Recommended Standard of Care

**Identification**

**Safety Planning**

(with emphasis on lethal means counseling)

**Caring Contacts**

# Questions & Discussion