



SUICIDE PREVENTION TIPS

For Louisiana Firearm Retailers & Range Managers

Louisiana veterans die by suicide at more than twice the rate of the general population. You can help prevent firearm suicide by knowing the warning signs and taking action before it's too late.

Possible signs a customer could be suicidal

- No firearms knowledge and no interest in instruction or safety
- No interest in which firearm s/he rents or buys (anything will do)
- Talk of recent crisis such as a divorce, job loss, or other setback
- Appears anxious or upset (avoids eye contact, fighting back tears)
- Gives unconvincing responses to basic questions
- Makes suggestive comments relative to suicide such as "I don't need a lot of ammunition." or "I won't have the gun for long."

Responding to a customer who may be suicidal

- Notify shop owner or manager (if applicable) if unsure or uncomfortable with a customer or prospective sale.
- Ask customer directly if s/he is suicidal. If yes, provide information for [National Suicide Prevention Lifeline / Dial 988](https://www.suicidepreventionlifeline.org/).
- Trust your instincts. You may choose not to complete the sale.
- If you deny a sale, notify other nearby dealers/ranges that the customer might attempt to obtain a firearm from them.

Other ways to help

- Display a suicide prevention hotline poster in your store.
- Provide firearm safety brochures about recognizing warning signs and keeping firearms away from people experiencing a crisis.
- Encourage customers new to firearms to seek training and purchase an appropriate storage option (e.g., a safe or lockbox).
- Spread the word! Share this flyer with other dealers you know.

Learn more and find resources at www.ArmoryProject.org

Your vigilance could save a life!

This flyer was adapted from the New Hampshire Firearm Safety Coalition's Gun Shop Project.