



A Community of Volunteers Serving Veterans, Military, and their Families

Talking points on how to use the phrase “Be the One”

We know ALA members are playing a big role in supporting the Be the One mission. However, tying the phrase into a theme is diminishing the power of the words *Be the One*. We understand the tradition of having themes and we are not pointing fingers, punishing anyone, or assigning blame. However, our members may want to step back from using Be the One as a theme. Remember: This serious topic is not just an ALA focus, but an American Legion Family mission.

- Be the One is about suicide prevention and awareness.
- It originated as be the one to save one. It’s estimated that between 17 and 22 veterans or servicemembers take their own lives each day.
- It’s not a catchphrase. It’s not a campaign. The American Legion is now calling it a mission.
- It’s a mission to destigmatize asking for mental health support, provide peer-to-peer support and resources, and educate everyone on how they can Be the One.
- The American Legion Auxiliary and Sons of The American Legion joined The American Legion to promote the Be the One mission. So, ALA members should follow the guidelines from The American Legion. Go to BetheOne.org to learn more.
- The words “Be the One” should not be use as part of a lighthearted theme, to invite someone to a meeting, or to pay their dues. Uses other than suicide prevention/awareness diminish its power.
- Use of “Be the One” should be reserved for topics related to suicide prevention and awareness.
- The No. 1 issue facing the veteran community is suicide.
- The approved logos for Be the One are subject to the same usage rules as The American Legion landmark.
- Think of Be the One as a standalone phrase such as “Just Do It” and “Got Milk”.

How can you Be the One?

- Ask veterans in your life how they are doing.
- Listen when a veteran needs to talk.
- Reach out when you think a veteran might be struggling.
- Increase awareness about the veteran and military suicide epidemic.
- Have a list of resources in your area for veterans who may be struggling.
- Spread the word about the Veterans Crisis Line at 988.

October 31, 2023