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Cohen Veterans Network Launches "Ask Anyway: Conversations to Save a Life" Suicide Prevention Awareness Campaign

New firearm safety toolkit, supported by Face the Fight®, offers practical guidance and conversation tools for veterans and military families

Stamford, Conn., September 2, 2026 — Suicide remains a critical public health issue among veterans. The veteran suicide rate is 60% higher than the national average, and firearms remain the most common method of suicide among veterans, accounting for nearly three-quarters (73.3%) of veteran suicide deaths in 2023. As September marks Suicide Prevention Month, Cohen Veterans Network (CVN), a global not-for-profit integrated network of mental health clinics for post-9/11 veterans, service members and their families, today announced the launch of *Ask Anyway: Conversations to Save a Life*, a new public awareness campaign that encourages people to overcome hesitation and start conversations that can make a difference.

"People rarely regret asking a caring question, but after a tragedy, they may regret the conversations they never had," said Dr. Anthony Hassan, president and CEO of Cohen Veterans Network. "Whether it's asking about suicide, talking about firearm safety or reaching out for support yourself, these conversations can create connection, increase safety and open the door to help and hope."

Ask Anyway provides veterans, service members, military families and their support networks with practical tools to navigate discussions about mental health, suicide prevention and firearm safety. By building confidence and connecting people to trusted resources, the campaign empowers individuals to turn concern into support and connection. It is organized around three key actions:

- **Ask the Question:** Research suggests that asking someone directly and compassionately if they are experiencing thoughts of suicide can help them feel seen, supported and less alone. Campaign resources help people recognize warning signs, start conversations, and support someone who may be struggling.
- **Ask About Firearms:** For many veterans and service members, firearms are an important part of daily life and identity. They are also the most common method of suicide among veterans. To help people navigate conversations about firearm safety and secure storage, CVN developed *Ask Anyway: How to Have Conversations About Firearm Safety*, a new toolkit supported by a grant

from Face the Fight, a veteran suicide prevention coalition. The toolkit offers practical guidance and resources for veterans, military families and their supporters.

- **Ask for Help:** Veterans, service members and military families are reminded that seeking support is a sign of strength. Visitors are connected to suicide prevention resources including the Veterans Crisis Line and mental health care through the network's Steven A. Cohen Military Family Clinics.

"Suicide prevention is a shared responsibility," Hassan added. "Whether you're checking in on a fellow veteran, talking with a family member about firearm safety, or reaching out for support yourself, every conversation matters. Don't wait until you feel completely comfortable or confident. Ask anyway."

As CVN marks 10 years, the network has provided care to more than 106,000 clients and delivered more than 953,000 clinical sessions. The network treats a wide variety of mental health concerns, including depression, anxiety, military transition challenges, anger, PTSD, grief and loss, family issues, relationship problems, and children's behavioral problems. Therapy options include individual, couples, family, and group sessions. Care is available in-person and via CVN Telehealth, face-to-face video therapy. The network has 23 Cohen Clinics serving 22 states and the District of Columbia and five clinics on U.S. military bases in Asia opening soon.

To learn more about *Ask Anyway: Conversations to Save a Life* and access suicide prevention resources, visit cohenveteransnetwork.org/askanyway.

Cohen Clinic b-roll is available here.

ABOUT COHEN VETERANS NETWORK

Cohen Veterans Network (CVN) is a 501(c)(3) global not-for-profit philanthropic organization for post-9/11 veterans, active-duty service members, and their families. CVN focuses on improving mental health outcomes, operating a network of outpatient mental health clinics in high-need communities, in which trained clinicians deliver holistic evidence-based care to treat mental health conditions. It was established in 2016 by philanthropist Steven A. Cohen with a commitment of $275 million to build the network. Learn more about CVN at cohenveteransnetwork.org.

ABOUT FACE THE FIGHT®

Face the Fight® is a life-saving initiative uniting more than 300 cross-sector partners to dramatically reduce veteran suicide by 2032. Founded by USAA, Reach Resilience, an Endeavors Foundation, and the Humana Foundation, the movement breaks stigma, expands access to proven solutions, and builds a culture where seeking help is a sign of strength, ensuring every veteran and their loved ones are supported and never left to fight alone. Learn more at WeFaceTheFight.org.