988 Suicide & Crisis LIFELINE
CALL, TEXT OR CHAT

Be someone's *pickup man.*

In the rodeo arena, the pickup man is a lifesaver. Riders know they can reach out for help when they need it.

The yellow feather symbolizes hope, joy, freedom and a brighter future. For those struggling with a life crisis, depression, anxiety or thoughts of suicide, it serves as a reminder that there is hope.

Wear a yellow feather in your hatband today to show that you are willing to listen, support and be someone's pickup man when they need help most.

To learn more about behavioral health resources in North Dakota, visit hhs.nd.gov/988