



**AMERICAN
LEGION**
JOHN E. JACOBS LEGION POST 68 LELAND
MEDIA RELEASE

April 17, 2026

Submitted by:

Eric Mens, Public Affairs Officer
American Legion Post 68 Leland
Cell Ph (703) 626-9104

POST 68 LAUNCHES BE THE ONE TELEVISION CAMPAIGN

Veterans may experience challenges as they transition to civilian life or face health problems related to their time in service. These issues affect the Veteran's relationships with others. Issues such as posttraumatic stress disorder (PTSD) often lead to feelings of distrust, being on edge or agitated, giving up on life, or pulling away from others rather than talking about or working through problems. Meaningful bonding, however, can occur when the Veteran interacts with others who have served.

To help reduce the daily rate of veteran suicides (18-24 a day), two years ago, the Department of Veterans Affairs (VA) launched the Veterans Crisis Line (VCL)—a free call, text, and online chat service available 24/7. The Hotline provides an easy-to-remember number to quickly connect Veterans, service members, and their loved ones to the Crisis Line's lifesaving services. If a Veteran is in distress, or a family member is concerned about a Veteran's well-being, help is available by dialing 988 and pressing 1 (or by texting 838255 or starting an online chat at <https://www.veteranscrisisline.net/get-help-now/chat/>).

As documented in a new study, more Veterans than ever are getting the support they need from caring, qualified responders during times of crisis. Since its launch, VCL answered more than 1,638,138 calls—a 22.7% increase in calls per day. The hotline has also maintained an average answer time of 9.17 seconds. In addition to the increase in calls answered, VCL experienced a 76.7% increase in texts and 27.5% increase in chats per day over the same two years. The results show that Dial 988 Press 1 offers critical support for Veterans who feel isolated and families who call to ask what else they can do to help their loved one.

The Veterans Crisis Line makes it easier than ever for Veterans and their loved ones to access free, lifesaving support and crisis intervention 24 hours a day, 7 days a week, 365 days a year. To raise public awareness of veteran suicide and promote access to the Veterans Crisis Line, the John E.

Jacobs American Legion Post 68, Leland, in partnership with WWAY Channel 3, is launching a television ad campaign. Post 68's advertising campaign, funded through grant monies and donations, will run from the end of April through November 2026. The short video is available at the link below:

<https://www.youtube.com/watch?v=q9h2ZXZiFGw>

If you are a Veteran and feeling distressed or considering suicide, the American Legion's *Be The One* initiative can help. Information on access to vital resources, such as food, housing, addiction services, and more, is always available at <https://www.betheoneconnects.org>.

To learn more about the John E. Jacobs American Legion Post 68 and how you can get involved, visit <http://ncpost68.org/>. Membership meetings are held in the banquet room at Blossoms Restaurant (1800 Tommie Jacobs Drive, Leland) on the 3rd Thursday of each month. Dinner is an informal gathering for members starting between 4:30 pm and 5:00 pm; the official meeting begins at 6:00 pm. After the meeting, members socialize over drinks at the Blossoms bar area. Everyone is welcome: members, visitors, guests, and spouses.