



## Press Release: New Study Finds [NowMattersNow.org](https://NowMattersNow.org) Significantly Reduces Suicidal Thoughts and Emotional Distress

FOR IMMEDIATE RELEASE

Bellevue, WA — Monday, October 6, 2025

Seattle, WA: A new peer-reviewed study published in *JMIR Formative Research* shows that a single visit to [NowMattersNow.org](https://NowMattersNow.org) can meaningfully reduce suicidal thoughts and negative emotions, offering hope for people in crisis and the health systems that support them.

Researchers found that:

- **Over half** of people arriving at the site with suicidal thoughts or high distress reported feeling better after engaging with the site's lived-experience videos and coping tools.
- **Suicidal thoughts dropped by 12.5%** and **negative emotions by 15.5%**—a change large enough to help someone move from "crisis mode" to a state where they can use coping skills or reach out for more help.
- For comparison, reductions of this size are often greater than what's seen in therapy session-to-session studies (typically 4–8% decreases).

Participants shared why the site helped:

- "It distracted me."
- "I felt less alone."
- I learned something."
- "I felt cared for."

It wasn't just one group who benefited. **Native and Indigenous visitors, LGBTQI folks, and people dealing with alcohol or substance** use all reported feeling better after visiting [NowMattersNow.org](https://NowMattersNow.org). That

lines up with earlier studies showing the site helps **young people** (ages 12–24) and **middle-aged men** (ages 36–64) — two groups at high risk for suicide ([symposium](#), [paper press release](#)).

**Why it matters:**

Suicide is the second leading cause of death among people ages 10–34 in the U.S. While health systems and crisis lines are essential, this research suggests that free, evidence-based digital tools like NowMattersNow.org can also play a vital role in saving lives.

*“The results show that even brief online connection and skill-sharing can help people feel less alone and interrupt suicidal thinking,”* said Dr. Ursula Whiteside, lead author of the study and CEO of NowMattersNow.org. *“This isn’t about replacing therapy – it is about reaching people in their hardest moments and giving them something that helps right away.”*

The full study, *“User-Reported Reductions in Suicidal Ideation and Negative Emotions Following Engagement with NowMattersNow.org,”* is available [here](#).

**About NowMattersNow.org**

NowMattersNow.org is a nonprofit founded by people with lived experience of suicidal thoughts and feelings. The site offers free peer-led support groups and practical skills (based on Dialectical Behavior Therapy) along with powerful peer stories to help individuals cope with suicidal thoughts, substance use urges, and intense emotions.

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**Media Contact:**

Molly Derse  
Chief Development Officer  
[development@nowmattersnow.org](mailto:development@nowmattersnow.org) | 419-590-7844