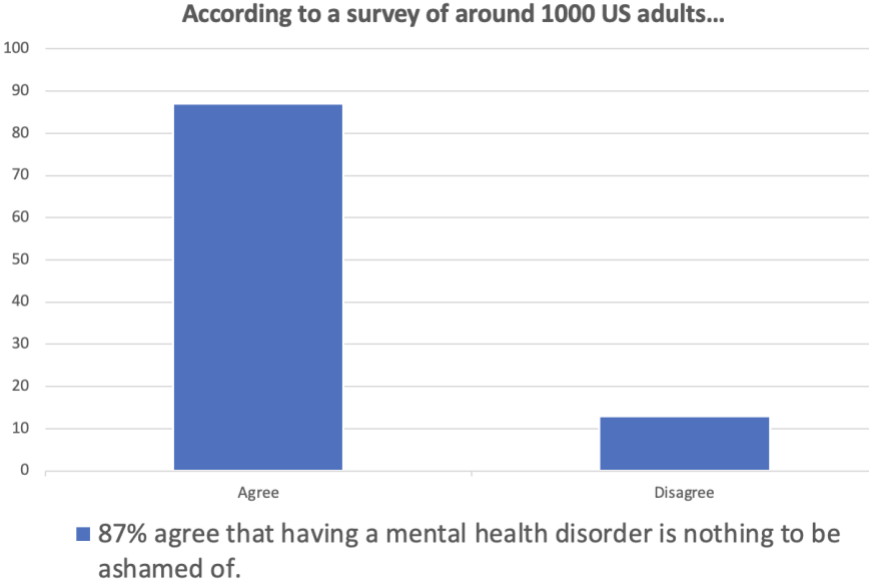


**SUPPLEMENTAL MATERIALS**

**FIGURE S1. Sample feedback message**



**TABLE S1. Summary of Socio-Demographic Variables**

Characteristic	Entire Sample	Subsample who received the intervention
	<b>N = 2,546<sup>1</sup></b>	<b>N=1,263<sup>1</sup></b>
Age (Mean, SD)	40 (18)	39.5 (18.3)
Race/Ethnicity		
Black	399 (15.7%)	195 (15.4%)
Hispanic	236 (9.3%)	117 (9.3%)
Other	227 (8.9%)	122 (9.7%)
White	1,684 (66.1%)	829 (65.6%)
US Born	2,307 (90.6%)	1,135 (89.9%)
Gender		
Female	2,148 (84.4%)	1,069 (84.6%)
Male	390 (15.3%)	190 (15.0%)
Nonbinary, Transgender, Queer, Other	8 (0.31%)	4 (0.3%)
Heterosexual	1,986 (78.0%)	958 (75.9%)
Education		
4-Year College or More	650 (25.5%)	315 (24.9%)
High School or Less	887 (34.8%)	438 (34.7%)
Some College	1,009 (39.6%)	510 (40.4%)
Probable Mental Health Condition	815 (32.4%)	
Receiving MH treatment	679 (26.7%)	332 (26.3%)
Suicide ideation in past year	369 (14.5%)	201 (15.9%)
Suicide attempt in past year	86 (3.4%)	37 (2.9%)
<sup>1</sup> n (%)		

**Table S2. Attitudes about mental health and suicide**

<b>Social Norm</b>	<b>N</b>	<b>N = 2,546<sup>1</sup></b>
Having a mental health disorder is nothing to be ashamed of	2,541	
Disagree		133 (5.23%)
Mixed Feelings		374 (14.7%)
Agree		2,034 (80.0%)
People with mental health disorders can get better	2,520	
Disagree		84 (3.33%)
Mixed Feelings		638 (25.3%)
Agree		1,798 (71.3%)
People who are suicidal can be treated and go on to live successful lives	2,544	
Disagree		97 (3.81%)
Mixed Feelings		515 (20.2%)
Agree		1,932 (75.9%)
People should talk about suicide openly	2,544	
Disagree		121 (4.76%)
Mixed Feelings		768 (30.2%)
Agree		1,655 (65.1%)

<sup>1</sup> n (%)

**Table S3. Perceived Social Norms about Mental Health**

<b>Characteristic</b>	<b>N</b>	<b>N = 2,546</b>
Having a mental health disorder is nothing to be ashamed of	2,533	
Median (IQR)		50 (38, 72)
Mean (SD)		54 (25)
Range		0, 100
People with mental health disorders can get better	2,377	
Median (IQR)		60 (46, 77)
Mean (SD)		60 (23)
Range		0, 100
People who are suicidal can be treated and go on to live successful lives	2,541	
Median (IQR)		58 (44, 80)
Mean (SD)		60 (25)
Range		0, 100
People should talk about suicide openly	2,540	
Median (IQR)		50 (30, 70)
Mean (SD)		51 (27)
Range		0, 100

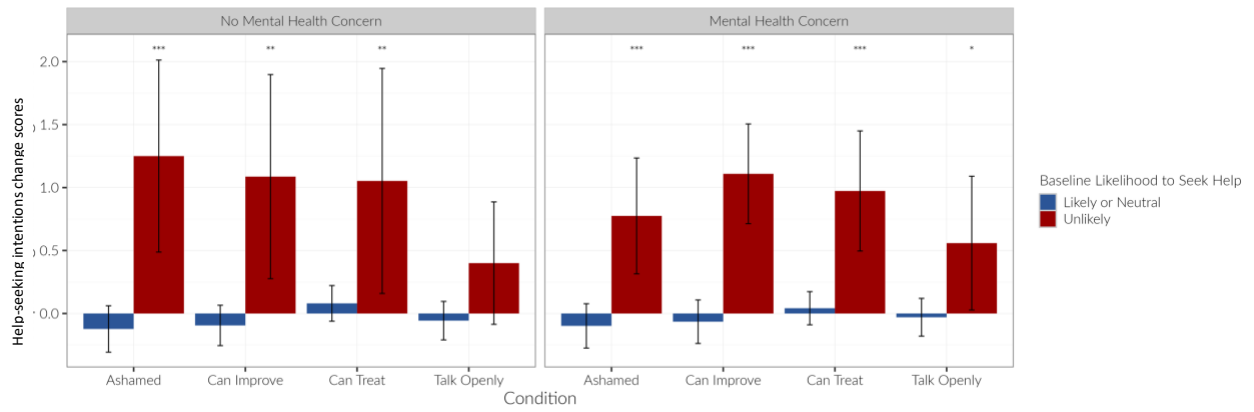
**Table S4. Perceived norms about mental health and suicide**

	Frequency	Percent
A mental health disorder is nothing to be ashamed of (Norm: 87% agree)		
Did not underestimate	300	11.8%
Underestimated	2,233	88.2%
Total	2,533	100.0%
People with mental health disorders can get better (Norm: 86% agree)		
Did not underestimate	369	15.5%
Underestimated	2,008	84.5%
Total	2,377	100.0%
People who are suicidal can be treated and go on (Norm: 91% agree)		
Did not underestimate	344	13.5%
Underestimated	2,197	86.5%
Total	2,541	100.0%
People should talk about suicide more openly (Norm: 87% agree)		
Did not underestimate	359	14.1%
Underestimated	2,181	85.9%
Total	2,540	100.0%

**Table S5. Effect sizes for the main effects in the PNF**

	B	SE	p	d
Having a mental health disorder is nothing to be ashamed of.	0.11	0.05	0.03	0.12
People with mental health disorders can get better	0.15	0.05	0.002	0.16
People who are suicidal can be treated and move on to live successful lives	0.24	0.04	<0.001	0.33
People should talk about suicide more openly	0.1	0.04	0.019	0.12
Cohen's d (e.g., 0.2 = small, 0.5 = medium)				

**Figure S2. Stratified analyses by baseline mental health concerns**



Mental health concern refers to having probable mental illness (according to the Kessler-6) or suicidal ideation over the past year.