

Zero Suicide asks the health care system to think differently about suicide care. As one of the leading causes of death in Canada the time is now. It is time to make a bold commitment to a reduction in suicides and improve the care for those who seek help. Thank you St. Joseph's London for being bold and taking the lead in Canada.

For more info visit: <http://zerosuicide.sprc.org/>

Hashtag #ZeroSuicide

## Press Release

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Breakfast of Champions breaks silence on suicide St. Joseph's Health Care Foundation announces commitment to fund Canada's first Zero Suicide initiative at annual breakfast

London, Ontario – A new breakthrough project – and Canadian first – aims to address one of the leading causes of death among those between the ages of 15 and 34. During the 10th annual Breakfast of Champions, St. Joseph's Health Care Foundation announced that funds raised at the event will support the first phase of a new suicide prevention strategy.

Every 40 seconds, someone in the world takes their own life. Every year in Canada, 4,000 people die by suicide. But even one is too many. The Zero Suicide initiative sets a bold, aspirational goal of reducing suicides and attempted suicides for individuals within our mental health program, and eventually throughout the London area.

Spearheading this initiative is a team well-versed in suicide prevention headed by Dr. Paul Links, Chair/Chief of Psychiatry for both St. Joseph's and London Health Sciences Centre. After the initial phase, and with additional community funding to be sought, Zero Suicide is expected to extend across those served by St. Joseph's Mental Health Care Programs, as well as community partners in the local mental health care system.

"Suicide is the worst possible outcome of mental illness. Fortunately we have an opportunity to use a suicide prevention approach that has already shown positive results elsewhere. Now is the time to introduce Zero Suicide in Canada and show that it works here too," says Dr. Paul Links, Chair Chief of Psychiatry, St. Joseph's and LHSC.

The event's special guest, Patrick Kennedy, offered his endorsement of this program, affirming the need to build an additional support network around those at risk of suicide. He also shared why we need to change the way people view and talk about mental health and addictions.

"This breakfast has become a critical event in our community around mental health – and one that raises funds for innovative approaches to care," says Michelle Campbell, President and CEO, St. Joseph's Health Care Foundation. "I am delighted that proceeds raised through this event are supporting such a project—one that is a first in Canada."

**For more information about the Zero Suicide initiative:**

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