

# World Suicide Prevention Day

Working Together to  
Prevent Suicide

## Press Release

### Canadians save lives by taking the time to join together on World Suicide Prevention Day!

Ottawa, ON, September 1, 2018: On September 10th, 2018, people will gather in communities across Canada and over 50 countries around the world to show their support to recognize World Suicide Prevention Day. Since 2003, WSPD has publically brought the need for suicide awareness and a greater commitment to suicide prevention to the world stage. On World Suicide Prevention Day, we are reminded that Working Together, We Can Prevent Suicide.

It is estimated that each day in Canada, 11 people will end their life and 210 will make a suicide attempt. Suicide occurs across all age, economic, social, and ethnic boundaries. The pain that leads individuals to take their lives is unimaginable. And their deaths leave countless family and friends bereaved and their communities impacted.

On September 10th, the Canadian Association for Suicide Prevention (CASP) invites all communities in Canada to find at least one way of connecting to World Suicide Prevention Day. Your efforts will shine a light on this important issue, sending a message to those who are despairing, those who are grieving, and those who are supporting someone who is struggling. World Suicide Prevention Day is an opportunity to spread the message that help, hope, and healing are possible.

“Suicide prevention occurs every minute of every day throughout the year. On WSPD though, our collective actions and words give a powerful voice to the difference each and every one of us, alone and together, can make in bringing meaningful hope to those most vulnerable and at risk” said CASP Board President Karen Letofsky. Julie K. Campbell, Executive Director of CASP goes on to say “This year CASP has chosen the image of two people joining their hands to form a heart—a symbol of coming together to offer help, support, and care to those who are in need. It’s a reminder that we are stronger together. Together, we can prevent suicide.”

For the third year, CASP has coordinated a large national effort including an electronic toolkit and the distribution of the internationally recognized World Suicide Prevention Day ribbons. On September 10th, the Canadian Association for Suicide Prevention invites you to WORK TOGETHER TO PREVENT SUICIDE.



September 10, 2018  
[suicideprevention.ca/wspd](http://suicideprevention.ca/wspd)



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### Canadians save lives by taking the time to join together on World Suicide Prevention Day!

Working together, we can raise awareness about suicide. On World Suicide Prevention Day, wear a suicide awareness ribbon. The beautiful orange and yellow ribbon represents light in the darkness. It is a symbol of hope and possibility. Wear a ribbon to show your support for suicide awareness and prevention. If you are active on social media, use the materials in the WSPD toolkit to change your profile picture or share a poster telling others what you will be doing to help prevent suicide on WSPD. Remember to tag @CASP\_CA so that we can see your work!

Working together, we can help someone who may be struggling. World Suicide Prevention Day is a reminder to reach out to someone in need. If you are concerned about someone, reach out and ask them if they want to talk. A caring, compassionate person at a difficult time can help turn things around.

Working together, we can share messages of hope. Canadians will join together by lighting a candle and placing it near a window at 8:00 p.m. on September 10th. The candle will be a beacon of caring and compassion, which illuminates the need for suicide awareness and prevention. The candle also recognizes those who have been impacted by suicide or bereaved by suicide. Join us by lighting a candle and sharing the image on social media.

Remember that small acts can truly be life changing. Working together, we can make a difference.

To find an event in your community or to post an event, visit <http://suicideprevention.ca/wspd/>

Download posters and images at <http://suicideprevention.ca/wspd/>  
[www.suicideprevention.ca](http://www.suicideprevention.ca)      @CASP\_CA      #WSPD

For more information, please contact:

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