

# World Suicide Prevention Day

Working Together to  
Prevent Suicide

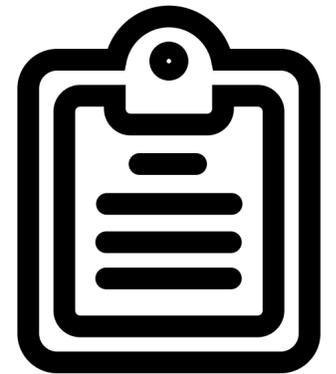
Toolkit

## By the numbers...

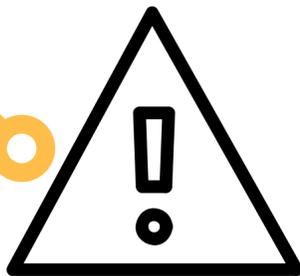


**800,000**  
Suicides  
worldwide each  
year

**9th**  
Leading cause of  
death overall and  
2nd among youth  
24 and younger



**4400**  
Suicide deaths in  
Canada each year

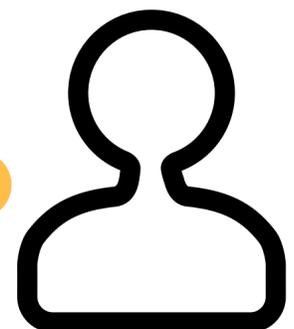


**131**  
There is one  
suicide every 131  
minutes in Canada



**NUMBERS**  
Support and crisis  
lines are available  
throughout Canada

**1**  
One person can  
make a difference  
to someone in  
need

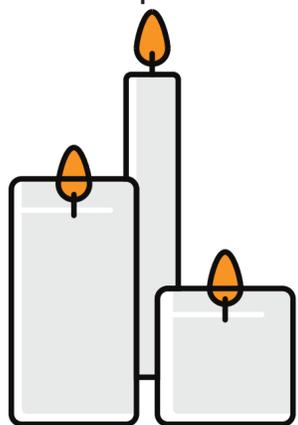


World Suicide Prevention Day is an opportunity for everyone in the community – the public, charitable organizations, communities, researchers, clinicians, practitioners, politicians and policy makers, volunteers, those with lived experience of suicide attempts or loss, and other interested groups and individuals - to join with the International Association for Suicide Prevention (IASP) and the Canadian Association for Suicide Prevention to promote understanding about suicide and highlight effective prevention activities. This toolkit contains resources and materials to help spread the word about suicide prevention, life promotion, and the potential for hope and healing.

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



This year's World Suicide Prevention Day theme is "Working Together to Prevent Suicide." At times, the work of suicide prevention can feel overwhelming. We may question what we can do to help, especially when we hear the statistics. We must always remember that help, hope, and healing are possible. When we come together in the work, small acts can make a big difference. World Suicide Prevention Day is an opportunity to come together to raise awareness about suicide and encourage everyone to do their part. Working together our efforts can make a world of difference. World Suicide Prevention Day is a starting point – what we do after that day matters too. Consider using world suicide prevention day as a time to recommit to your role in working together to prevent suicide and promote life. So what can you do? Here are a few ideas. . .



### **Light a candle**

Light a candle and place it near a window at 8pm on September 10th. Throughout the world candles will shine as a beacon of hope. Light a candle to show your support for suicide prevention, to remember someone who has died by suicide, and to honour those whose lives have been impacted by suicide.

### **Plan or attend an event in your community**



Planning an event? Share the information at [suicideprevention.ca/wspd](http://suicideprevention.ca/wspd) so that others in the community can learn more. Want to attend an event? Search for an event near you using the search tool at the website above. Participate in events that spread messages of hope--consider planting a tree in your community in honour of WSPD.

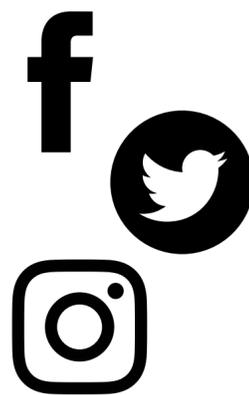


### **Wear a ribbon**

For the third year, join with others throughout the world in wearing an orange and yellow ribbon as a sign of support for suicide prevention. The colours symbolize the flame of a candle – hope and light in the darkness.

### **Connect on social media**

Download one of the social media posters, write in what you will do on WSPD to help prevent suicide, and then take a picture and share it on social media. Be sure to use #WSPD18 when you post your picture! Change your profile picture to a yellow and orange ribbon, a candle, or one of the other social media images provided in the toolkit. Encourage others to get involved! Share resources online and encourage others to share.



### **Reach out to someone in need**



When someone is struggling, the first step is taking a moment to check in with them and listen supportively and compassionately to what they have to say. You can start with, "I know you've been going through a lot lately. I want you to know I'm concerned about you." Remember that you don't have to have all of the answers, but be prepared to help them find resources and information if needed. Visit [suicideprevention.ca/need-help/](http://suicideprevention.ca/need-help/) to find resources in your community.

### **Download and share the toolkit**

The toolkit contains a sample press release, letter to the editor, postcard, poster, and more! Visit [suicideprevention.ca/wspd](http://suicideprevention.ca/wspd) to find more resources, information, and ideas for getting involved!

