



2019 Annual Report

'Working Together to Prevent Suicide'



International Association for Suicide Prevention

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Suicide is the third leading cause of death in 15-19 year olds.

For every suicide, many more attempt suicide every year. A prior suicide attempt is **the single most important risk factor** for suicide in the general population.

79% of global suicides occur in low- and middle-income countries.

'We all have a role to play and collectively we can make a difference. Efforts to prevent suicide are more likely to succeed when there is broad participation and a shared commitment to meet common goals' Murad Khan, IASP President, 9th September 2019

'Suicide is the second leading cause of death among young people aged 15 to 29 and rising at alarming rates. Mental health has been neglected for too long. We need more investment in health services and to keep fighting the stigma of seeking help.' Antonio Guterres, UN Sec Gen, 10th October 2019

Close to 800,000 people die due to suicide every year.

'Despite progress, one person still dies every 40 seconds from suicide,' said WHO Director-General, Dr Tedros Adhanom Ghebreyesus. "Every death is a tragedy for family, friends and colleagues. Yet suicides are preventable. We call on all countries to incorporate proven suicide prevention strategies into national health and education programmes in a sustainable way.' 9th September 2019

Ingestion of pesticide, hanging and firearms are among the most common methods of suicide globally.

VOICE OF THE PRESIDENT

This report provides an opportunity to reflect on a particularly progressive year for the International Association for Suicide Prevention. The formation of the Specialist Working Group (SWG) on Decriminalisation of Suicide and Suicidal Behaviour has been a huge step forward in terms of global policy, by advocating for the decriminalisation of attempted suicide in countries where this behaviour remains illegal or punishable. The World Congress in Derry-Londonderry in September 2019 provided a wonderful opportunity to share knowledge and expertise within the field of suicide prevention by bringing together international perspectives from academics and practitioners across several disciplines. The theme of the Congress, 'Breaking down Walls and Building Bridges', was a powerful reflection of the work we do in suicide prevention and the building of hope for those in crisis. The third Caribbean Regional Symposium, held in Trinidad in May, was another valuable educational event that involved the delivery of our Gatekeeper training program, providing the mental health professionals and volunteers with the skills and knowledge base to assist them in recognising suicidal risk in their own communities. We collaborated with the World Mental Health Federation, the World Health Organisation and United for Global Health on a month-long awareness-raising campaign, beginning with World Suicide Prevention Day on September 10th and concluding with World Mental Health Day on October 10th, of which the theme was suicide prevention. The extended focus on suicide prevention to promoted a better understanding of suicide as a public health issue while highlighting effective prevention activities. I invite you to read about the many more deliverables of our organisation during 2019 which demonstrate the tremendous efforts and commitment of our global community towards the ultimate goal of a reduction in deaths by suicide.



Professor Murad Khan



GLOBAL POLICY

IASP plays a strategic central role that is both proactive and reactive in empowering an effective forum on which evidenced-based suicide prevention activities are promoted, implemented and evaluated. Guiding policy and increasing the visibility of the issue of suicide at a global level continues to be a priority.

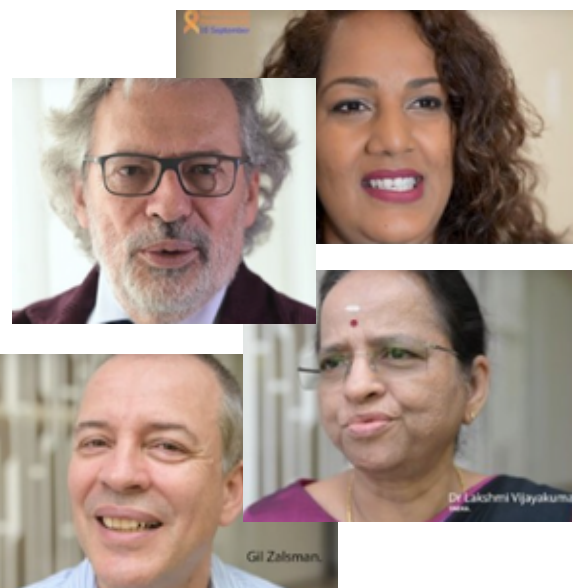
- **Preventing Suicide – A World Survey**
In a follow up to the 2014 WHO Report, 'Preventing Suicide - A Global Imperative', IASP initiated a survey to update information provided to indicate where gaps in suicide prevention action are and informed policymakers and strategists to where resources and further knowledge is needed.
- **As part of the collaborative IASP/WHO agenda**, a forum of international expertise was initiated supporting the provision of an online resource library to guide the development of national strategies in lower and middle-income countries. Community-level suicide prevention activities can become key elements in the long-term set up of a national response to suicide prevention in countries where a National Strategy for suicide prevention is not in place.
- **National Strategy Development**
Working meetings and mentoring/evaluation sessions on national strategy development at the IASP 30th World Congress in Derry, Northern Ireland took place with country representatives from Iran, Kenya and Namibia. Discussions also took place in 2019 with Bhutan and Russia.
- **Decriminalisation of attempted suicide and suicidal behaviour** is a key concern for IASP. A Specialist Working Group was selected to firstly develop a policy position for IASP to stand by. This group has the potential to guide organisational advocacy and advise and support on approaches to relevant authorities (Governments, professional associations etc) for the decriminalisation of attempted suicide.

COMMUNICATIONS; GLOBAL, COMMUNITY & ORGANISATIONAL

Raising awareness of suicide and its prevention is vital in reducing stigma and encouraging our message of 'Working together to prevent suicide'. IASP's role requires the transference of evidence-based research and practice into systematic knowledge, skills and experience at a global level. IASP provides training and education through its conference programme and specific training opportunities.

On World Suicide Prevention Day (WSPD), 10 September 2019, IASP highlighted the importance of collaboration through the theme, 'Working Together to Prevent Suicide' and demonstrated a commitment to reduce suicide. WSPD provides a global platform for suicide prevention messaging. Not only has it obtained inter-organisational prestige but importantly the global event reaches village and urban communities in remote communities as well as heads of governments. The 2019 theme for World Mental Health Day (WMHD) on the 10th of October, one month later, was 'Suicide Prevention'. This provided the opportunity to spread awareness throughout the month and collaborate with partner over World Mental Health Day.

- The IASP 'In Conversation With...' series of interviews delivered strategic social media communications bridging WSPD and WMHD. The interviews promoted a full range of multi-sectoral work in the field of suicide prevention and helped spread awareness of IASP's core mission.
- IASP continued engagement with Twitter to reactivate the orange and yellow suicide prevention ribbon emoji until the end of September. The emoji was activated by hashtags #worldsuicidepreventionday #suicideprevention #WSPD #WSPD2019 in 21 languages.
- IASP formed part of a joint social media campaign aimed at World Mental Health Day called #40secondsofaction (in 6 languages) with the World Health Organisation (WHO), the World Federation for Mental Health and United for Global Mental Health. The campaign was launched on WHO's website on World Suicide Prevention Day and shared across all partners social media platforms, called for action to be delivered on World Mental Health Day. WHO reported that the campaign achieved 3 million impressions on World Mental Health Day.





- The reach of the social media campaign is the largest to date. To provide some context, World Suicide Prevention Day 2018 achieved 1.8 million impressions on our Twitter account so there has been a significant increase in traffic.
- The 2019 global raising awareness campaign "Cycle Around the Globe", was activated and increasingly was embraced by individuals and organizations across the world. In 2019, our enthusiastic cyclists covered a combined distance of over 39,000 miles.



EDUCATION & TRAINING

The Asian Regional Strategy Meeting focused on identifying community development issues and broadening the scope for local programmes with participants from across Asia. The theme introduced multi-sector, multi-level evidence-based approaches to preventing suicide in rural communities with specific interest in Bangladesh, Bhutan, China, India, Indonesia, Thailand.



The 3rd Caribbean Regional Symposium, a substantial training forum, took place in the Port of Spain, Trinidad and was well attended by mental health professionals and volunteers from the region.

The IASP World Congress held in Derry/Londonderry in September was a huge success with approximately 876 attendees from over 57 countries.



As ever the World Congresses are an inclusive platform that allows for engagement on wide ranging topics covered from National Strategies to Crisis Centres, adolescents to older age. The voice of Lived Experience was included at the conference and early career researchers had an array of opportunities to present and network. The IASP awards were announced and celebrated. At the close of the conference a community forum was also held to all who lived in the local area.



COMMUNITY ACTION

Initiating, pioneering and supporting suicide prevention activities to address specific needs, particularly where there is a lack of facilities or resources.

An IASP five-year initiative to pilot test, introduce and implement suicide prevention activities into a small community in Nairobi continued in 2019 a collaborative plan with the mental health system to integrate suicide prevention programmes into the medical systems, providing surveillance systems training, Gatekeeper and Clinician training on suicidal behaviour and raise public awareness of suicide and its prevention in communities.

A three-day Asian Regional Workshop held in conjunction with the Indian Association of Psychiatry and organised by Sneha in April 2019. IASP was delighted to partake by providing gatekeeper training. National representatives, from Bangladesh, Bhutan, China, India, Indonesia, Pakistan and Thailand were invited, funded and attended working meetings and workshops to address issues at a national level. From these working meetings of national representatives, it has been surmised that the focus for future development in this area will be formulated into a regionally resourced hub benefitting from already established cross-border partnerships. Implementation of suicide prevention actions will continue to adhere to a multi-sectorial, multi-level approach to community (national, local) suicide prevention initiatives. This will refocus direction to strengthen existing networks and explore the potential for collaboration in countries where resources and skills are limited. It builds on a mentoring scheme and builds on knowledge and skills for networks where similar cultures and religious practices have strong commonalities in suicide prevention practices.



ORGANISATION

SPECIAL INTEREST GROUPS

From the membership evolves Special Interest Groups representing multi-disciplinary networks, working together to pursue a shared interest in a specific and legitimate suicide prevention topic with a view to making a substantive contribution to improved understanding, practice or policy relating to that topic. The Special Interest Group on Self Harm in Middle-Aged Adults has been established to focus on the high propensity of suicidal behaviour in the age group. The establishment also of the Special Interest Group on Lived Experience is a prominent and progressive development for IASP and welcomed by the membership.

PARTNERS AND COLLABORATION

Collaboration between World Suicide Prevention Day (WSPD) and World Mental Health Day (WMHD) focused on suicide prevention in 2019. The shared theme of suicide prevention in 2019 provided a unique opportunity for campaigns to collaborate and coordinate across the two days, and month in between.

The partnership with the World Federation for Mental Health (WFMH); facilitated a comprehensive and aligned campaign serving each awareness day.

| We are working together to prevent suicide

WORLD
SUICIDE
PREVENTION
DAY 09/10



| We are working together to prevent suicide

WORLD
MENTAL
HEALTH
DAY 10/10



MEMBERSHIP & THE TEAM

- IASP's suicide prevention activities were clearly defined in our global 5-year strategy (2014-2018) and it has been both inspiring and encouraging to evaluate the ambitious programme outlined by the previous Board. We have much to be proud of in achieving 85% of this challenging programme that has laid the grounds for an overarching process that took us into our next 5-year strategy: 2019-2023 with new and continuing challenges.
- The Central Administrative Office work capacity increased but resources remained at 3 full-time equivalent throughout 2019. IASP continued to be reliant on significant pro bono (personnel on the Board, advisors, consultants and staff) and "in-kind" contributions (office space, travel and communications). The Board sees a priority in building on the current professional infrastructures to ensure future organisational sustainability and growth.
- Despite international progress in suicide prevention there continues to be many challenges, especially in some of the most rural and isolated parts of the world where resources are limited. A combined effort at international, national and local level can ensure that collaboration is maintained. Open communication, broad participation and shared commitment to achieve our common goal is our takeaway message - preventing suicide is our mission and there is still much work to be done.



RESOURCES

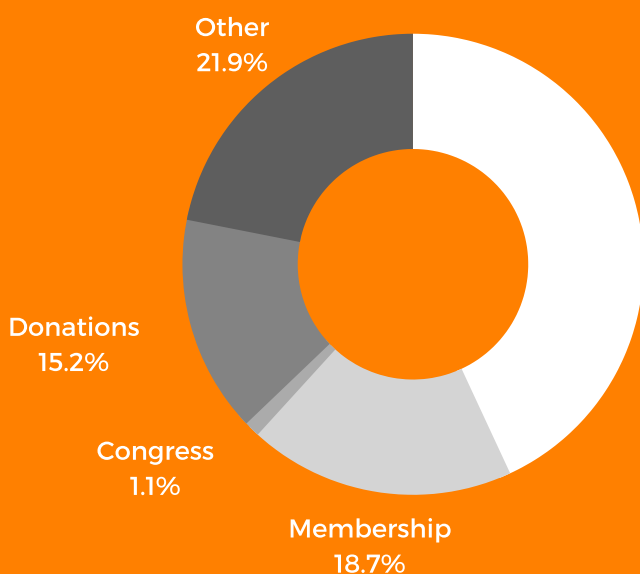
The Association's finances have again strengthened over the past year, due partly to an organisational increase in the delivering of IASP's programmes and activities but also by the keeping overhead expenditure to a minimum. The IASP Board was mindful that, in order for the Association to develop and be sustainable, investment into the organizational structure is required, and staffing levels in Central Administrative Office should be increased to reflect IASP's growing commitments, accordingly.

The Board was also clearly aware that a diversity of revenue is essential and as such steps are being taken to ensure a broader reach of funding and international resources can be accessed that addresses the future 5 Year Strategy.

Revenue was accessed from a number of sources: industry, individual and social media, whilst expenditure reflected key components of IASP suicide prevention commitments extending from the development and implementation of global policy and communications, community action and new suicide prevention initiatives, through to the regular requisites of the membership (training consultations etc).

IASP adopted its new Five-Year Strategy (2019 – 2023) and financial projections indicate that with a continual well-managed increase in resources and a growth in well-constructed programmes that address global suicide, IASP will meet its projected goals.

REVENUE



2019 REVENUE
2019 EXPENDITURE
2019 ASSETS

\$361,994
\$295,552
\$366,741

EXPENDITURE

Sponsorship
43.1%

Projects & Programme
29.2%

Development & Marketing
0.2%

Fees
4.3%

Communications
12%

Staff
50.6%

Rent and Office
3.6%

*Revenue & Expenditure excludes pro bono and in kind support to the organisation.

ACKNOWLEDGEMENTS

Our Funders; the Facebook community, Cycle Around the Globe participants and other donations. Syngenta Global, H. Lundbeck A/S & Twitter (in kind).

IASP World Congress Sponsors; Action Trauma, British Psychological Society, Friends of Suicide Loss, Crisis, Derry City & Strabane District Council, Fresh Minds Education, Outside the Box Learning Resources Ltd, IEPA Early Intervention in Mental Health, Kevin & Margaret Hines Foundation, Living Works Education USA Inc., National Office for Suicide Prevention (Ireland), The Public Health Agency (Northern Ireland), SAVE, Ulster University, Visit Derry and the Zero Suicide Alliance.

Our Pro-Bono Consultants,
our trainers, organisational consultants, mentors and past presidents who continue to give their professional time and knowledge.

The IASP Trustees,
who give their time and leadership in kind.

The Central Administrative Office Team,
who work in tandem from four geographical locations.





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‘Working Together to Prevent Suicide’



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for Suicide Prevention**

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