



International Association  
for Suicide Prevention

---

# World Suicide Prevention Day

Creating Hope  
Through Action

10 September 2023



Campaign Pack

You can #BeTheLight\*



## From the President

This campaign pack is filled with useful information and resources on how you can engage with World Suicide Prevention Day in 2023. Our theme of creating hope through action continues to ignite us to be the light for others. The pack includes information on how you can engage with WSPD more generally and what you can do to develop relationships with policy and decision-makers. We are also delighted to offer our awareness film in multiple languages and provide an immense set of resources that can be used to raise informed awareness of suicide. There are also suggested posts and activities that can be used as guidance to build your campaigns. Once again, we would like to thank you for your incredible efforts and thank all of our global collaborators. We commend your passion and willingness to advocate for suicide prevention!

**“Although suicide prevention should be prioritised each and every day, the 10th is a day when we come together as a global community to highlight that suicides are preventable. We can be a light to those struggling to live, as well as to those who have lost a loved one to suicide.”**

**Professor Rory O'Connor**  
IASP President

### Background

Suicide is a major public health problem with far-reaching social, emotional and economic consequences. It is estimated that there are currently more than 700,000 suicides per year worldwide and we know that each suicide profoundly affects many more people.

World Suicide Prevention Day is observed every year on the 10th of September to draw attention to this important public health issue globally and to disseminate the message that suicides are preventable. This annual campaign lasts until World Mental Health Day on October 10, but the message of awareness, support, and action is spread every day.

The theme for World Suicide Prevention Day is “Creating Hope through Action”. By encouraging understanding, reaching in and sharing experiences, this theme gives people the confidence to take action. It highlights the fact that there is an alternative to suicide and aims to inspire confidence and light in all of us. By creating hope, we can reduce the stigma around suicide and foster a culture where people in need can easily seek help. Meaningful and safe conversations around suicide can also help spread the message that it is okay to talk about suicide. Through action, we can play a supportive role to people in crisis.



**International Association  
for Suicide Prevention**

# Creating Hope Through Action

## What can you do? How to engage



### Spread awareness



Raise awareness about suicide prevention by using various platforms such as social media, community events, and informational campaigns. Share statistics, facts, and messages that emphasise the importance of mental health and seeking help. You can even utilize hashtags related to suicide prevention to create a digital conversation around the topic.

### Start conversations



Initiate open and compassionate discussions about mental health and suicide prevention. Encourage people to talk about their feelings, struggles, and experiences without judgment. Changing the narrative around suicide through the promotion of hope can create a more compassionate society where those in need feel more comfortable in coming forward to seek help.

### Reach out



You can help give hope by reaching in to somebody in distress. You do not need to tell them what to do or have solutions, but simply making the time and space to listen to someone about their experiences of distress or suicidal thoughts can help. Small talk can save lives and create a sense of connection and hope in somebody who may be struggling.

### Support organisations



Identify and support local and national organisations that are dedicated to suicide prevention and mental health support. This could involve volunteering your time, donating, or participating in fundraising events. Every little action is important as it helps to create hope.

### Share your story



Sharing your story of lived experience (whether it's your own experience of suicide or that of supporting someone) is extremely powerful. It can strengthen and inform our understanding and approaches to suicide. It helps connect us to more human experiences and ensures we develop more appropriate and nuanced responses.

### Learn the signs






Educate yourself and others about the warning signs of someone who might be at risk of suicide. This includes anxiety, depression, reckless behaviour, hopelessness, mood changes, and withdrawal. Being informed about these signs enables you to reach out and offer support.







**International Association  
for Suicide Prevention**

# Ways to engage with your government or local decision-makers on World Suicide Prevention Day




## Information & Awareness

-  Make sure you know your facts about suicide generally and specifically to your region. You can [use our factsheets](#) or get in touch with our [regional coordinators](#) for more information.
-  Consider if your country has a suicide prevention strategy and whether this has been implemented. For example, there might be a national strategy that could be adopted by your region or institution.
-  Try to identify the key decision-makers in your region. This could include local government officials, legislators, religious leaders, and policy advisors (including charities and academics).

## Communication

-  Think about how you are going to communicate with these decision-makers. You might want to draft an email or letter.
-  You could also partner with other groups because working together can help amplify your message and increase your collective influence.
-  Make use of social media to engage with policymakers by tagging them and encouraging others to join the conversation.
-  If you feel comfortable doing so, consider sharing your story. Sharing your lived experience of suicide with policymakers can make the issue more relatable and emphasize the real impact of suicide on individuals, families, and communities.

## Engagement

-  Try to arrange meetings with decision-makers to discuss the issue (this could be online or in person). It is also helpful to consider a follow-up, which can include information on key points discussed, updates and progress reports.
-  You can also engage with public meetings and community gatherings where government and decision-makers are present. These are great forums for you to ask questions, express concerns, and discuss the importance of suicide prevention.
-  While it is important to highlight the issues for government and decision-makers it can be helpful if you offer evidence-based solutions that could be considered. These could be about referring to the academic literature or emphasising the importance of funding mental health services and charities, awareness campaigns, and training programs.

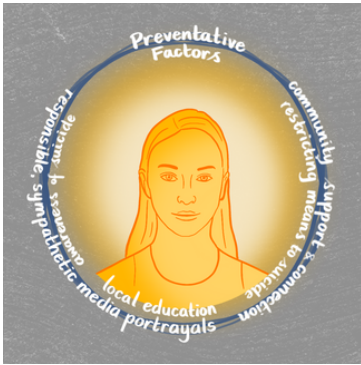
Remember that change can take time, but you can make a difference by advocating for suicide prevention policies. Make sure that you are patient, persistent, and respectful when engaging in this dialogue for suicide prevention.



**International Association  
for Suicide Prevention**

## Awareness Film – Download & Share

This animated awareness film encompasses the overarching messages behind the theme and our call to action “Be the light”. To disseminate the message and its reach globally, the film has also been developed in a variety of languages. These assets were made possible thanks to support from H. Lundbeck A/S.



**ENGLISH**  
**Creating Hope**  
**Through Action**

## Download



**SPANISH**  
**Creando Esperanza a través de la Acción**

## Download



**ARABIC**  
خلق الأمل من خلال العمل

## Download



**CHINESE**  
用行动创造希望

## Download



**FRENCH**  
**Créer l'espoir par l'action**

## Download



**PORTUGUESE**  
**Criando Esperança**  
**Através da Ação**

**Download**



**ITALIAN**  
**Creando la Speranza**  
**Attraverso l'Azione**

## Download



## PASHTO

د عمل له لارې د امید رامینځته کول

## Download



**UKRAINIAN**  
створює надію діями

**Download**



# International Association for Suicide Prevention

We have a variety of resources on our website for World Suicide Prevention Day 2023 including banners, suggested posts, and supportive messaging.

This World Suicide Prevention Day brief is based on our triennial theme Creating Hope Through Action. It highlights some of the roles we can play in supporting individuals experiencing a suicidal crisis or those bereaved by suicide.

## Outreach Briefs



These outreach briefs are an opportunity to provide focused information on key considerations within suicide prevention research and interventions. Developed in collaboration with IASP Special Interest Groups and other collaborative partners we aim for these briefs to be informative, action driven and to signpost to further resources for more information. The 7 outreach briefs available in our website focus on a range of issues from media to lived experiences.

## Facts & Figures


Did you know that suicide occurs across all regions in the world, however, over three-quarters of global suicides in 2019 occurred in low- and middle-income countries? This factsheet contains similar facts and figures on global suicide rates.

## Take Time to Reach Out

Taking time to reach out to someone in your community – A family member, friend, colleague or even a stranger — could change the course of another's life. This resource outlines some steps to connect someone to life and the help they want.





# CREATING HOPE PREVENTION ACTION




**One in every 100 deaths worldwide is the result of suicide.\***

**Suicide can affect every one of us.** Each and every suicide is devastating and has a profound impact on those around them. However, by raising awareness, reducing the stigma around suicide and encouraging well-informed action, we can reduce instances of suicide around the world.




**World Suicide Prevention Day is an opportunity to raise awareness of suicide and to promote action through proven means that will reduce the number of suicides and suicide attempts globally.**


**Creating Hope Through Action** is a reminder that there is an alternative to suicide and aims to inspire confidence and light in all of us that our actions, no matter how big or small, may provide hope to those who have a struggle. Preventing suicide is often possible and you are a key player in its prevention. Through action, you can make a difference to someone in their darkest moments – as a member of society, as a child, as a parent, as a friend, as a colleague or as a neighbour. We can all play a role in supporting those experiencing a suicidal crisis or those bereaved by suicide.



**Suicidal thoughts are complex.**


No single approach works for everyone. What we do know is that there are certain factors and life events that may make someone more vulnerable to suicide and mental health conditions such as anxiety and depression can also be a contributing factor. People who are suicidal may feel trapped or like a burden to their friends, family and those around them and thus feel like they are alone and have no other options. The COVID-19 Pandemic has contributed to increased feelings of isolation and vulnerability. By creating hope through action, we can signal to people experiencing suicidal thoughts that there is hope and that we care and want to support them.





## Lived Experience of Suicide

### Creating Hope Through Action



## Suicide & The Workplace

### Creating Hope Through Action

#### BACKGROUND

Over 500,000 people with suicidal thoughts and intentions every year in the United States are not treated. The need to create strong and effective support systems is essential to ensure that people who are at risk can be identified and supported.

Identifying critical signs and symptoms of people with lived experience is the first step in providing support. The National Suicide Prevention Helpline and International Suicide Prevention Helpline are available 24/7 for people in crisis.

By integrating lived experience into the fabric of an organization's culture, support systems can be created that are more effective and sustainable. This includes providing training to all employees, creating a safe and supportive environment, and ensuring that people who are at risk can be identified and supported.

People with lived experience of suicide bring a unique perspective to the workplace. They have experienced the pain and suffering of suicide, and they have seen the impact it can have on a person's life. This experience can be a powerful asset in the workplace, as it allows them to provide support and guidance to others who may be struggling.

There are many ways in which people with lived experience can contribute to the workplace. They can provide training and support to others, they can help to create a safe and supportive environment, and they can provide a unique perspective on the challenges of suicide.

#### LIVED EXPERIENCE OF SUICIDE IS DEFINED AS

having experienced suicidal thoughts, suicidal ideation, or a suicidal attempt, or having been harmed by a suicidal person.


People with a lived experience of suicide bring a unique perspective to the workplace. They have experienced the pain and suffering of suicide, and they have seen the impact it can have on a person's life. This experience can be a powerful asset in the workplace, as it allows them to provide support and guidance to others who may be struggling.

There are many ways in which people with lived experience can contribute to the workplace. They can provide training and support to others, they can help to create a safe and supportive environment, and they can provide a unique perspective on the challenges of suicide.

#### ENGAGEMENT PRINCIPLES

- TRUST & SAFETY
- RESPECT & COMPASSION
- COLLABORATION & POWER-SHARING
- TRANSPARENCY & ACCOUNTABILITY
- DIVERSITY & INCLUSION

YOU CAN BE THE DIFFERENCE



Integrating and partnering with people with lived experience is essential to creating a safe and supportive workplace. This can be done through a variety of ways, including training, support, and collaboration.

People with lived experience can provide a unique perspective on the challenges of suicide, and they can help to create a safe and supportive environment for others. This can be done through a variety of ways, including training, support, and collaboration.

Integrating and partnering with people with lived experience is essential to creating a safe and supportive workplace. This can be done through a variety of ways, including training, support, and collaboration.

#### BACKGROUND

According to the International Labour Organization (ILO), of global workers, 2.5 billion are employed, creating an office space for 1.5 billion. This means that 1.5 billion people are working in the workplace every day. This is a significant number, and it highlights the importance of creating a safe and supportive workplace for all employees.

People with lived experience of suicide are often at a higher risk of suicide than the general population. This is due to a variety of factors, including the stigma of suicide, the isolation that can come with a diagnosis, and the challenges of living with a mental health condition. However, people with lived experience can also be a powerful asset in the workplace, as they can provide support and guidance to others who may be struggling.


There are many ways in which people with lived experience can contribute to the workplace. They can provide training and support to others, they can help to create a safe and supportive environment, and they can provide a unique perspective on the challenges of suicide.

#### STATISTICS

Global suicide prevention is a global challenge. Suicide is a leading cause of death worldwide, and it is a major public health concern. In 2019, there were over 700,000 deaths due to suicide worldwide. This is a significant number, and it highlights the need for global suicide prevention efforts.

One in every 40 people has a mental health condition. This is a significant number, and it highlights the need for mental health support in the workplace. People with mental health conditions can be a powerful asset in the workplace, as they can provide support and guidance to others who may be struggling.

There are many ways in which people with lived experience can contribute to the workplace. They can provide training and support to others, they can help to create a safe and supportive environment, and they can provide a unique perspective on the challenges of suicide.



Integrating and partnering with people with lived experience is essential to creating a safe and supportive workplace. This can be done through a variety of ways, including training, support, and collaboration.

People with lived experience can provide a unique perspective on the challenges of suicide, and they can help to create a safe and supportive environment for others. This can be done through a variety of ways, including training, support, and collaboration.


Integrating and partnering with people with lived experience is essential to creating a safe and supportive workplace. This can be done through a variety of ways, including training, support, and collaboration.

#### HOW CAN WE DO MORE?

Workplaces haven't been taught to be a supportive suicide environment by looking for or understanding their employees. By listening to workers and their experiences around culturally diverse, aging, integrating, and suicide prevention, employers and stakeholders can develop more robust and deeply informed strategies to support their employees.


It's only suicide prevention that can be most effective. This is why suicide prevention is so important. It can help to reduce the risk of suicide, and it can help to create a safe and supportive workplace for all employees.

There are many ways in which people with lived experience can contribute to the workplace. They can provide training and support to others, they can help to create a safe and supportive environment, and they can provide a unique perspective on the challenges of suicide.



Over half (52%) of all people with lived experience of suicide say they would be more likely to seek help from a professional if they knew where to go.

There are many ways in which people with lived experience can contribute to the workplace. They can provide training and support to others, they can help to create a safe and supportive environment, and they can provide a unique perspective on the challenges of suicide.



More than 60% of people with lived experience of suicide say they would be more likely to seek help from a professional if they knew where to go.

There are many ways in which people with lived experience can contribute to the workplace. They can provide training and support to others, they can help to create a safe and supportive environment, and they can provide a unique perspective on the challenges of suicide.

# WORLD SUICIDE PREVENTION DAY

## GLOBAL SUICIDE STATISTICS

---



An estimated **703,000** people die by suicide worldwide each year.\*



## WORLD SUICIDE PREVENTION DAY

# TAKE TIME TO REACH OUT

---

**Taking time to reach out to someone in your community – A family member, friend, colleague or even a stranger – Could *change the course of another's life.***

You can help give someone hope by showing that you care. All of us can play a role, no matter how small. We may never know what we do that makes a difference. We all can reach in and ask somebody. You do not need to tell them what to do or have solutions, but simply making the time and space to listen to someone about their experiences of distress or suicidal thoughts can help. Small talk can save lives and create a sense of connection and hope in somebody who may be struggling.

**Look out for those who are not coping**

Warning signs of suicide include: hopelessness, rage, uncontrolled anger, seeking revenge, acting reckless or engaging in risky activities – seemingly without thinking, feeling trapped like there's no way out, increased alcohol or drug use, withdrawing from friends, family & society, anxiety, agitation, unable to sleep or sleeping all the time and dramatic mood changes.




## Suggested Posts

Share our template social media posts with the official hashtags, #WSPD, #WSPD2023, #BeTheLight, #WorldSuicidePreventionDay or #CreatingHopeThroughAction to join the conversation and help spread awareness of suicide prevention.



Please share our suggested posts on World Suicide Prevention Day to join the conversation on suicide prevention and to help raise awareness.



"An estimated 703,000 people a year take their life around the world. To prevent suicide requires us to become a beacon of light to those in pain. You can #BeTheLight."



"At 8PM on #WSPD, join me in lighting a candle to show your support for suicide prevention, to remember a loved one & for the survivors of suicide."



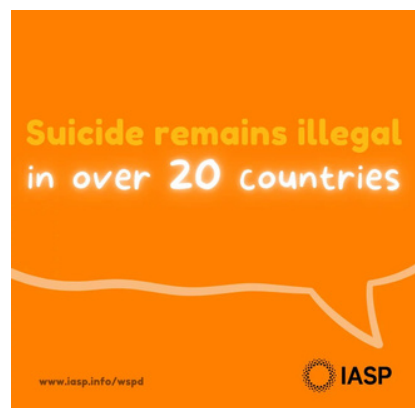
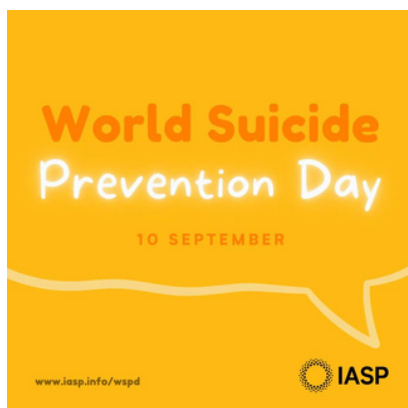
"This #WorldSuicidePreventionDay you can #BeTheLight by encouraging understanding, reaching in and sharing your experiences."



"Suicide can affect every one of us. By raising awareness, reducing the stigma & encouraging action we can help to reduce the instances of suicide around the world. #WSPD2023"



"#CreatingHopeThroughAction is a reminder that there is an alternative to suicide. Our actions, no matter how big or small, may provide hope to those who are struggling."



[Download social graphics here](#)

## Suggested Activities

World Suicide Prevention Day, September 10th, is an opportunity for all sectors of the community — the public, charitable organisations, communities, researchers, clinicians, practitioners, politicians and policy makers, volunteers, those bereaved by suicide, those with lived experience and other interested groups and individuals — to join with the International Association for Suicide Prevention (IASP) — to focus attention on suicide prevention. This resource provides some examples of diverse activities to promote understanding about suicide and highlight effective prevention activities on the day.



[Download suggested activities here](#)



**International Association  
for Suicide Prevention**