



International Association
for Suicide Prevention

CHANGING THE NARRATIVE ON SUICIDE

World Suicide
Prevention Day
Campaign Pack
10 September



World Suicide
Prevention Day
#WSPD



This campaign pack is filled with useful information and resources on how you can engage with World Suicide Prevention Day (WSPD) in 2025. This is the second year of our theme of changing the narrative on suicide. With this campaign, we aim to inspire everyone to engage in open and honest discussions about suicide and suicidal behaviour.

We encourage you to engage and build connections with policymakers and decision-makers to ensure suicide prevention remains a priority in public health. In this pack, we have provided links to other useful documents and resources that can strengthen your awareness-raising efforts. This includes practical guides and templates on suggested posts and activities that can be used to help build your campaigns. Thank you so much for your unwavering commitment and dedication to suicide prevention. We appreciate all your extensive efforts and would like to thank all of our global collaborators for coming together and making a difference.

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“Suicide prevention is a shared commitment that unites us across borders, cultures, and communities. As we continue our journey to change the narrative on suicide, let us ensure our message of hope and understanding reaches everyone — in every language and every corner of the world. I encourage you to use this campaign pack to open conversations, build connections, and inspire action. Your compassion, energy, and collaboration are essential in creating a future where support is accessible, stigma is diminished, and every life is valued.”

– Professor Jo Robinson, 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 720,000 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 2024–2026 is “Changing the Narrative on Suicide”. Changing the narrative on suicide is about transforming how we perceive this complex issue. It’s about shifting from a culture of silence and lack of understanding to one of openness, empathy, and support. Changing the narrative on suicide aims to inspire individuals, communities, organizations, and governments to engage in open and honest discussions about suicide and suicidal behaviour. By initiating these vital conversations, we can break down barriers, raise awareness, and create better cultures of understanding and support.

Changing the Narrative on Suicide

How can you change the narrative on suicide?



For Individuals:

- ▶ Check in with loved ones: 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. Look out for those who you think might be struggling and don't be afraid to ask someone if they are suicidal; the offer of support, showing empathy and validating their feelings is more likely to reduce distress rather than exacerbate it. Encourage them to seek help and further support. Read more guidance on talking through suicidal thoughts and feelings in our resource [here](#).
- ▶ Keep informed: Consider accessing training opportunities in suicide prevention and awareness to identify and support those with suicidal thoughts and behaviour. Opportunities may be available locally through workshops, online or in your workplace.
- ▶ Share your story: Individuals who have survived a suicide attempt or experienced the loss of a loved one to suicide often have valuable insights and can help us understand how the words and actions of others can be important. Sharing your story in a safe and supported way can be powerful to both you and to those around you. Your story can inspire others to seek help and to know they are not alone. For more resources click [here](#).
- ▶ Advocate for mental health awareness: Promote mental health awareness within your community, use social media, [local events](#) or even casual conversations to help spread the message.

For Communities:

- ▶ Check in with loved ones: 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. Look out for those who you think might be struggling and don't be afraid to ask someone if they are suicidal; the offer of support, showing empathy and validating their feelings is more likely to reduce distress rather than exacerbate it. Encourage them to seek help and further support. Read more guidance on talking through suicidal thoughts and feelings in our resource [here](#).
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Changing the Narrative on Suicide

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For Organisations:

- ▶ Training and education: Facilitate access to workshops or training sessions for employees to recognise the signs of suicidal thoughts and mental health issues and seek help. For mental health first aid and suicide prevention support, there may have expertise available locally or your organisation can also provide access to online courses and certifications for the workplace.
- ▶ Promote supportive workplaces: Implement and promote policies that support mental health, such as flexible working hours, flexible working arrangements, mental health days, and employee assistance programs. In addition, encourage an organisational culture where employees feel safe to discuss their mental health without fear of stigma or retribution and link them to additional support if needed.
- ▶ Corporate social responsibility: Fund mental health organisations and charities to support their initiatives. Encourage employees to volunteer their time and skills to awareness-raising campaigns such as [Cycle around the Globe](#) and other community initiatives.

For Governments:

- ▶ Policy development: Develop and implement or strengthen policies that approach suicide prevention strategically with an emphasis on evidence-based interventions that are effectively implemented and evaluated. Ensure these policies are inclusive and accessible to all. IASP encourages all countries to plan, implement and evaluate a comprehensive, nationwide strategic approach to suicide prevention, [find out more](#).
- ▶ Funding and resources: Allocate funding for mental health services, research, and prevention programs. Ensure that suicide prevention and mental health care are integrated into primary health care systems.
- ▶ Public awareness campaigns: Launch national and local campaigns to educate the public about suicide prevention and wider mental health issues, reducing stigma and encouraging help-seeking behaviour, as well as signposting as to where to seek help.

By addressing these areas and working collaboratively across sectors, we can create a more supportive and compassionate society where suicide is preventable, and everyone feels valued and understood. Start the conversation today. Every conversation, no matter how small, contributes to a more supportive and understanding society. Together, we can make a difference and work towards a future where suicide prevention is prioritized, and everyone feels supported to get the help works for them.

Resources

We have a variety of resources on our website for World Suicide Prevention Day 2025 including banners, suggested posts, and supportive messaging.

Banners

Our World Suicide Prevention Day banners are available to download in multiple languages. Use them in your social media posts or share them in your circle to highlight the day!

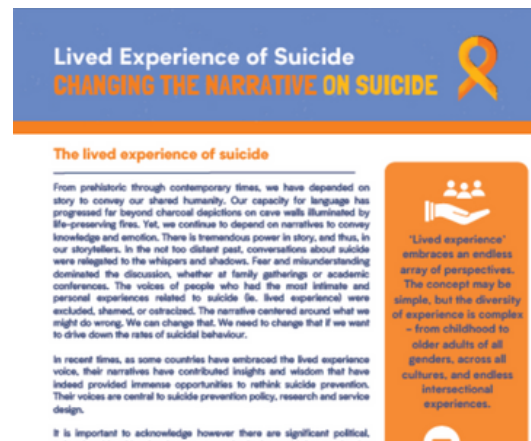


[Download the banners here](#)

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 experience.

[Download the outreach briefs here](#)



Facts & Figures

Did you know that suicide occurs across all regions in the world, however, three-quarters of global suicides in 2021 occurred in low- and middle-income countries? This factsheet contains similar facts and figures on global suicide rates.

[Download the factsheet](#)



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 a range of possible steps towards support and to encourage individuals to receiving the help they want.

[Download the resource here](#)



Suggested Posts

Don't forget to use the official hashtags **#WorldSuicidePreventionDay**, **#WSPD** or **#WSPD2025** alongside our suggested posts to join the conversation and spread awareness of suicide prevention on social media.



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



Start the conversation today. Every chat, no matter how small, builds a more supportive and understanding society. Together, we can make a difference and prioritise suicide prevention, ensuring everyone gets the help they need. **#WorldSuicidePreventionDay**



Changing the narrative on suicide requires systemic change. It's about shifting from a culture of silence and stigma to one of openness, understanding, and support. **#WorldSuicidePreventionDay**



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



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. **#WSPD2025**.



[Download social graphics here](#)

Suggested Activities

World Suicide Prevention Day is an opportunity for all sectors of our communities including charitable organisations, researchers, clinicians, practitioners, politicians and policymakers, volunteers, those bereaved by suicide, and those with lived experience and individuals to start the conversation on suicide prevention. While it is crucial to discuss suicide prevention year-round, WSPD should be recognised as a single day offering the opportunity to highlight the issue and acknowledge our efforts to prevent suicide and honour loved ones in a specific and meaningful way. Planning events with clear objectives and a thoughtful approach can significantly enhance their positive impact.

[Download suggested activities here](#)

