



# 2021 \*

**World Suicide Prevention Day**  
*Creating Hope Through Action*

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IMPACT REPORT

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# INTRODUCTION

World Suicide Prevention Day, observed on 10 September every year, exists as a platform to raise awareness of suicide and to promote preventative measures with the aim to reduce the number of suicides and suicide attempts globally.

One in every 100 deaths worldwide is the result of suicide. It can affect every one of us. Each and every suicide is devastating and has a profound impact on those around them. Suicide is a global concern and a serious public health issue in every country; however, suicides are preventable.

The year 2021 has been significant for increasing understanding and awareness around suicide and suicide prevention. We have seen growing visibility, events, and action as September and October become well-known times of year on the global mental health agenda.





## CAMPAIGN: *Creating Hope Through Action*

The new theme of 'Creating Hope Through Action' for 2021–2023 was both well considered and timely in its pertinent call to urge people towards action; that we should all feel equipped, supported and inspired to act as we try to prevent more suicides around the world.

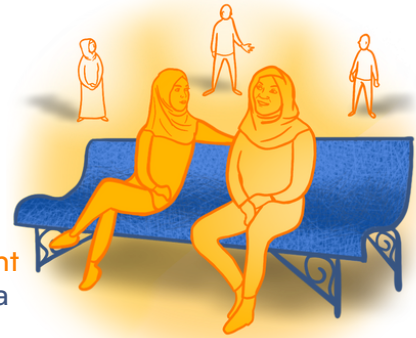
The ambitious aim within the three-year theme is to 'create a social movement of preventative action'. There are three particular groups identified that play a role of key importance;

- those with living experience of suicide; who may have been bereaved or have experienced suicidal thoughts themselves,
- our civic leaders; people within their own societies who play a role, whether it be in schools, hospitals, governments or communities, who may be able to influence the way societies understand and support those at risk of suicide,
- and importantly, us all.

In this way, by supporting global and national policy changes; raising awareness and reducing stigma; and encouraging meaningful and safe conversations around suicide, IASP believes that, over the next three years, in building on this theme, strengthening our network and spreading this message, we can move towards a world where suicides are not so prevalent.

By encouraging understanding, reaching in and sharing experiences, we want to give people the confidence to take action. To prevent suicide requires us to become a beacon of light to those in pain.

You can *be the light* \*



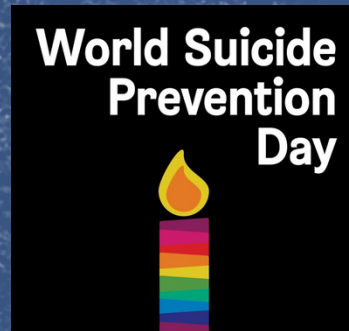
# RESOURCES

**World Suicide Prevention Day** resources aim to equip people with not only facts and supportive messaging around suicide, but also graphics, banners and downloadable resources to support events and other activities. 2021 resources were designed around the WSPD Brief that encompassed an overarching message behind the theme and our call to action; **be the light**. We also provided banners, supportive resources on supporting individuals who may be struggling, facts and figures, suggested activities, social posts and more.



## LIGHT A CANDLE

The IASP Light a Candle campaign aims to enable individuals to light a candle to reflect, support, remember and acknowledge survivors of suicide or those lost to suicide.



@child\_helpline\_international



@originaltntnz



@survivorsnetwork

# ENGAGEMENT

- This year's campaign reached over **180 million** people on Facebook, Twitter, Instagram and YouTube.
- The global conversation extended beyond social media to reach a further **42 million** people worldwide through news articles, blogs, podcasts, forums, videos and other websites.
- The hashtags **#WorldSuicidePreventionDay**, **#WSPD**, **#WSPD2021**, **#BeTheLight**, **#LightACandle** and **#CycleTheGlobe** were used over **84K** times.
- **3.1 million** people interacted with our global message across social media.
- Over **80K** people worldwide posted user generated content spreading the message of suicide prevention.
- In the month of September, over **33K** users visited the World Suicide Prevention Day page on our website. Over **31K** users visited our resources, downloadable translated banners, theme and suggested post pages, indicating the IASP resources were being both sought and used.
- Another key indicator for impact during this period includes a [Proclamation from the White House by US President Joe Biden](#) with the IASP WSPD messaging reflected within the wording of the proclamation.







[View more on Instagram](#)



9,563 likes  
rumahsandyakala

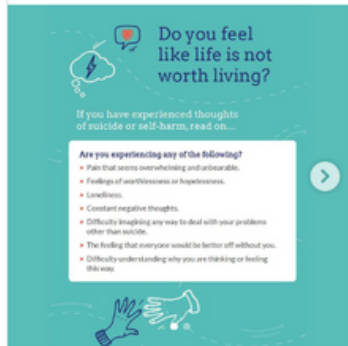
Ingin berkontribusi positif ke sekitarmu?  
Memperluas relasi dan menjadi penguat  
untuk mereka yang membutuhkan? 🙋

Tenang ya, karena Rumah Sandyakala



who  
11.8M  
followers

[View profile](#)



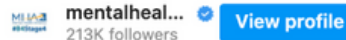
[View more on Instagram](#)



12:00 PM · Sep 10, 2021

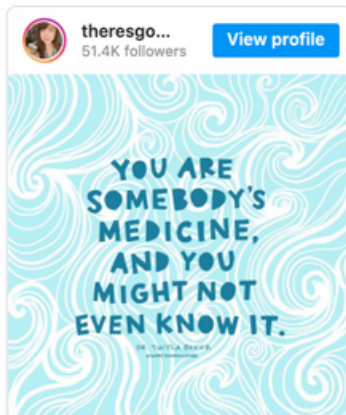
19.9K 100 Copy li...

[Tweet your reply](#)



mentalheal...  
213K followers

[View profile](#)



[View more on Instagram](#)



2,737 likes  
theresgoodinstore

Words of @indigenia In a time when many are hurting and many are feeling alone or disconnected, what a beautiful idea. And so much of a truth. We not even aware of the ways we are



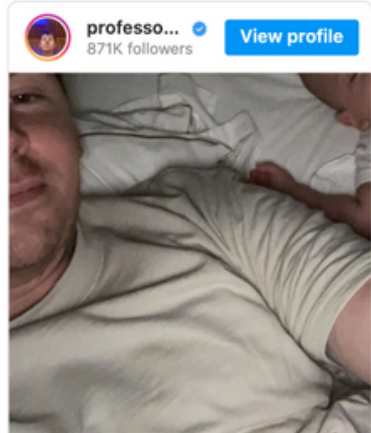
Jill Biden  
@FLOTUS  
United States govern...

On #WorldSuicidePreventionDay, we remember the lives lost to suicide. If you or a loved one need support, please reach out and remember you're not alone. The National Suicide Prevention Lifeline is free and 24/7 at 1-800-273-8255, or text the Crisis Text Line "HELLO" to 741741.

9:53 PM · Sep 10, 2021

15.1K 342 Copy li...

#bethelight



[View more on Instagram](#)



19,664 likes  
professorgreen

#worldsuicidepreventionday

Sometimes suicide doesn't require ideation, thought or preparation, it can be as fleeting as a momentary lapse in



# GLOBAL ACTIVITIES

Events may have looked a little different this year, however over **125** suicide prevention events worldwide were submitted to the IASP website embracing the new theme.



## Kutch Suicide Prevention Forum, India

10 NGO's across India, including The Om Foundation, Indian Medical Association, BAMS Doctors Association of Bhuj, Gaint's Group of Bhuj and Lion's Club formed a partnership to organise a press conference requesting immediate implementation of a national suicide prevention strategy and sent letters to the Health Minister of India.



## Vilnius Sveikiau, Lithuania

Wellbeing Organisation, Vilnius Sveikiau organised an itinerary of activities as part of their suicide prevention activities in September, including a press conference at the National Gallery of Art, an evening discussion with health care professionals and well-known public figures, a suicide prevention 'safeTALK' training event, a 'Suicide in Media' conference and a film screening.



## Te Rau Ora, New Zealand

Adapting to the pandemic restrictions this year, Māori health and well-being organisation, Te Rau Ora organised a Whānau Wellbeing Challenge to instil the message, "We are all in this together", to promote Whānau wellbeing and to raise awareness of suicide prevention.



## Advocating Youth, Malaysia

This year, a total of 12 NGOs collaborated on a virtual campaign to spread awareness on suicide prevention with the call to action to sign the decriminalisation petition and to email members of parliament.

10 SEPTEMBER, WORLD SUICIDE PREVENTION DAY.  
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# CYCLE AROUND THE GLOBE



Despite global pandemic restrictions, our Cycle Around the Globe 2021 campaign saw an incredible turnout with over **2,000** participants worldwide cycling to help raise awareness of suicide prevention – Our highest volume to date! Participants collectively cycled over 180,000km, the equivalent to 4.5 times around the globe! 110 teams engaged with the campaign, including Verizon, Go Pro Employees For a Cause, CCC Foundation, Vilnius Sveikiau, Samaritans Mumbai, GoPro Employees for a Cause and Teléfono de la Esperanza. Although registration is free, the campaign managed to raise over \$18,000 in total.

**#CYCLETHEGLOBE** ● ○ ○



# WORLD MENTAL HEALTH DAY

The 2021 theme for World Mental Health Day (WMHD); **“Mental Health in an Unequal World”** highlighted the global differences and challenges faced in ensuring mental health care for all. World Mental Health Day provides the opportunity to raise awareness about global mental health concerns and to urge for renewed action. IASP is in a strategic position to use our organisational platform and presence over this awareness period to continue to raise the profile and awareness of suicide prevention.



Communities and individuals globally must be **empowered** to attain the highest standard of health, which can only be achieved when their **mental health and well-being is ensured**, and their rights **respected**.

## Suicide prevention in refugees and IDPs

In continuing the theme of inequality, IASP collaborated with Intervention, the Journal of Mental Health and Psychosocial Support In Conflict Affected Settings, to support them in hosting a webinar on Thursday 7th October focused on their latest special edition looking at suicide prevention and response among refugees and internationally displaced persons. The webinar is available to listen/ watch here.

IASP @IASPInfo · Oct 10

The decriminalisation of suicide in countries where suicide is still considered a criminal act, is a fundamental stepping stone in ensuring access to appropriate mental health services. Read the report from @UnitedGMH [unitedgmh.org/suicide-decim](https://unitedgmh.org/suicide-decim) #WorldMentalHealthDay



## The Decriminalisation of Suicidal Behaviour

The criminalisation and punishment of individuals who engage in suicidal behaviour creates a huge obstacle to accessing appropriate and adequate mental healthcare; a fundamental human right. As part of our wider campaign and support of the report **‘Decriminalising Suicide: Saving Lives, Reducing Stigma’** and in order to continue the global visibility of this issue, IASP promoted & participated in a Mental health For All webinar on the subject.

## Inequalities compounded by COVID-19

The pandemic has exacerbated mental health needs and inequalities in mental health access worldwide. There are many areas where more work needs to be done to address the global challenges in mental health care and treatment. IASP social platform messaging focused on this and the impact of the pandemic on suicide and suicide prevention along with urging for action.

It is clear the pandemic has laid bare and exacerbated the **inequalities in mental health access** around the world.







#bethelight 

