

World Suicide Prevention Day

Creating Hope Through Action

IMPACT REPORT 2022

Contents

- 3 Introduction
- 4 Campaign
- 6 Engagement
- 7 Light a candle
- 8 Global Activities
- 10 Cycle Around the Globe
- 12 World Mental Health Day

Introduction



World Suicide Prevention Day is an important day in the global mental health calendar. Observed on the 10th of September, it draws attention to this important public health issue globally and disseminates the message that suicides are preventable.

According to the WHO, an estimated 703,000 individuals die by suicide each year. Behind every death by suicide there are far-reaching consequences on their families, communities, suicide survivors, and nations, thereby affecting millions of people globally.

By raising awareness, reducing the stigma around suicide, and encouraging well-informed action, we can reduce instances of suicide around the world. There was a wide engagement from many organizations and countries on World Suicide Prevention Day 2022. Through this collective action, 10th September provides us with opportunity for sustained momentum throughout the year to encourage action that contributes to suicide prevention around the world.

Campaign

Creating Hope Through Action

From 2021 to 2023, IASP has set the theme for World Suicide Prevention Day as “Creating Hope through Action”. The theme aims to encourage understanding around the issue, to inspire confidence in individuals to reach in to support those who are struggling, and to sharing our experiences, as part of action to prevent suicide.

Being the 2nd year within the three year theme provided the opportunity to sustain a message of confidence that suicides are preventable through our actions, no matter how big or small. Through the call to action of “be the light” we aim for individuals to feel inspired to reach in, share their experiences, and encourage understanding around suicide.

World Suicide Prevention Day also offers the opportunity to raise the consciousness of suicide on the global policy agenda. Creating Hope Through Action also provides us with the opportunity to urge for action from governments and policy makers around the world as we encourage action from all global stakeholders.



Resources



World Suicide Prevention Day resources aim to equip people with facts and supportive messaging around suicide and to support events and other activities. This year's resources provided an overarching message behind the theme and our call to action; be the light. The headline of 2022 was the animated awareness film that encompassed this message.

The film is available for download and sharing via the IASP website and YouTube Channel and has currently been translated into Spanish with plans for translated versions to be developed in other key languages to increase it's reach globally.



In addition, six outreach briefs were developed in collaboration with our special interest groups (SIGs) on a wide range of issues such as suicide prevention in older adults, LGBTQA+ and lived experience. Banners in multiple languages, supportive resources, facts and figures, suggested activities, social posts and more were also available on our website.

Engagement

▶ This year, the hashtag #WorldSuicidePreventionDay gained over 776 million impressions on Twitter.

▶ The campaign reached over 123 million people across Facebook, Twitter, Instagram and Youtube.

▶ The global conversation extended beyond social media to reach a further 31 million people worldwide through news articles, blogs, podcasts, forums, videos and other websites.

▶ Over 354,000 people viewed the World Suicide Prevention Day and Cycle Around the Globe pages on our website.

▶ Over 2 million people interacted with our global message across social media.

▶ Over 50,000 people worldwide posted user generated content spreading the message of suicide prevention.

▶ The hashtags #WorldSuicidePreventionDay, #WSPD, #WSPD2022, #BeTheLight #CreatingHopeThroughAction and #CycleTheGlobe were used over 100,000 times.

▶ Like last year, the White House Proclamation by US President Joe Biden included IASP WSPD messaging within the wording of the proclamation.





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Light a candle

The IASP Light a Candle campaign encourages individuals to light a candle to show support for suicide prevention efforts, to reflect, to remember those lost to suicide and acknowledge survivors of suicide. Support, connection and understanding for those personally touched by suicide is hugely important over this period as increased conversations during this time offer the opportunity for us to acknowledge the loss of a family member or friend. The Light a Candle campaign is acknowledged by individuals and organisations globally on the eve of the 10th September.

Global Activities



India

Maitreyi Women's Organization in Kakinada, India organized a rally and conducted a meeting both indoors and outdoors on the 10th and 11th of September to mark World Suicide Prevention Day 2022. An advocate, a psychologist and a spiritual leader addressed the crowd as guests of the event.



Taiwan

The Taiwanese Society of Suicidology (TSOS) and Taiwan Suicide Prevention Center (TSPC) organized various activities on September 4 to mark World Suicide Prevention Day. Essay and poster design competition and a press conference and academic seminar was organized along with participation in the Cycle around the Globe campaign. 76 in-person and 3200 online participants participated in the seminar.



Peru

A community event was held by the community mental health centre "Joseph Gerard Ruys" at the Santa Rosa Park. The event was held to mark World Suicide Prevention Day with the theme 'Say yes to life'.



Poland

The Office of Suicide Prevention of The Institute of Psychiatry and Neurology in Warsaw held a special press conference on September 8th dedicated to suicide prevention and mental health promotion. It was attended and covered by many media outlets where handouts for media professionals, such as "Recommendations on how to inform the public about suicidal behaviours" (in Polish), were distributed.



Kenya

Youth for Mental Health celebrated World Suicide Prevention Day by organizing a performance (poetry, music, rap, and dance) and art exhibition event. The event was organized on the 10th of September in collaboration with the Ministry of Health Kenya, Mizizi Afrika, Cities Rise, and Alfajiri.

Global Activities



Germany

The Museum for Sepulchral Culture in Kassel, Germany opened an art exhibition entitled "Suizid – Let's talk about it" with a comprehensive program of events on the subject of suicide. The exposition attracted more than 11,000 visitors before its closure on 3 April 2022. The art exhibit "Suicide — lets talk about it" can be visited online. [Click here](#) for a digital tour.



Malaysia

A seminar titled 'Igniting Hope' was organised by Zero Suicide Sarawak on 8 September on the occasion of World Suicide Prevention Day 2022. The event was informed, designed, and produced by people with lived experience and was attended by the public, grassroots leaders, media, mental health professionals, frontline officers, and other stakeholders.



UK

Hampshire CAMHS launched a powerful installation raising awareness and understanding of youth suicide at Winchester Cathedral on World Mental Health Day. The launch included a series of speakers talking about suicide. The 6ft hourglass turned every 40 seconds to represent a life lost to suicide every 40 seconds globally, with the colour of the grains of sand reflecting the gender difference in suicide statistics. The free, public installation was available to view for a month, alongside signposting to crisis resources.



France

For World Suicide Prevention Day, the French suicide prevention hotline, 3114, decided to personify suicide prevention. The 3114 collaborated with local artists who painted the portraits of one or more 3114's employees on a dedicated wall in 10 French cities. The idea was to bring to light the health professionals who, every day, help suicidal people ease the pain through a phone call. The reveal took place in the 10 cities, on the 09.10. at 10:09 AM. In each city, the 3114's team worked with a local artist who met with the 3114's employees in charge of answering the phone so that they could truly understand their purpose and their know-how. From this interaction was born an art piece that was presented to the public for the 2022 World Suicide Prevention Day.

Cycle Around the Globe

Cycle Around the Globe has seen its most monumental participation to date with over 2,000 participants cycling to raise awareness for suicide prevention in over 47 countries. For the ninth year running, participants joined together to collectively cycle the circumference of the globe in the period between World Suicide Prevention Day (10 September) and World Mental Health Day (10 October). This year, participants walked, ran, and cycled a phenomenal 297,852 KM to break the stigma surrounding suicide — A distance equivalent to over 7 times around the globe! Over 85 teams took on the challenge including, Pirae Cyclisme, StandBy Support After Suicide, Roses in the Ocean, Take2 Consulting and Express Solicitors, alongside returning teams, GoPro Employees for a Cause, the CCC Foundation, Teléfono de la Esperanza and Verizon. Teams encompassed those working across the mental health space, as well as several employee volunteer programs and CSR initiatives. Team Verizon continued their support by engaging 740 of their employees to raise awareness and encourage conversations on suicide as part of their annual suicide prevention month activities. The team contributed an incredible 73,000KM towards the overall distance cycled and raised \$9,766. As part of their World Mental Health Day activities, UP Inštitut Andrej Marušič, a research institute operating within the University of Primorska, were joined by Kilometri za življenje (Kilometers for Life), an annual cycling event held in Slovenia and collectively cycled a colossal 86,270 KM, finishing top of the leader board! Although registration is free, the campaign raised over \$20,000 towards global suicide prevention efforts this year.



Društvo za pomoč v tretjem življenjskem obdobju, Slovenia



Take2 Consulting



GoPro Employees for a Cause



Teléfono de la esperanza



Coalition for Action for Preventative Mental Health (CAMPH) Kenya



UP Institut Andrej Marušič



Team Verizon



Team Verizon



Vilnius Sveikiau



Pirae CYCLISME

World Mental Health Day

World Mental Health Day 2022 was celebrated worldwide on October 10th this year with the theme 'Make Mental Health & Well-Being for All a Global Priority'. This theme was chosen to address the inequalities exposed by the COVID-19 pandemic and its impact on people's mental health globally. The theme also aimed to raise awareness of mental health issues around the world and to mobilize efforts in support of mental health. IASP supported the theme by continuing to raise awareness and reduce the stigma surrounding suicide and promote suicide prevention actions and interventions.

As a global priority within the sustainable development goals (SDGs) target of reducing suicide deaths by one-third by 2030, urgent action is required to address this issue. The WHO Mental Health Report 2022 suggests developing national suicide prevention strategies as an intervention to promote mental health and protect those at risk.

The development of suicide prevention strategies needs to complement decriminalization efforts in countries where suicide is still a criminal act, punishable by law. This is a crucial steppingstone to tackling the issues of stigma and discrimination that that can be associated with suicide and to ensuring individuals can access appropriate mental health support services.

In addition to promoting awareness on social media, IASP promoted the launch of The Lancet Commission on Ending Stigma and Discrimination in Mental Health, hosted by the World Health Organization on 10 October.





International Association
for Suicide Prevention



#BeTheLight