



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

IMPACT REPORT 2023 

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Introduction

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 draws attention to this important public health issue globally and disseminates the message that suicides are preventable. 'Creating Hope Through Action' has continued to ignite us to be the light for others in 2023, providing a platform for advocacy, awareness and support to reach and serve those who need it most.



Campaign

The World Suicide Prevention Day 'Creating Hope Through Action' campaign is centred around encouraging understanding, reaching in and sharing experiences. By doing so we aim to give people the confidence to take action.

The 2023 WSPD Campaign Pack focused on taking action and increasing the reach of our existing messages. The pack encouraged engagement with the campaign through spreading awareness, starting conversations, reaching out, supporting organisations, sharing stories and learning the signs; all key points that demonstrate that we can all play a role in suicide prevention.

Specific focus for 2023 was also given to support people to engage with government and local decision-makers to advocate for lasting change with the potential to impact wider communities and vulnerable groups.



Resources

Resources disseminating key messages for World Suicide Prevention Day are central to achieving our campaign aims. The three-year theme allows for organisations in lower resourced parts of the world the opportunity to access and use assets for online and in-person events year on year.

To increase this accessibility, IASP produced the WSPD awareness film in seven additional languages; increasing our reach to those speaking English, Spanish, Portuguese, Chinese, Arabic, Pashto, Italian, French and Ukrainian. The film was downloaded over 4,600 times.

Outreach briefs continued to be a central focus on specific areas of suicide prevention for those looking for more detail on suicide in vulnerable groups, workplace settings and much more. Banners and Light a Candle campaign materials were also available in 67 languages alongwith recommended social posts, supportive materials on suggested activities, facts and statistics and how to reach out to an individual experiencing suicidal thoughts.



Engagement

- ▶ This year, the campaign reached over 101 million people across social media.
- ▶ The global conversation extended beyond social media to reach a further 16 million people worldwide through news articles, blogs, podcasts, forums, videos and other websites.
- ▶ Over 127,000 people viewed the World Suicide Prevention Day and Cycle Around the Globe pages on our website.
- ▶ Over 9.2 million people interacted with our global message across social media.
- ▶ Over 7,000 people worldwide downloaded WSPD resources from the IASP website to help further spread the message.



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 continues to grow year on year. Both online and in person, it is acknowledged by individuals and organisations globally on the 10th September.



SOS Suicide Polynésie Française, French Polynesia



Ultimo Recurso, Uruguay

Global Activities



India A walkathon was organised in Chennai, India to observe World Suicide Prevention Day on 10 September 2023. It was organised by Sneha, a suicide prevention centre that runs a helpline for those in distress. Popular Indian actor Siddharth walked alongside participants in the three-kilometre walkathon held under the theme 'Creating hope through action'. The event was held at Olcott Memorial School where hundreds of volunteers participated.



Canada The community of Kamloops, British Columbia came together on 10 September 2023 at McArthur Island Park to observe World Suicide Prevention Day. The organiser of the event lost her loved one to suicide and decided to start this walk three years ago. More than 250 people came together to walk, raise awareness, and share similar experiences of their loss.



Kenya Psychiatric Disability Organisation (PDO) Kenya organised an awareness raising event on 11 September 2023 at Nyayo Gardens to commemorate World Suicide Prevention Day. The event was organised in partnership with Nakuru County Department of Health Services and Midrift Hurinet.



Australia Roses in the Ocean marked World Suicide Prevention Day on 8 September 2023 at Queen Street Mall, Brisbane under the theme of Creating Hope Through Action. Team members handed out roses to passers-by and shared stories to raise awareness and reduce stigma. The organisation also collaborated with other organisations such as Lifeline International and Mates in Construction who showed their support for the event and the local community.

Global Activities

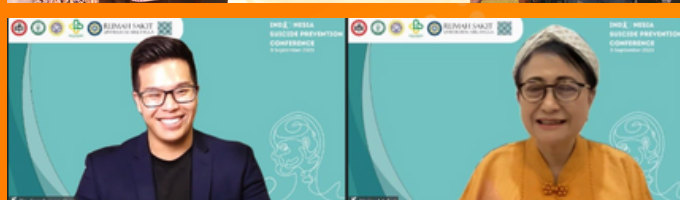
UK On 10 September, over 250 people came together to raise awareness in the fight against the stigma of suicide at the Hope 100 Walk. The walk provided an opportunity to connect with people, have a conversation, share experiences, support one another or just to be silent and take time to reflect. The local community of Warrington came together to walk 10.4 miles to mark World Suicide Prevention Day.



Uruguay Ultimo Recurso marked World Suicide Prevention Day by organising a number of activities. Following a candlelit ceremony, a thematic play was performed in Florencio Sanchez Theatre in the neighbourhood of Cerro, where members of Ultimo Recurso carried forward the first suicide prevention plan of Uruguay. Following the performance, a talk was given about suicide prevention.



Indonesia The first ever suicide prevention conference in Indonesia was organised by the Indonesian Association for Suicide Prevention (INASP) on 9 September 2023. The theme of the conference was "Unity in Diversity: A Multistakeholder Approach to Suicide". The conference was followed by a general meeting of stakeholders for public consultation on a concerted national approach to suicide prevention in the country. Around 300 people attended the conference which was held via Zoom.



Malaysia Zero Suicide Sarawak, Social Development Council Sarawak, and Champs Education organised 'Miri: Collective Resilience Town Hall' on 7 October 2023. This event brought together people with lived experience, legislators, and other stakeholders to map a way forward for suicide prevention in Miri. The insights and solutions generated during this event would be consolidated into an action plan to guide local leaders in implementing effective suicide prevention measures through local and national policies.



Cycle Around the Globe

Cycle Around the Globe concluded with resounding success for the tenth year running, bringing together participants from all corners of the world in a shared mission to raise awareness of suicide prevention. The 2023 event saw an incredible surge in participation, with over 5,000 participants from over 45 countries coming together to break the stigma surrounding suicide. Teams and individuals from across the globe joined the month-long event, logging a phenomenal 275,335 kilometers — A distance equivalent to over 6 times around the globe! Over 60 teams took on the challenge globally this year, including, Vilnius Sveikau, LivingWorks, Entrust, Dallas College, TPO Nepal, and Deltatre, alongside returning teams, Pirae Cyclisme, GoPro Employees for a Cause, the CCC Foundation, Teléfono de la Esperanza and Verizon.

Throughout the event, countless inspiring stories emerged. Laura Pellegrino's incredible 263.3 km cycling effort, in memory of her father with 'Remembering Richard Pellegrino,' not only honoured his legacy, but also raised an incredible \$4,596, all thanks to the unwavering support and continued conversations within her community.

This year over \$14,000 has been raised by participants towards global suicide prevention efforts. IASP is grateful to everyone who has taken part in Cycle Around the Globe 2023 for their support. The event's success sends a message of hope, showing that people from all walks of life can come together, make a difference, and change the narrative around suicide to create a more compassionate world.



Vilnius Sveikau, Lithuania



Laura Pellegrino



Kilometri za življenje



Teléfono de la esperanza



CCC Foundation



UP Inštitut Andrej Marušič



LivingWorks PALs



Verizon



TPO Nepal



Pirae CYCLISME

20 DAYS OF HOPE



World Suicide Prevention Day plays a crucial role in bringing attention to suicide prevention globally. Since 2003, World Suicide Prevention Day has been encouraging understanding, reducing stigma, mobilizing resources and inspiring positive change towards preventing more suicides. The day has been an anchor for major events, policy developments, and has launched advocacy campaigns, data updates and national suicide prevention strategies globally.

In recognition of 20 years of World Suicide Prevention Day, IASP is launching a '20 Days of Hope' campaign to mark 20 years of suicide prevention awareness and action and to raise funds to support 20 more years of vital suicide prevention awareness. During November and December 2023, look out for more detail at www.iasp.info/20daysofhope and consider giving \$20 to support this work.





IASP 50th Anniversary World Health Organization
International Association for Suicide Prevention

September 10, 2010

World Suicide Prevention Day

Many Faces, Many Places: Suicide Prevention Across the World

IASP 50th Anniversary
International Association for Suicide Prevention

In official relations with the
World Health Organization

The Scope of Suicide

The World Health Organization (WHO) estimates that about one million people die by suicide every year; this represents a "global" mortality rate of 16 per 100,000, or **one death every 40 seconds**. Suicide rates in many developing countries have been steadily rising in recent years.

Listed below are some recent examples of suicide prevention programs that have demonstrated effectiveness in reducing suicide rates. Certainly, the list is not exhaustive.

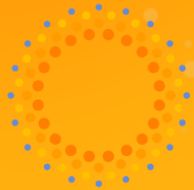
The IASP is appealing for your support and participation in developing **more evidence-based suicide prevention programs throughout the world**. It is time for all countries

Every step closer can and the help they want.

CONNECT SOMEONE TO LIFE

World Suicide Prevention Day





International Association for Suicide Prevention



#BeTheLight