



World Suicide Prevention Day

IMPACT REPORT 2025

CHANGING THE NARRATIVE ON SUICIDE





CONTENTS

- 03 Introduction
- 04 Campaign
- 05 Resources
- 06 Engagement
- 07 Light a Candle
- 08 Global Activities
- 15 Cycle Around the Globe



INTRODUCTION

Suicide is a major public health issue with profound social, emotional, and economic consequences that ripple across families, communities, and societies. Each year, it is estimated that more than 720,000 lives are lost to suicide worldwide. Behind each number is a network of loved ones deeply affected by grief, trauma, and loss. The impact of suicide extends far beyond the individual, touching friends, families, workplaces, and entire communities, making it one of the most urgent global health concerns of our time.

Observed annually, World Suicide Prevention Day is a key platform for advocacy and communication. It brings together national organisations, governments, healthcare providers, and the public to send a clear, unified message: suicide can be prevented.

Through its campaigns and activities, the day fosters open dialogue, reduces stigma, and highlights evidence-based strategies to protect lives. By raising awareness and encouraging collective action, it underscores that while suicide affects people worldwide, no one is alone in addressing it, and through shared commitment, understanding, and support, lives can be saved.

CAMPAIGN

The triennial theme for World Suicide Prevention Day 2024–2026 is ‘Changing the Narrative on Suicide’. At its core, changing the narrative on suicide is about transforming the way we understand and respond to this complex and multifaceted issue. It calls for a shift away from a culture often characterised by silence, stigma, and misunderstanding, and towards one grounded in openness, empathy, and meaningful support for those affected. Changing the narrative on suicide aims to inspire individuals, communities, organisations, 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 also requires systemic change. It involves advocating for policies that prioritise mental health, expand access to timely and effective care, and provide comprehensive support to those in crisis or at risk. This includes encouraging multisectoral collaboration, integrating mental health into broader social and healthcare initiatives, and ensuring that no one facing suicidal thoughts feels isolated or unheard. Ultimately, changing the narrative is about creating a society where talking about suicide is met with compassion, understanding, and a shared commitment to prevention.



RESOURCES

The World Suicide Prevention Day three-year theme provides organisations, particularly those in low-resource settings, with consistent access to materials for both online and in-person events year after year.

Resources that communicate key messages around the theme are vital to achieving the campaign's objectives. This year, resources were made more accessible by translating campaign materials into more languages and ensuring they reached more communities worldwide. Campaign assets, such as banners and Light a Candle materials, have been made available in over 70 languages, alongside global statistics, theme, campaign poster, and resources for supporting individuals experiencing suicidal thoughts, translated into the official languages of the UN.

The resources were available to download and share through the IASP website to help raise awareness, promote understanding, and encourage open conversations about suicide prevention.



ENGAGEMENT



- Events spanned nearly every continent of the globe marking World Suicide Prevention Day, demonstrating widespread commitment to raising awareness and fostering hope.



- Our WSPD resources were downloaded over 28,129 times worldwide from the IASP website to help further spread the message.



- Millions of people spread the global conversation across social media using the hashtags #WorldSuicidePreventionDay, #WSPD and #WSPD2025.

- Over 379,000 people viewed the World Suicide Prevention Day homepage and support pages on our website.



LIGHT A CANDLE

The IASP Light a Candle initiative is one of the most recognisable and unifying traditions of World Suicide Prevention Day. Each year, on 10 September at 8 pm local time, people across the globe are encouraged to place a lit candle near a window. This simple gesture invites individuals, families, and entire communities to pause together in a shared moment of intention. Lighting a candle carries profound symbolism: it represents a commitment to suicide prevention, a tribute to the lives lost, and a heartfelt acknowledgment of those who continue to live with the impact of suicide. For many, it becomes a quiet ritual of remembrance, hope, and connection. One of the campaign's greatest strengths is its accessibility. Whether observed privately at home or expressed publicly through community gatherings, vigils, or lighting ceremonies, anyone can take part. Over the years, organisations and local groups have helped the movement grow by sharing images, stories, and messages across social media, amplifying the sense of global solidarity. By encouraging reflection and compassion, Light a Candle reinforces the broader purpose of WSPD: reducing stigma, opening conversations, and strengthening collective understanding around suicide prevention. This small act, repeated by thousands around the world, illuminates not only windows but the shared commitment to creating a world where fewer lives are lost to suicide.



GLOBAL ACTIVITIES

FIJI

The National Wellness Centre of the Ministry of Health and Medical Services, Fiji, delivered a three-day community event in the Western Division to mark World Suicide Prevention Day 2025. Supported by the National Suicide Prevention Office, the event brought together government agencies, community stakeholders, and youth advocates to promote awareness, education, and collaboration on suicide prevention.

The program was launched on 10 September in Lautoka. The Honourable Minister for Justice, Siromi Turaga, served as Chief Guest. The day included a morning march, a candlelight vigil, and a stakeholder roundtable discussion involving representatives from St Giles Hospital (Psychiatric Hospital), Medical Services Pacific, and Lifeline Fiji. The second day featured a meeting of the National Committee on the Prevention of Suicide (NCOPS) alongside community outreach activities, allowing for direct engagement and feedback from local communities.

The final day focused on university-based awareness programs, underscoring the critical role of education and youth leadership in suicide prevention. Strategic priorities emerging from the event centred on raising awareness and education, fostering partnerships and collaboration, building the capacity of frontline workers, and strengthening referral pathways. The initiative contributed to reducing stigma and promoting sustainable, community-led action on suicide prevention in Fiji.





GLOBAL ACTIVITIES

UGANDA

The L.I.V.E. (Listen. Include. Validate. Empower.) Conference 2025 marked Uganda's first-ever national platform dedicated exclusively to suicide prevention and youth mental health. Convened on 10th September 2025 in Kampala at Hotel Africana, the event brought together over 400 participants—including young leaders, government officials, civil society, faith leaders, academics, the media, and international partners. The conference was born out of the conviction that silence is no longer an option. Key priorities adopted included expanding funding for mental health at all levels, scaling up evidence-based therapies such as CBT, integrating mental health into community and school platforms, and creating safer digital spaces for young people. Through testimonies, panels, and dialogue, the conference broke the silence on youth suicide, delivered actionable recommendations (including a National Suicide Prevention Policy and decriminalisation of attempted suicide), launched a National Youth Mental Health Resource Hub with helpline and resources, and built a multi-sectoral advocacy coalition.

UNITED KINGDOM

Over 100 people in Somerset participated in the fourth annual 'Walk for a Life' event in Taunton to mark World Suicide Prevention Day 2025. Organised by Somerset Council's Public Health team with support from NHS and voluntary partners, the walk united community members to remember loved ones lost to suicide and raise awareness of prevention efforts. Participants laid flowers in Vivary Park and engaged with local support services, reflecting the global theme.

GLOBAL ACTIVITIES

PHILIPPINES

In commemoration of World Suicide Prevention Day on September 10, 2025, the Natasha Goulbourn Foundation hosted an interactive event at the Santuario de San Antonio Parish Social Hall in Forbes Park, Makati City. Hosted by IASP National Representative, Jean Goulbourn, the event featured actor Jon Santos, who presented excerpts from the critically acclaimed play *Bawa't Bonggang Bagay* to harness positive storytelling for hope and recovery. In addition to the event, the foundation launched a series of billboard ads across Metro Manila to further promote suicide prevention and mental health awareness.

ITALY

On the occasion of World Suicide Prevention Day, September 10, 2025, during the general audience, Professor Maurizio Pompili met with Pope Leo XIV. On a day marked by an exceptional wave of bad weather, which did not dampen engagement, Professor Pompili briefly highlighted the urgency of strengthening suicide prevention efforts, appealing for the need to unite forces at the institutional, social, and spiritual levels. Particular attention was given to 'survivors', people who are dealing with the pain of losing a loved one to suicide, often in isolation. As a symbolic gesture, Professor Pompili donated a copy of his book, explicitly dedicated to survivors, to the Holy Father. Pope Leo XIV received the gift with encouragement and benevolence.

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GLOBAL ACTIVITIES

MALAYSIA

The Adolescent Health and Suicide Prevention Program was held on 8–9 September 2025 at SMK Temenggong Datuk Lawai Jau, organized by the Miri Divisional Health Office with support from local psychology and psychiatry teams. A multidisciplinary group delivered five educational sessions and interactive activities to 466 students and 42 teachers, improving knowledge by 26.1% and receiving high satisfaction ratings. The programme demonstrated strong impact and will be scaled to other resource-challenged communities.

NIGERIA

On 11 September, a seminar and dialogue was held at Obafemi Awolowo University to mark World Suicide Prevention Day with the theme “Changing the Narrative.” The event brought together faculty, counsellors, staff, and students. Discussions focused on community-based approaches to suicide prevention, with breakout sessions exploring strategies for campus support. Participants shared lived experiences, highlighting the importance of collaborative, community-driven efforts to address suicide on university campuses in Nigeria.

URUGUAY

Último Recurso held its annual ceremony at the Passage of Human Rights, joined by collaborators, suicide survivors, relatives, patients, and the press, candles were lit in memory of those lost to suicide. For the first time, a Cuerda de Tambores accompanied the event, bringing music, empathy and joy to reinforce a change in narrative and support suicide prevention. The gathering was a deeply moving evening of speeches, tears, and music that honored roots, traditions, and life itself.

GLOBAL ACTIVITIES

LITHUANIA

The Vilnius City Public Health Bureau carried out a series of activities, including the “MINK UŽ GYVENIMĄ” Strava challenge, which invited participants to trace a bicycle shape on the map as a symbolic show of support for those affected by suicide. On September 10, they hosted a two-part program featuring a press conference that underscored the need for accessible, systematic support for people bereaved by suicide, supported by new national survey finding and a commemorative stand-up event, “PRASMEI IR BEPRASMYBEI,” which used art to foster public conversations about life, loss, and mental health.

BARBADOS

An engaging youth forum was held at the Pan American Health Organization (PAHO) Barbados office on 3 September, ahead of World Suicide Prevention Day. The event was organised by Let's Unpack It and Healthy Caribbean Youth with support from PAHO/WHO and the Ministry of Health and Wellness. Participants were encouraged to view suicide prevention as a shared responsibility, with discussions focused on awareness, stigma reduction, and practical interventions to support youth mental health.

AUSTRALIA

A World Suicide Prevention Day breakfast was held in Canberra, bringing together more than 90 MPs, ministers, sector leaders, and advocates. At the event, The Hon Emma McBride MP, Assistant Minister for Mental Health and Suicide Prevention, announced a further \$4 million investment over two years to continue the Suicide Prevention Research Fund. Managed by Suicide Prevention Australia, the fund has supported 85 significant research projects since 2018.





GLOBAL ACTIVITIES

THAILAND

On 5 September, the Thai Suicide Prevention Association (TASP), in collaboration with the Department of Mental Health, Thai Psychiatry Association, Bangkok Metropolitan Office, and university students, organized a public awareness event at Samyarn Mitrtown shopping mall, Bangkok, in recognition of World Suicide Prevention Day 2025. Activities included deep listening sessions, art and music therapy, AI-based stigma reduction tools, wellness programs, and interactive stress-relief exercises. The event aimed to raise public awareness, promote mental health literacy, and foster community engagement in suicide prevention across Thailand.

SLOVENIA

Slovenia's National Institute of Public Health (NIJZ) marked World Suicide Prevention Day with a press conference featuring Dr Saška Roškar (Head of the Suicide Prevention Programme Committee, National Institute of Public Health), Dr Vita Poštuvan (Deputy Head, UP IAM Slovene Centre for Suicide Research), and Samo Mirt Kavšek (President of the Slovenian Association for Suicide Prevention). In September, the UP IAM Slovene Centre for Suicide Research and NIJZ jointly coordinated Slovenia's participation in Croatia's Udruga Životna linija 45,000 Steps initiative. The symbolic walk from Zagreb (Croatia) to Dobova (Slovenia) aimed to raise awareness of the approximately 45,000 suicide deaths each year in the European Union and to promote cross-border cooperation in suicide prevention. On 12 September, the UP IAM Slovene Centre for Suicide Research hosted its third annual Community Day, which focused on building bridges between support systems for the prevention of suicidal behaviour and strengthening collaboration among professionals working with people in distress.

GLOBAL ACTIVITIES

INDIA

The Department of Psychiatry at Dr. R.P. Government Medical College, Kangra at Tanda (HP) observed World Suicide Prevention Day 2025 with an awareness week under the theme “Changing the Narrative of Suicide”. The program included lectures on suicide risk factors, stigma reduction, and communication by senior faculty, as well as competitions such as poster-making, slogan writing, and rangoli creation. Around 200 participants, including patients and attendants, engaged in activities aimed at fostering understanding, empathy, and community involvement in suicide prevention.



FRENCH POLYNESIA

To commemorate World Suicide Prevention Day 2025, L'Association S.O.S. SUICIDE, in partnership with the Pira'e Town Hall, organized four awareness events. Activities included an information stand on recognizing suicidal crises, a community cycling event, and a conference-debate exploring socio-anthropological and clinical perspectives on suicide in Polynesia. The program concluded with an ecumenical evening featuring interfaith speakers, youth participation, and a candle-lighting ceremony to honor lives lost to suicide.



SRI LANKA

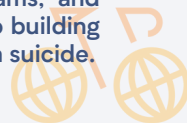
On World Mental Health Day, 1333 held three Let'sTALK & Walk movements that began from different starting points and came together at the end. 270 participants carried awareness materials, engaged with the public, and distributed 1333 awareness cards throughout the walk. The event concluded with a street drama emphasizing how parents can support their children's education with understanding rather than pressure.



CYCLE AROUND THE GLOBE

The annual Cycle Around the Globe campaign marked another outstanding success, uniting over 2,000 participants from 40+ countries in honour of World Suicide Prevention Day. Over the month-long event, individuals and teams collectively covered 274,000+ kilometers through walking, running, and cycling, each kilometer symbolising hope and action in suicide prevention. More than 70 teams took part, blending returning supporters and newcomers. Key contributors included GoPro Employees for a Cause, Pirae Cyclisme, UP Inštitut Andrej Marušič, Kilometri za življenje, Telefono de la Esperanza, and the CCC Foundation, maintaining momentum and inspiring global engagement. Through the combined efforts of UP Inštitut Andrej Marušič and Kilometri za življenje, their events once again secured the top position on the overall leaderboard, achieving an outstanding total of 107,279 kilometers. Cycle Against Suicide significantly boosted the campaign with 51,000 km logged through their virtual Cycle of Hope and Mizen to Malin challenge,

alongside a €2,000 donation supporting IASP initiatives. In French Polynesia, Pirae Cyclisme and SOS Suicide Polynésie Française hosted a scenic tour with 130 cyclists, combining community engagement with suicide prevention awareness. The campaign also highlighted powerful personal stories. Laura Pellegrino, participating in memory of her father, raised \$2,145, while Team iAxel led the online leaderboard, logging 5,100 km in memory of a loved one. The team also generously contributed a remarkable \$10,000 donation, a significant contribution that will make a meaningful difference and for which we are deeply grateful. Despite being free to join, participants collectively raised over \$19,000 for global suicide prevention. The 2025 campaign underscores the power of collective action, spreading hope, raising awareness, and saving lives. IASP thanks all participants, teams, and supporters for their dedication to building a compassionate world, free from suicide.





Team iAxeL



Kilometri za življenje



Cycle Against Suicide



CCC Foundation



Teléfono de la Esperanza



Kilometri za življenje



UP Inštitut Andrej Marušič



Team iAxeL



Pirae Cyclisme and SOS Suicide SOS Suicide Polynésie Française

THANK YOU!

