



International Association for Suicide Prevention

World Suicide Prevention Day Cycle Around the Globe Campaign 2017 Fundraising Programme

The Rationale

The International Association for Suicide Prevention (IASP) works as a catalyst to bring together evidence based research and good practice in preventing suicide globally. Every 40 seconds someone takes their life as they feel there is no reason to live; life for them is hopeless, isolated and of little value. More times than not, they have neither the energy nor the inclination to talk to someone (a parent, a friend, a doctor) to ask for help and, if they did, would they be heard? Data shows that in the western world there is a predominance of suicides occurring among young males; in the developing countries poverty is a riding factor.

IASP is dedicated to addressing these issues. Its network of mental health and medical professionals provides a huge source of knowledge, skills and experience, available at no cost. This can be used to assist the implementation of community suicide prevention activities on the fundamentals of identifying risk factors in potentially suicidal persons and how best to respond with essential support; through initiatives such as targeted public awareness campaigns, primary health care advocacy and guidance and training to assist and inform community gatekeepers (such as firemen, nurses, teachers, bus drivers, rural workers).

Our Campaign

Cycle Around the Globe is on a mission to assist community based suicide prevention activities and train gatekeepers worldwide. This campaign is about finding mechanisms to spread the message exponentially into areas where there is limited knowledge of these life/death issues.

The purpose is always at the forefront of this action and that is the importance of recognising suicidal feelings and enabling those in distress to seek relevant help to avert a tragedy. It only takes a minute to change a life - a strong message is that we need to share and inform so that taking positive action in reaching out to a vulnerable friend, colleague or stranger becomes a natural gesture.

In two days we can provide relevant suicide prevention training to key people in the community. With an extra day, we can identify individuals within this group to become the future trainers, who can communicate the message across borders and into other communities in the region.

Each initial event requires two IASP advisers who, within a maximum of six nights, can: provide all participants with quality training including informative manuals; evaluate the outcomes of the sessions; and select and empower future leaders to continue the programme. We are able to contain all costs to just the IASP trainers' travel and accommodation; they give their time and expertise for free.

If annually we were able to provide 10 Gatekeeper workshops (20 participants maximum) for three days on five continents, in twelve months we would have 200 trained gatekeepers of which, on average, 20 would be equipped to teach more groups of gatekeepers. With this modelled platform of shared knowledge, we can grow the pool of trained gatekeepers exponentially.

The campaign has a number of components:

1. Assisting the establishment of suicide prevention activities in remote uninformed communities
2. Training gatekeepers in recognising risk factors and response
3. Preparing informative relevant manuals for gatekeepers
4. Providing briefing documents and communications for the community
5. Raising a small bursary fund that provides essential allowances for the poorer community workers to attend a session.

The campaign also funds young researchers who are committed to identifying current issues in suicide prevention actions, such as: the lack of barriers on train stations; inadequate community support in rural villages to young people; or, the stressful conditions associated with factory work.



Fundraising

The campaign will follow the theme of World Suicide Prevention Day 2017: Take a minute, change a life. We are asking our supporters to assist IASP by cycling to raise both funds and global awareness of the tragedy of suicide.

When a cyclist raises:

-  **\$100** - they will provide training manuals for two community gatekeepers anywhere in the world.
-  **\$400** - they will enable one participant to attend a suicide prevention workshop and learn how they can help their people.
-  **\$1,000** - they will deliver further training to five community leaders or gatekeepers to become future advocates and trainers who can reach out into their region and continue the cycle of placing much needed information on suicide prevention into the communities.

When sponsorship is raised:

-  **\$500** - will assist IASP to provide trophies and relevant incentives to cycling participants.
-  **\$1,000** - will provide culturally appropriate training manuals for 20 participants.
-  **\$2,000** - will provide five bursaries for those in rural communities who cannot afford the costs to attend a workshop in a regional town.
-  **\$5,000** - will provide essential evaluation of the training and protocols to enable the programme to expand.
-  **\$10,000** - will provide a two-day workshop (20 participants) somewhere globally with two IASP leaders providing their skills, knowledge and experience. Possible initial workshops could be in Pakistan, India or China. An additional day will also be part of the package; when the current trainers and their two selected future trainers will continue with follow-up discussions.
-  **\$25,000** - will provide IASP with a dedicated programme assistant for two days a week to coordinate the full programme or could provide the launch of Cycle around the Globe in 2018 to expand its potential as a successful global campaign.

For more information on sponsorship packages, please follow the link on our website at:

<http://iasp.info/wspd2017/cycle-around-globe/>

Or contact, Hannah Hayward, Campaign Coordinator, Cycle Around the Globe 2017 at:

campaigns@iasp.info