



## FROM THE PRESIDENT

Welcome to this special edition International Association for Suicide Prevention (IASP) news bulletin, in which I would like to announce World Suicide Prevention Day 2020, of what will be the 18th consecutive year of WSPD.

This year marks the final year of the triennial theme “Working Together to Prevent Suicide” under which WSPD has been observed since 2018. The theme was chosen to remind us that we could all play a key role in helping those who are struggling to cope, while emphasising the value of collaboration in this universal commitment. The theme serves to remind us to share our knowledge, experiences and research with each other to maximise the synergistic effects of teamwork. Together, we can save lives.

While we look forward to WSPD 2020, I invite you to reflect on the great success of World Suicide Prevention Day 2019 in the hope that it may provoke fresh ideas for activities and events that you might consider hosting in your locality this September 10th. In 2019, as in previous years, the IASP community came together to mark this international day of awareness, fulfilling our pledge to spread awareness by creating dialogue surrounding suicide prevention across the globe.

As members of IASP, we have all made a valuable contribution to breaking down the barriers, reducing the stigma associated with suicide and spreading the word that it is preventable. Together with our annual Cycle around the Globe and Light a Candle events, an array of diverse community-initiated events took place across the world during WSPD 2019; including seminars, fundraisers, walks of hope and remembrance ceremonies. In addition, landmarks were lit up in orange as part of the #LightUpOrange campaign, in a show of support for WSPD. Collectively, these initiatives called public attention to the global impact of suicide.

World Mental Health Day (WMHD) 2019, organised by the World Federation for Mental Health and supported by IASP, the World Health Organisation and United for Global Health was celebrated on October 10th. The focus of WMHD 2019 was 'suicide prevention' in an effort to promote understanding about suicide and highlight effective prevention

activities. The incorporation of this theme in WMHD shone the global spotlight on suicide prevention once more and rounded off a month long campaign, with only 30 days separating both events.

A day for '40 seconds of action' emphasised the significance of suicide across the globe, highlighting the stark statistic that an individual tragically loses their life to suicide every 40 seconds, amassing to almost 800,000 deaths per year. Within 40 seconds, one conversation or positive message shared could save a life; a crucial thought to keep at the forefront of our minds.

Both WMHD and WSPD have a common aim: to remind us that reaching out to people who are going through a difficult time can make a difference. As many people who are feeling low can feel like their problems are a burden for others, or that those around them do not care, reaching out may help to boost their moods and give them hope. Fundamentally, these international days serve to provide an opportunity to show that we care.

As with every WSPD, a wealth of planning and coordination goes into planning the 24-hour worldwide event by our IASP Central Administration Office team. On behalf of the IASP Executive Committee, I wish to express our sincere gratitude to Wendy Orchard, Wendy Cliff, Kenneth Hemmerick, Caroline Daly, Ruth Benson, Katherine Thomson and Jackie Etches for all of their effort in ensuring the smooth running of WSPD 2019. Without forgetting the National Representatives who arranged events in their countries, at both local and national level, we are extremely grateful for your help in making the annual event a memorable success. The official support of Twitter once again for WSPD 2019 was highly appreciated; the custom emoji was a positive opportunity to spread awareness of the orange ribbon and the awareness day. Finally, I wish to extend my sincere thanks to the World Health Organisation for supporting, promoting and co-sponsoring WSPD.

Professor Murad Khan, IASP President

# WSPD



**World Suicide Prevention Day**  
**Working Together to Prevent Suicide**  
September 10, 2020



**The International Association for Suicide Prevention invites you to light a candle at 8 PM**



**World Suicide Prevention Day**

**On September 10th**

**World Suicide  
Prevention Day**

**Light a candle near  
a window at 8 PM**

**to show your support  
for suicide prevention**

**to remember a lost loved one**

**and for the survivors  
of suicide.**

**[www.iasp.info/wspd](http://www.iasp.info/wspd)**



2019

# WSPD & WMHD Awareness Days



## IASP In Conversation With... series

World Mental Health Day is organized by the World Federation for Mental Health. This year's Day is supported by WHO, the International Association for Suicide Prevention, and United for Global Mental Health.

The shared theme of suicide prevention in 2019 provided a unique opportunity for campaigns to collaborate and coordinate across the two days, 10th September and 10th October.

Through World Suicide Prevention Day, IASP aims to raise awareness of suicide prevention activities around the world, to highlight the importance of collaboration through the theme, 'Working Together to Prevent Suicide' and to demonstrate a commitment to reducing suicide. As a leader in restoring brain health, Lundbeck is also committed to supporting mental health promotion and suicide prevention strategies.

The In Conversation With... series gave leading experts within the field of suicide prevention an opportunity to talk about the importance of their work and how it contributes to the wider field of suicide prevention and mental health. The overall aim of the series was to showcase the breadth of work, the dedication of those working within suicide prevention and to impart a message of hope: that suicide is preventable.

IASP promoted and supported collaboration and knowledge sharing with the World Federation for Mental Health (WFMH); facilitating a comprehensive and aligned campaign serving each awareness day.

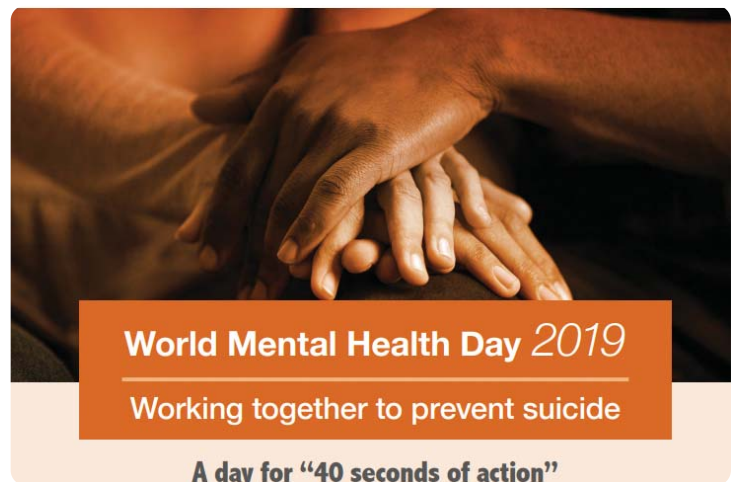
## Other Third Party Collaborations

IASP formed part of a joint social media campaign aimed at World Mental Health Day called #40secondsofaction (in 6 languages) with the World Health Organisation (WHO), the World Federation for Mental Health and United for Global Mental Health. The campaign was launched on WHO's website on World Suicide Prevention Day and shared across all partners social media platforms, called for action to be delivered on World Mental Health Day. WHO reported that the campaign achieved 3 million impressions on World Mental Health Day (1M being their daily target and 2M being their specific campaign target); a joint report with detailed analytics is being prepared.

The reach of the social media campaign is the largest to date. World Suicide Prevention Day 2019 was a great success and collaborations with other international organisations has played a central role in this. We look forward to continuing and strengthening our relationships in future years. This series was sponsored by Lundbeck.



'In Conversation With...'



## WSPD & WMHD Campaign Impact

WSPD Social Media Reach  
between 1st September – 31st October 2019

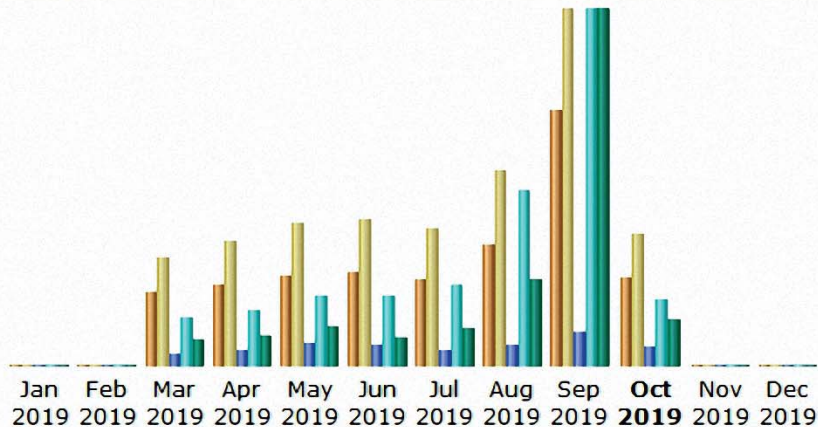
- The IASP website** - www.iasp.info 3.7 million hits
- Facebook Page** - IASPIInfo - 93,811 impressions
- Twitter Page** - IASPIInfo - 2.1 million impressions
- YouTube Channel** - 2,078 direct views of Lundbeck sponsored videos.



# WSPD STATS 2019

- 135 WSPD activities listings in 46 countries
- 15 organization members WSPD pages listed
- Banners created in 70 languages
- Two animated gif banners created
- Light a Candle postcards now in 63 languages
- WSPD brochure created in eight languages
- Facts and Figures updated in PowerPoint and Pdf formats
- New Toolkit created
- Suggested activities updated
- Press Preparation Package updated
- 45 videos screened and uploaded to IASP YouTube WSPD 2019 channel with 2,925 views
- WSPD products listed

## Monthly history



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2019	0	0	0	0	0
Feb 2019	0	0	0	0	0
Mar 2019	23,942	35,544	140,608	507,853	32.62 GB
Apr 2019	25,911	40,112	162,224	593,329	37.60 GB
May 2019	29,324	46,604	234,175	740,354	46.74 GB
Jun 2019	30,544	47,474	218,357	744,586	36.18 GB
Jul 2019	28,337	44,845	164,492	838,433	44.71 GB
Aug 2019	40,013	63,804	213,645	1,826,904	107.36 GB
Sep 2019	83,224	116,395	353,360	3,728,453	440.84 GB
<b>Oct 2019</b>	28,687	42,788	192,853	696,865	56.63 GB
Nov 2019	0	0	0	0	0
Dec 2019	0	0	0	0	0
<b>Total</b>	<b>289,982</b>	<b>437,566</b>	<b>1,679,714</b>	<b>9,676,777</b>	<b>802.68 GB</b>



## WSPD 2019 INDIA

The Neurology Department of Banaras Hindu University (BHU), Varanasi held a patient awareness event at which Professor Abhay Srivastava, Distinguished Professor of Psychology at BHU discussed effective stress coping techniques with patients and their relatives. Professor Shri Prakash Shukla spoke about the value of life.



## WSPD 2019 USA



Members of a number of organisations including the Samaritan, the Coalition for Behavioural Health, the National Alliance on Mental Illness, Safe Horizon, Comunilife Inc., and the New York City Council stood together at New York City Hall to raise awareness of suicide in their community. They shared the message that help is available for those who are struggling.



# WSPD 2019 SLOVENIA



## World Suicide Prevention Day 2019 in Slovenia

Activities around World Suicide Prevention Day in Slovenia are being organized in collaboration of UP IAM Slovene Center for Suicide Research, National Institute for Public Health, National Association for Quality of Life Ozara and Slovene Association for Suicide Prevention. We can report about successful events happening in this year.

## Cycle around the globe



The Cycle around the globe activity was launched as an online event, promoting cycles to sign in to dedicate their cycled distances. The activity took place from August 10th, 2019 to October 10th, 2019.

In the mentioned period, 288 cyclists joined the initiative and together they have cycled 23 432 kilometers. They reported cycling in all of the Slovenian geographical regions, covering the whole country. Some cyclists even exceeded the Slovenian borders and gathered the kilometres in the neighboring Italy, Austria, Croatia and Hungary. Among the cyclists, 170 were men and 118 were women. According to the age distribution, cycles

form a multigenerational group, including children (minimal age: 5) and the elderly (maximal age: 65). We are pleased to report that there were a couple of initiatives, organized by the local branches of the National institute for public health, promoting group cycling and publicly raising awareness in preventing suicide.

## Together for Suicide Prevention - panel of experts one day event (Ljubljana)

On WSPD the Slovenian Centre for Suicide Research, together with the National Institute of Public Health, the Slovenian Association for Suicide Prevention and the National Association for the Quality of Life of Ozara Slovenia, participated in the organization of a professional consultation which was held under the motto "Together for Suicide Prevention". At the expert consultation, colleagues from the Slovenian Centre for Suicide Research presented their experiences and most recent findings relating to the field of suicidology. The event included 5 plenary sessions, 6 lectures and 4 different workshops, enabling the 150 guests to obtain a rich and updated viewpoint on the topic. A special thanks to the organisers and speakers: Dr. Vita Postuvan, Dr. Tina Podlogar, Nusa Zadavec Sedivy & Ursa Mars Bitenc.

## Press briefing on World Suicide Prevention Day (Ljubljana)

As part of the activities on World Suicide Prevention Day, the Deputy Head of UP IAM of the Slovenian Centre for Suicide Research, Dr. Vita Postuvan, together with other Slovenian experts in the field of suicide attended a briefing in which she presented scientific findings and projects implemented by the Centre in the field of understanding and prevention of suicidal behaviour in Slovenia to members of the press.



# WSPD 2019 AUSTRALIA



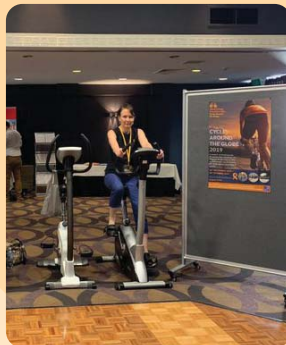
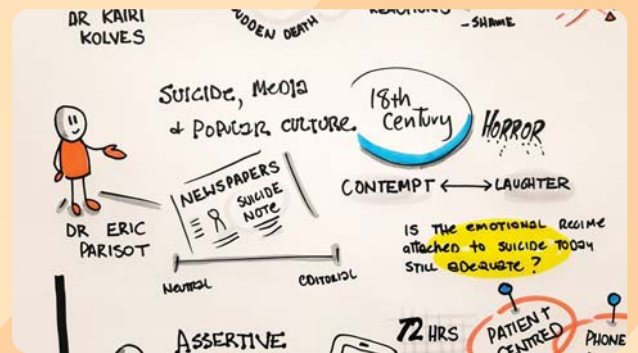
The WSPD Community Forum was hosted by Australian Institute for Suicide Research and Prevention and the School of Psychology at Griffith University, Brisbane, Australia. This event was kindly supported by the Queensland Mental Health Commission.

A stimulating program of presentations was rolled out on the day, with speakers hailing from a variety of local, national and international organisations. Professor Jane Pirkis launched the 2019 IASP Cycle around the Globe campaign and even managed to deliver her presentation whilst clocking up the miles on a bike, inspiring delegates to tag team throughout the event!



Professor Jane Pirkis (photo left).

Details from live drawing at forum (right).





# WSPD 2019 MEXICO

The Pan American Health Organization Mexico commemorated with great success the #DiaMundialPrevencionSuicidio where in the presence of state and municipal authorities they continued to disseminate the actions of the State Committee on Suicide Prevention on World Suicide Prevention Day.

The heroic efforts of the Durango Municipal Public Security Directorate were acknowledged at this event for their outstanding efforts in suicide prevention.



# WSPD 2019 COLOMBIA



Volunteers in Santander, Columbia took part in the Cycle around the Globe event and tallied over 120km between them, while raising awareness of suicide prevention in their area. A great effort by all involved!







# WSPD 2019 NIGERIA

## Cycle around the Globe event

Our colleagues at the Rotary Club in Nigeria have done tremendous work this WSPD by gaining over 3000 participants to partake in both the Cycle around the Globe event.

The public engagement in this event has been outstanding and has really influenced suicide prevention awareness in the country. Well done to all involved!



Strengthening Society Today (Double St) Foundation conducted a radio interview as part of their activities to mark the World Suicide Prevention Day with Founder & Consultant Psychiatrist Dr Annah Gyang.

Double St Foundation created the Strengthening Society Today Foundation Suicide Prevention Project (SSTFSPP), A Public Education Campaign, which included a World Suicide Prevention Day conference in Plateau State in the days leading up to WSPD .

The aims of the conference were to:

- Create awareness and promote understanding about suicide
- Define strategies and initiatives for suicide prevention.
- Enhance community participation in suicide prevention activities.

The conference provided an opportunity for participants to unlearn, relearn and learn about the conversations around mental health and suicide.

*(Nigeria - cont. next page)*



# WSPD 2019 NIGERIA

ILORIN

## Surpin WSPD

The Suicide Research and Rrevention Initiative (SURPIN) in Nigeria had a number of activities to commemorate this year's World Suicide Prevention day. SURPIN is currently present in over 20 states of the country and several of its members/chapters organized activities in various states. In Lagos there was a symposium where people from different facets of the society, including the police force (Rapid Response Squad), the national drug and food control agency (NAFDAC), the state ministry of social works, students, those involved in Arts in Medicine and a number of others gathered to talk about suicide among the youth. There was also exhibition of artworks.

In Ilorin, Kwara state there were also a number of activities including you walk to create awareness as well as a lecture and public enlightenment on radio. This generated a lot of interest in the University community and the town as a whole.

Other places where activities held included in Akure, Ondo state where a walk was held, in Benin city, Edo state where there were enlightenment programmes on radio as well as on TV and in Jos, Plateau state where similar activities were also organized.

SURPIN also organised a Twitter challenge in order to create awareness on social media and raise funds through donations and use this to support the costs of antidepressant medication for one indigent person each in 10 states of the Federation were SURPIN has footprints. This was successful and brought smiles to the faces of many.



## LAGOS SYMPOSIUM



Meg on radio in Jos

SURPIN was also able to form and strengthen partnership with institutions and other organizations who partnered them in many of these activities, notably MINDTRUST, ASIDO; and SURPIN took these partnerships forward into the world mental health day celebrations.

Dr. Raphael E. Ogbolu  
Consultant Psychiatrist/Coordinator, SURPIN  
National Representative, IASP (2019-2023)



# WSPD 2019 RUSSIA

## Activities in Saint-Petersburg State University on the occasion of WSPD

The initiative to organize a scientific event in the Saint-Petersburg State University (SPbU) (<http://english.spbu.ru/>) belonged to IASP national representative in the Russian Federation Prof. Vsevolod Rozanov. It was supported by the dean of Department of Psychology Dr. Alla Shaboltsa (<http://www.psy.spbu.ru/department>).

It was decided to organize a public lecture of Professor Vsevolod Rozanov with the emphasis on existing suicide trends and related issues in Russia, conceptual basis of suicide prevention, description of the national suicide prevention programs implemented in different countries. The event was registered in the University as research and applied symposium, the information was widely distributed by official channels and represented on the University and St.Petersburg Psychological Society web-sites. The lecture took place on September 16th in the premises of the Department of Psychology of SPbU.

Totally, there were 57 participants from the SPbU and other medical, pedagogical and psychological institutions of St. Petersburg. During discussion such issues as situation with suicides in different regions and age groups were touched. Russia is a federation and regional differences are huge, from very low rates in the Caucasus federal subjects to rather high level in the Urals and Central Siberia subjects. In general rates in the Russian Federation are lowering for the last decades, many local suicide prevention initiatives exist that have contributed to lowering of the rates. Nevertheless, there is still much to be done to introduce more suicide prevention efforts on the federal and regional levels, especially in adolescents and young adults age groups.

The event in SPbU on the occasion of WSPD was held for the first time and hopefully may become a tradition, which will play important role in increasing wide public and professional circles attention to the suicide prevention issues.





# WSPD 2019 UK



Once again this year, STORM Skills Training CIC got together at Didsbury Waterside and amassed a staggering 8,821km for the IASP Cycle around the Globe campaign. Volunteers took part by cycling a static bike, as part of a spin class or a gym challenge. Well done to all involved in helping raise awareness on WSPD.



Staff at the Nightingale Mental Health Hospital in London hosted an event in honour of World Suicide Prevention Day. Their senior staff nurse Risq Animasaun wears a traditional Ghanaian head wrap, adorned with candles - a powerful message of solidarity, love and support.





# WSPD 2019 URUGUAY



**NGO** Ultimo Recurso activities celebrating World Suicide Prevention Day, 2019. The web-page and Newsletter of National Administration of Electric Power Plants (UTE) <https://portal.ute.com.uy/#> published an article from IASP translated by Ultimo Recurso staff. About 10.000 employees work in UTE. Uruguay has 3.500.000 inhabitants.

**E**dila Fatima Barruta from Parliament of Montevideo held an excellent speech about WSPD and NGO Ultimo Recurso inviting Government Authorities to work hard in suicide prevention.

**S**tudents, psychologists and social workers celebrated WSPD in a workshop managed by Ultimo Recurso staff. They played to be future presidents of Uruguay who shall prevent suicide!

