



**WORLD  
SUICIDE  
PREVENTION  
DAY TOOLKIT  
2020**

**HNHB REGIONAL  
SUICIDE PREVENTION  
STEERING  
COMMITTEE**

# WORLD SUICIDE PREVENTION DAY

Every year on September 10th, people in over 50 countries around the world honour World Suicide Prevention Day. This day is a chance for all of us to join together in promoting understanding about suicide, and for those impacted by a suicide loss or attempt, family or friends, charitable organizations, professionals, politicians, volunteers, and community members to come together to continue *working together to prevent suicide*. This message reminds us that although suicide prevention work can often feel overwhelming, small acts can make a big difference. *When we come together, we are stronger.*

## REGIONAL SUICIDE PREVENTION STEERING COMMITTEE

The Regional Suicide Prevention Steering Committee (RSPSC) consists of representatives from the Canadian Mental Health Association, the Suicide Prevention Community Council of Hamilton, the Niagara Suicide Prevention Coalition, Suicide Prevention Brant, Six Nations Life Promotion, Halton Suicide Prevention Coalition, and the Suicide Prevention Network of Haldimand-Norfolk. The RSPSC promotes better access to evidence-based suicide prevention training across the LHIN, build synergies through the sharing of best practices, promote collaboration and suicide prevention planning across the LHIN, and foster greater resiliency and help seeking behaviour to develop suicide safer communities.

# CANADIAN ASSOCIATION FOR SUICIDE PREVENTION

## ABOUT

*"The Canadian Association for Suicide Prevention (CASP) was launched in 1985 by a group who saw the need to provide information and resources to communities to reduce the suicide rate and minimize the harmful consequences of suicidal behaviour. Like many others, CASP envisions a world in which people enjoy an optimal quality of life, are long-living, socially responsible, and optimistic about the future. CASP's ultimate purpose is to reduce the suicide rate and minimize the harmful consequences of suicidal behaviour. We continue to be a touchstone for everyday Canadians and members of the media who want resources, guidance and education."*

To learn more about CASP, please visit <https://suicideprevention.ca/>

## VIEW THE OFFICIAL CASP WORLD SUICIDE PREVENTION 2020 TOOLKIT AT:

<https://suicideprevention.ca/resources/Documents/WSPD2020-toolkit.pdf> (ENG)

<https://suicideprevention.ca/resources/Documents/JMPS2020-boite%20outils.pdf> (FR)

# REGIONAL STATISTICS

IN 2017 THERE WERE...

56

## SUICIDES IN HAMILTON

That's approximately  
1.1 suicides each week

19

## SUICIDES IN BURLINGTON

That's approximately  
1 suicide every 2 weeks

**EVEN ONE IS  
TOO MANY**

68

## SUICIDES IN NIAGARA

That's approximately  
1.3 suicides each week

19

## SUICIDES IN HALDIMAND- NORFOLK

That's approximately  
1 suicide every 2 weeks

15

## SUICIDES IN BRANT COUNTY

That's approximately  
1 suicide every 3 weeks

# HOW TO HELP SOMEONE EXPERIENCING THOUGHTS OF SUICIDE

## LOOK FOR INVITATIONS: WHAT DO YOU SEE AND HEAR?

The person may have a range of emotions like feelings of hopelessness, despair, anger, or numbness. The person may feel alone or withdrawn, or like they are a burden. They may feel they have no purpose in life. They may express these feelings in a number of ways:

**Through their words:** *"I don't want to be here anymore." "I can't take this anymore." "Everything is just so hard."*

**Through their actions:** *Distancing themselves from family, friends and responsibilities. Not responding to messages or invitations to chat or engage. Not willing to make any plans for the future.*

**Other things to consider:** *Has the person lost someone close to them? Been rejected? Experienced any kind of loss? Experienced suicide before?*

## ASK OPENLY AND DIRECTLY ABOUT SUICIDE

if you have noticed any invitations, it is okay to ask openly and directly about suicide.

**What to say:** *"Are you thinking about suicide?"*

**Benefits of talking openly about suicide:** *Allows the person to know they can trust you. Allows the person to feel that they are not alone, to feel they have been heard. Shatters stigma that we shouldn't be talking about suicide*

## IF THE PERSON ANSWERS YES, OR YOU ARE STILL WORRIED ABOUT THEM, BE THERE BY LISTENING

**What to say:** *"This is important, let's talk about this. I am listening."*

After listening, find someone who can help keep them safe. Below are a list of resources you can use.

**What to say:** *"We should get more help. I want to keep you safe by connecting you with someone who can help you."*

This information is not intended to replace the fundamental understandings and practical applications of the TALK steps learned in the LivingWorks safeTALK training. To ensure a complete understanding of the TALK steps principles and applications, attending a safeTALK training session is strongly recommended. For more information on safeTALK or other LivingWorks trainings, visit [www.livingworks.net](http://www.livingworks.net) or call TOLL FREE N.A. 1.888.733.5484

# HOW TO HELP MEN EXPERIENCING THOUGHTS OF SUICIDE

## MEN HAVE A SUICIDE RATE 3x HIGHER THAN WOMEN. GUYS, HERE'S WHAT YOU CAN DO.



### 1 • PAY ATTENTION

Any noticeable change in his behaviour is a warning sign your friend might not be doing well. These changes could include:

- Drinking more than usual
- Appearing tired or distant
- Talking about how much life sucks
- Being more irritable or angry

### 2 • START A CONVERSATION

Choose a comfortable setting.

- Over the phone
- Over drinks at a favourite hang out
- While driving in the car
- While working on a project

Mention what you've noticed.

- "I haven't seen you around much these days. Is everything okay?"
- Don't blame or shame him.



### 3 • KEEP IT GOING

Ask questions and listen to what he's saying.

- "The other day you said your life sucks... what's that like for you?"  
Avoid instantly problem-solving.
- Don't make it seem like he's overreacting, and don't change the subject.
- Back him up and acknowledge his feelings: "That sounds really hard."
- If you're still worried about him, ask: "Are you thinking about suicide?" If he says yes, don't panic.
- Let him know you're there for him: "Thanks for telling me. That's really hard to do. Can you tell me more about it? I'm here for you."

### 4 • STICK TO YOUR ROLE

You're a friend, not a counsellor.

- Ask if he has others he can reach out to for support, and ensure he contacts them.
- Call Crisis Services Canada together: 1-833-456-4566.
- Following the conversation, check in with him often.
- If he has imminent plans to die, contact 911 and ensure he is not left alone.



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centre for  
suicide prevention

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# RESPONSIBLE MEDIA REPORTING GUIDELINES

## DO'S AND DON'TS ABOUT REPORTING ON SUICIDE IN THE MEDIA

### DO

- Educate the public about the facts about suicide and suicide prevention without spreading myths
- Consider the reason behind reporting on this death
- Look for links to broader social issues (e.g. poverty, substance abuse, etc.)
- Respect the privacy and grief of family and others
- Acknowledge the individual's challenges
- Encourage help seeking behaviour
- Include resources, such as Crisis Service numbers, as well as education and training opportunities

### DO NOT

- Shy away from writing about suicide. The more taboo, the more the myth
- Romanticize the act or reasons for the suicide(s) (e.g. 'We want to be together for all eternity')
- Jump to conclusions. The reasons why people kill themselves are usually complex.
- Go into detail about the methods used.
- Site simplistic reasons for suicide (e.g. 'Boy dies by suicide because he has to wear braces').
- Use photographs, video footage or social media links.

## YOUR CHOICE OF LANGUAGE MATTERS

- **Don't** say the person 'committed suicide' - it is an outdated term and implies illegality or moral failing
- **Don't** call suicide 'successful or unsuccessful. Death is not a matter of success.
- **Don't** use or repeat pejorative language such as 'coward's way out' which reinforces stigma.

### Do use plain words like:

- the person 'died by suicide'
- the person 'killed themselves'
- the person 'took their own life'



Adapted from the Niagara Suicide Prevention Coalition, 2019. Based in part on the Canadian Association for Suicide Prevention (CASP); Mindset: Reporting on Mental Health, produced by the Canadian Journalism Forum on Violence and Trauma; and Preventing suicide: a resource for media professionals, update 2017. Geneva: World Health Organization; 2017 (WHO/MSD/MER/17.5). Licence: CC BY-NC-SA 3.0 IGO

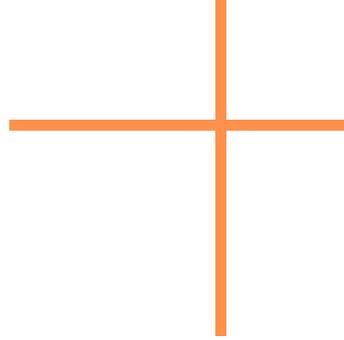
# ACTIVITIES

## MESSAGES OF HOPE

Get outside with your friends and family and get **CHALKING!** Chalk your Messages of Hope on your driveway, patio, or sidewalk for all to see!

### MESSAGES

- Don't let anyone dull your sparkle
- When it rains, look for rainbows, when it's dark look for stars
- There is no one else in the world just like you
- Don't look back; you're not going that way
- Be Yourself; everyone else is taken
- You were born to be real, not perfect
- Sometimes on the way to a dream, you get lost and find a better one
- Difficult roads often lead to beautiful destinations
- The beautiful thing about learning is no one can take it away from you – B.B. King
- Don't let what you cannot do interfere with what you can do – John Wooden
- A person who never made a mistake never tried anything new – Einstein
- The expert in anything was once a beginner – Helen Hayes
- Learn from Yesterday. Live for Today. Hope for Tomorrow – Einstein
- In a world where you can be anything, be kind
- Failure doesn't mean the game is over; it means try again with experience
- Be the change you want to see in the world
- The sky is full of stars, and there is room for them all to shine
- Remember failure is an event, not a person
- Hope is Real, and Your story is important
- When you change the way you look at things, the things you look at change
- Don't allow others to hurry your healing, it's a process, and it's yours
- Self Care is about soothing your soulSelf-care is not selfish; it's self-love
- Talk to yourself the way you would talk to your best friend
- HOPE – Hearing Other People's Experiences
- HOPE – Help Open People's Eyes
- Be the reason someone believes in good people
- All you can change is yourself, but that can change everythingIt's not okay today. But today is not forever. It will be okay again
- Kindness never goes out of style
- These mountains that you carry, you were only supposed to climb



# ACTIVITIES

## ACTIVITY 2

Light a candle in your front window as a 'flame of hope' at 8:00PM to remember those who have been impacted by suicide and raise awareness.

## ACTIVITY 3

Call a friend, colleague, family member for a chat or invite them for a coffee if you're comfortable meeting in a public space. If not, call them over the phone or have a virtual coffee date.

## ACTIVITY 4

Engage in our social media campaigns:

### Brant:

<https://www.facebook.com/SuicidePreventionBrant>  
<https://instagram.com/suicidepreventionbrant>

### Hamilton:

<https://www.instagram.com/cmhaham/>  
<https://www.facebook.com/cmha.hamilton>  
<https://twitter.com/CMHAHamilton>  
  
<https://www.instagram.com/suicidepreventionhamilton/>  
<https://www.facebook.com/suicidepreventionhamilton>

### Six Nations:

<https://www.facebook.com/moment.forlife.14>  
<https://www.facebook.com/Healthy-6Nay-188200901334755/>  
<https://www.instagram.com/healthy6nay/>

### Halton:

<https://twitter.com/HaltonSPC>  
<https://www.facebook.com/cmha.halton>

### Niagara:

<https://www.facebook.com/NiagaraSPC/>

# REGIONAL CALENDAR OF EVENTS

## HAMILTON

### *September 10, 2020*

- The Suicide Prevention Community Council of Hamilton and St. Joseph's Healthcare Hamilton will be hosting a 25 person socially distanced butterfly release for 25 patients, peer support, staff, and community representatives.
- We are asking our community to send messages of HOPE for World Suicide Prevention Day (#WSPD2020) to be in our photo mosaic with messages of hope for #WSPD2020. Send us your message of HOPE in a photo format, and we'll make it part of the mosaic of our community. Please submit by *August 28, 2020*

To learn more and submit your photo, please visit:

<https://www.stjoes.ca/health-services/world-suicide-prevention-day>

- On September 10, the SPCCH is also launching the BeSafe App for youth in Hamilton. BeSafe is a mobile app that aims to help young adults make a decision about seeking help in a crisis. Learn more at <https://besafeapp.ca/>

### *September 18, 2020*

CMHA Hamilton will be hosting a FREE webinar on Supporting You and Your Child's Mental Health. For registration and Zoom login information, please visit <https://www.eventbrite.ca/e/back-to-school-support-you-and-your-childs-mental-health-tickets-116783333093>

### *September 27, 2020*

Come join us this year for the 8th Annual CF Limeridge Running for Rachael VIRTUAL Walk/Run in support of suicide prevention anytime and anywhere on Sunday, September 27th. Join us at 9 am for our walk/run launch video. No cost to register! Register your team at:

<https://raceroster.com/events/2020/30055/2020-cf-lime-ridge-running-for-rachael>

# REGIONAL CALENDAR OF EVENTS

## BRANTFORD/BRANT COUNTY/SIX NATIONS

*Suicide Prevention Brant will be hosting a number of events the week of September 7th 2020, all details will be available on our social media pages (listed above).*

### *September 8, 2020*

- Messages of Hope rock painting day, paint and hide a rock with a message of hope in Brantford/Brant.

### *September 9, 2020*

- Messages of Hope chalking day, we invite everyone to write messages of hope with chalk on sidewalks throughout Brantford/Brant.

### *September 10, 2020*

- **Meet Me at the Pole** \*virtual\* flag raising events to be livestreamed on social media.
  - 11:00am the County of Brant's virtual flag raising Meet Me at the Pole event
  - 1:30pm the City of Brantford's virtual flag raising Meet Me at the Pole event
- **Move in Yellow Event** - We are inviting everyone to walk, role, or ride for World Suicide Prevention Day and share with us how many "steps" you took to support suicide prevention and spread hope across our communities. This event will be done independently to support safety and social distancing!
- **Wear Yellow Day!** Yellow is the colour for Suicide Prevention, join us in wearing yellow and promoting awareness about this day.
- **New Social Media Launch!** You can now find us on social media under a new name, visit Suicide Prevention Brant on Facebook and Instagram today!

# REGIONAL CALENDAR OF EVENTS

## HALTON

*September 10, 2020*

The Halton Suicide Prevention Coalition is launching their new webcast *CONNECT With HSPC on [www.haltonspc.ca](http://www.haltonspc.ca)*. This webcast will bring different perspectives to the topic of suicide prevention and how we can work together to create a suicide-safer community.

## NIAGARA

*September 10, 2020*

*Walk with Distress Centre* – Distress Centre Niagara is hosting the 15th Annual Suicide Awareness Walk on September 10th at 7p.m. - the first virtual Walk!

Register at <https://tinyurl.com/RegisterSAW2020>

Fundraising? Create your individual or team page at

<https://tinyurl.com/FundraiseSAW2020>

Follow the Niagara Suicide Prevention Coalition's Facebook page for updates!

## HALDIMAND-NORFOLK

*September 10, 2020*

*Chalk Your Messages of Hope* - the *Suicide Prevention Network of Haldimand-Norfolk* invites everyone to write messages of hope with chalk on sidewalks throughout Haldimand-Norfolk.

# RESOURCES

## CRISIS SERVICES CANADA: NATIONAL SUICIDE PREVENTION HOTLINE

Call toll free 24/7 365 **1.833.456.4566** OR Text **45645**, 4 PM - 12 AM ET

## THE 211

*211 connects people to the right information and services, strengthen Canada's health and human services, and helps Canadians become more engaged with their communities.*

Visit <https://211ontario.ca/> or call 2-1-1

## TOGETHERALL (FORMERLY BIG WHITE WALL)

*Commissioned by over 250 organisations globally, Togetherall is an online service providing access to millions with anxiety, depression and other common mental health issues.*

Visit <https://togetherall.com/en-ca/> to learn more

## BOUNCEBACK ONTARIO

*BounceBack® is a free skill-building program managed by the Canadian Mental Health Association (CMHA). It is designed to help adults and youth 15+ manage low mood, mild to moderate depression and anxiety, stress or worry. Delivered over the phone with a coach and through online videos, you will get access to tools that will support you on your path to mental wellness.*

Visit <https://bouncebackontario.ca/> to get started

# PARTNERING AGENCIES



**NIAGARA SUICIDE PREVENTION  
COALITION**

<http://www.niagarasuicidepreventioncoalition.com/>



**HALTON SUICIDE PREVENTION  
COALITION**

<https://haltonspc.ca/>



**SUICIDE PREVENTION BRANT**

[https://woodview.ca/  
suicide-prevention-brant/](https://woodview.ca/suicide-prevention-brant/)



**SIX NATIONS**

<http://sixnations.ca/>



**SUICIDE PREVENTION COMMUNITY  
COUNCIL OF HAMILTON**

<https://spcch.org/>



**SUICIDE PREVENTION NETWORK  
OF HALDIMAND NORFOLK**



**CMHA, HAMILTON**

<https://cmhahamilton.ca/>