



World Suicide  
Prevention Day



# World Suicide Prevention Day 2020

## IMPACT REPORT

*'Working together to prevent suicide'*





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# INTRODUCTION

World Suicide Prevention Day 2020 marked the 18th year of this awareness day and the final year of the triennial theme 'Working Together to Prevent Suicide'. The theme served to remind us that we all have a role to play in helping those who are struggling to cope whilst also encouraging collaboration at all levels. The year 2020 has seen unprecedented change as we adapt to a world altered by the COVID-19 pandemic. Mental Health has risen to global priority as the psychosocial implications of social distancing, quarantines and other restrictions become clear. At the same time, the same social distancing, quarantines and other restrictions have meant many traditional activities could not happen. Innovative alternatives online and outdoors have led to an unprecedented response to both World Suicide Prevention Day and World Mental Health Day. This report outlines the highlights and impacts of World Suicide Prevention Day and IASP's contribution to World Mental Health Day.



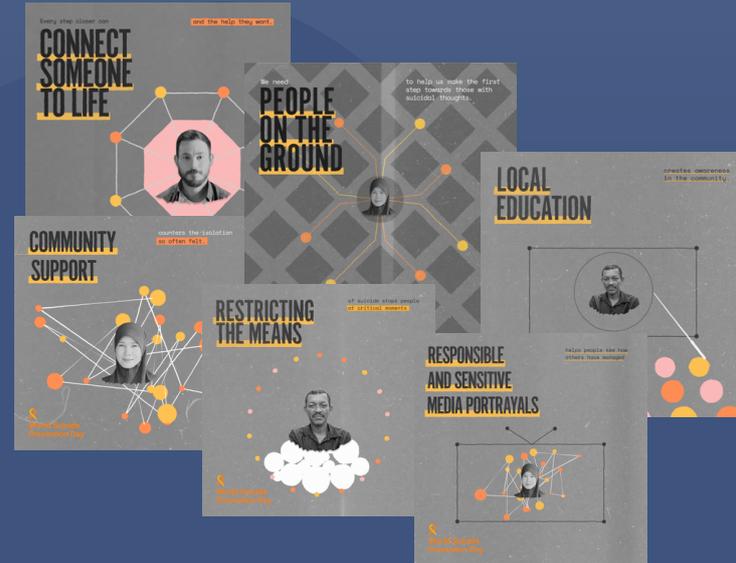
  
**World Suicide  
Prevention Day**

# IASP CAMPAIGN

## STEP CLOSER: A WORLD SUICIDE PREVENTION DAY AWARENESS FILM

On the 1st September 2020, The International Association for Suicide Prevention released 'Step Closer' with the support of H. Lundbeck A/S; an awareness film that aimed to highlight that working together was essential in preventing suicide. Alongside a press release, the film was available to download and share alongside a social media toolkit that explained the wider message behind the film and provided a number of suggested social media posts to use during the campaign period from 1st September – 10th October 2020.

- This year over **half a million** people participated in the global conversation around World Suicide Prevention Day awareness on Twitter.
- The hashtags #WorldSuicidePreventionDay, #WSPD, #WSPD2020, #SuicidePrevention, and #StepCloser were tweeted over **553K times** leading up to WSPD, including **377K times** on Sept 10.
- #WorldSuicidePreventionDay reached **#2 trend** on Twitter in the USA on 10th September.
- With the support of a collaboration with Twitter's Public Policy Team, the Step Closer film gained **71 million** impressions and **33.7 million views** on Twitter.
- The film had **17.5K** views on Youtube and was viewed for **19,980 minutes** and was shared **1,161 times** on Facebook and viewed for **23,139 minutes**.



  
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Touch: Crisis Line...  
@Crisis\_Line\_PH

es 5 minutes to start  
on towards suicide  
5. 5 minutes to break the  
minutes to preserve a  
that first step by  
out this website:

er  
mayKa



Sep 16, 2020

See In Touch: Crisis...

n... · Sep 10, 2020

ri bicara ttg emosi,  
angguan jiwa, swa-  
gnosis dan bunuh diri

ya mewakil  
ntohelighted bersama  
SA FK UnAir akan kupas  
tas pembahasan ini  
na pada hari Sabtu, 12  
eptember 2020 pkl 16.00-  
00 WIB.



Tehseen  
@TheTehseen

If you find anyone calling for help  
or losing hope, #StepCloser

12:20 AM · Sep 15, 2020

6 See Tehseen's other ...



Jen McCurdy  
@BirthSTL

While suicide is an uncommon  
event, suicidal ideation (thoughts  
about suicide) is relatively common  
among pregnant and postpartum  
women. #KnowMomFacts because  
#MomsAreNotImmune.

#WSPD2020

#WorldSuicidePreventionDay

#WSPD #SuicidePrevention

#StepCloser #empathy #bethe1to



8:34 PM · Sep 11, 2020

1 See Jen McCurdy's o...



doctHERs  
@doctHERs

World Suicide Prevention Day is  
aimed at raising awareness about  
suicide and suicide prevention.  
Resources to help us be able help:



Tehseen  
@TheTehseen

#StepCloser

@abnormalkido

If you truly love someone, you  
don't let them suffer in silence.

2:23 AM · Sep 15, 2020

4 See Tehseen's other ...



United for Global M...  
@UnitedGMH

#COVID19 has impacted us all –  
our connections are now more  
important than ever. The need for  
physical distancing should not  
impact our connections.

This #WorldSuicidePreventionDay,  
don't miss #StepCloser, a new  
short film by @IASPinfo.

#WSPD #SuicidePrevention  
#WSPD2020

IASP @IASPinfo

Every 40 seconds someone dies  
by suicide. Today is  
#WorldSuicidePreventionDay so  
why not take time to  
#StepCloser : raise awareness,  
increase knowledge, debunk  
myths & stigma, & reach out to  
someone who may be  
struggling. Because suicide is  
preventable. #WSPD  
#SuicidePrevention



Benny Prawira Si...  
@bennysiauw89

Replying to @bennysiauw89

Besok Sabtu, 12 September  
2020, saya langsung loncat  
ke sesi yg diselenggarakan  
YouthEmpowerment jam  
17.00 WIB juga.

Bersama @Hujandisenja &  
@edhozell, mari kita  
peringati  
#HariPencegahanBunuhDiri  
#StepCloser

Naajmi Naaj @Hujand...

Besok jangan lupa! Kita  
ngobrol2 untuk  
memperingati hari  
pencegahan bunuh diri  
sedunia (world  
prevention suicide day)  
bareng kak  
@bennysiauw89 juga kak  
@edhozell

Sampai ketemu besok



Benny Prawira Si...  
@bennysiauw89

It's time to #StepCloser and listen  
to our LGBT fellows to prevent  
suicide.

Saya akan fokus pada aplikasi  
suicidologi di individu & komunitas  
LGBT di sesi ini.

Sabtu, 12 Sept 2020 15:00 - 17:00



Benny Prawira Si...  
@bennysiauw89

J... webinar...  
... less than 5 min...  
2 different sessions.

Thank you, AMSA UnAir &  
Empowerment Indonesia!  
work together #StepCloser  
prevent suicide.



3:26 PM · Sep 12, 2020

21 See Benny P...



Vedica Podar  
@Vedica\_Podar

Great advice from @Rethi...  
anyone who might be stru...  
with thoughts of #Suicide...  
afraid to reach out for hel...  
get better and there's alw...  
someone who cares about...  
will listen 🌻💙💜  
#SuicidePrevention #Step...  
#MentalHealth #ReachOu...



# LIGHT A CANDLE

The IASP Light a Candle campaign aims to enable individuals to light a candle on the eve of World Suicide Prevention Day to reflect, support and remember and acknowledge survivors of suicide or those lost to suicide. This year saw a record number of Light a Candle posts on social media platforms as people all over the world took time to acknowledge a loss or survivor.



'Yesterday we lit 674 candles for those who died by suicide in 2018 (in Norway). My little brother was part of the 2017 statistics. It's hard to live without him. He's the reason I speak up and try make you see there is someone who will listen. I never was given the chance to help him, but will you let me help you?'



'Tonight at 8pm we were to light a candle for World Suicide Prevention day. I lit 3 candles - one for my best friend Lester Reinhart, one candle for my cousin Francisco Cuzner, and one candle for my good friend's son Christian Louis. Three people who meant the world to so many of us but who took their own lives, leaving the rest of us with so many questions and so much heartache...'



'For the people that didn't know how much this world needed them.. #WorldSuicidePreventionDay is about educating people on the topic of suicide. It's a challenging topic to talk about for a lot of people but one that needs to be discussed. Reaching out to a loved one can be intimidating, but doing so might just be exactly what they need....!'



'Standing In Solidarity for all the victims of Suicide. Together we can support our families, friends, loved ones and neighbors to be victors and not victims.'



  
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# GLOBAL ACTIVITIES

World Suicide Prevention Day activities reported to IASP numbered over 45 from 20 countries globally.

## LET'S TALK & WALK

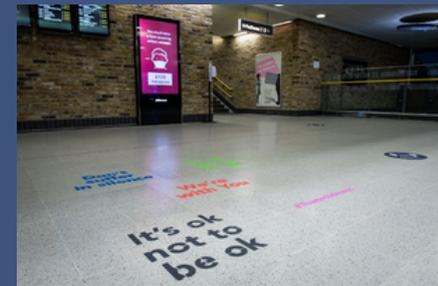
Let's TALK & Walk is an everyday campaign run globally to encourage open conversations and to prevent the escalation of small concerns spiralling into bigger issues. Ambassador and cricketing legend Kumar Sangakkara joined the campaign with many others to create awareness and encourage others to join. Launched on World Suicide Prevention Day 2020, this everyday campaign can be run by anyone at any time and anywhere around the world. With events taking place across the globe in Fiji, USA, Taiwan, Sri Lanka, Japan, Nigeria, and Australia. This everyday campaign is part of the Let'sTALK program with the vision of "Letting Everyone Talk Safely" to improve emotional and social wellbeing. It's an early intervention strategy towards preventing mental illness and suicide.



## GOVIA THAMESLINK RAILWAY

Govia Thameslink Railway (GTR) is the UK's biggest railway has appointed its first Suicide Prevention Manager (being the only one to do so amongst Train Operating Companies). GTR chose to mark WSPD with the 'Affirmation Art' campaign developed in collaboration with a team of artists, who sprayed a series of motivational messages in chalk across some of its busiest station entrances and exits. The chalk clusters aimed to offer support and spark discussion around suicide prevention, helping to give passengers and staff a positive boost. The messages being featured included: 'We're with You', 'Don't suffer in silence', 'It's ok not to be ok'. Speaking of the campaign, Suicide Prevention Manager, Laura Campbell said, "It is important to raise awareness of the support that is available to those that may need it and educate the wider community about the

complexities inherent in mental health as well as suicide. The Affirmations Art campaign looks to do just that, in a subtle and visual way". In the last year, there have been 426 GTR interventions and 35 fatalities, with a 57% increase in lifesaving interventions since 2019 across GTR's rail network. As part of its long-term strategy, GTR aims to reduce the number of incidents by 50% leading up to 2021. Tom Moran, Managing Director for Great Northern and Thameslink at GTR said: "As part of this campaign, we wanted to send a reminder of hope and support to anyone that may need it. It really is ok to not be ok and we want to encourage people to talk and support each other. We understand the pressures passengers and people in the communities we serve may be facing and we hope this shows our support and togetherness".



## KOSHISH NEPAL

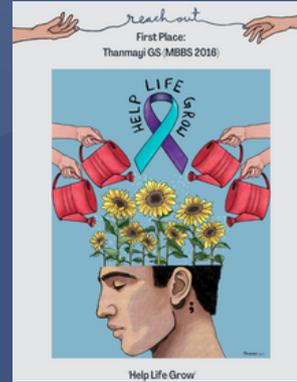
KOSHISH hosted a series of events throughout September to raise awareness about suicide looking at challenging myths and misconceptions, exploring risk and protective factors, along with highlighting warning signs, preventive measures, and the role of various stakeholders for suicide prevention. KOSHISH produced and broadcasted two radio programme episodes on suicide prevention in collaboration with TPO Nepal. They signposted the free support that is available through KOSHISH such as psychological first aid and online and phone counselling services. Additionally, KOSHISH developed some infographics and brochures on suicide prevention to provide easily accessible information for key stakeholders. In collaboration with the National Human Rights Commission (NHRC), KOSHISH organised a participatory event called "Working Together to Prevent Suicide", which was attended by 167 participants. Matrika Devkota (ED, KOSHISH), Deep Shumser Rana (SP, Nepal Police), Dr. Phanindra Baral (Focal Person, Department of Health Services) gave presentations on

the current context of suicide in Nepal, the need of multi-sectorial response mechanism, action plans and strategies for suicide prevention, plans and policies on mental health, and roles of stakeholder in suicide prevention. KOSHISH also organised a virtual press meet on suicide prevention. The event aimed to raise awareness amongst journalists on how to approach the topic of suicide to help diminish irresponsible and harmful reporting of suicide incidents. During the event, Dr Deepak Kunwar highlighted the risk of media sensationalising suicides. Matrika Devkota, Executive Director of KOSHISH shared his personal experience with suicide and how he overcame it and highlighted the importance of providing psychosocial support and developing better policies and strategies for suicide prevention. Retired Deputy Inspector General Pitambar Adhikar reflected on the importance of understanding causal factors of suicidality and the experiences and challenges of first responders in supporting individuals who are suicidal.



## REACH OUT

St John's Medical College in India organised an art competition for undergraduate medicine, nursing, postgraduate medicine, and allied health students. All submissions were compiled into an online book for dissemination to raise awareness on suicide prevention.



## ÚLTIMO RECURSO

On 17 September, via Zoom the NGO Último Recurso showed the documentary 'los bordes del abismo' (translated as: The Edges of the Abyss). A film created by Mexican producers on suicide prevention. The documentary looks at the challenges faced by individuals after the loss of a loved one to suicide. Following the viewing, Último Recurso hosted a discussion with experts working in the field of suicide and mental health.



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# CYCLE AROUND THE GLOBE

Cycle Around the Globe 2020 had a phenomenal turnout this year with over 201,000 miles cycled in over 40 countries worldwide - Which is the equivalent to an incredible eight times around the globe! The campaign raised \$12,571 in total and spread global awareness of suicide prevention efforts.



## SPOTLIGHT

Team Verizon came through with flying colours by cycling in all corners of the world in support of Cycle Around the Globe for suicide prevention awareness. Verizon pressed the pedals, cycling 120,665 miles (one trip around the planet is 24,901 miles or 40,075 km); even exceeding their goal of 50,000 miles by 70,665 miles! It was an all-time high since joining the International Association for Suicide Prevention's worldwide campaign in 2016. Some Verizon employees were touched by suicide in a personal way. Others joined to get in some cycling time, knowing that physical activity has a positive impact on their health and well-being and that it was for an important cause. No matter what the reason for getting involved, 1,105 V Teamers took time to cycle, knowing that collectively they were contributing to supporting people in our communities and helping make our world better than it was yesterday. Some never left their home, cycling on a stationary bike and many others took to the roads to cycle through some of the most scenic vistas in the world.





"I chose to take part because so many members of the LGBTQ community take their lives for not being socially accepted for who they are. I wanted to bring awareness to mental health and the importance of making sure people have the support they need."



"My attention to suicide was prompted by the loss of a loved one. I immediately questioned myself on how I could have been in a better position to prevent this from happening. This started my journey of learning and raising awareness. I participated in the Cycle the Globe event in honor of my loved one and to continue my journey of raising awareness on suicide prevention."



"Suicide Awareness is an annual campaign in Verizon and I did not realize the true essence of that until the lockdowns around the world started earlier this year. I took part in cycle around the globe because I want to share to my family and friends that even if we're all stuck at home and we went through a lot this year, they are not alone."



"My company challenged us all to get involved. This year I am aware of at least 3 people that chose Suicide as an option. It's been a rough year and I wanted to do something about it. I completed 297 miles during the month of September. Every cycling conversation and post included information on how one could use resources and talk to someone about how they were feeling. With the hopes that they would choose the latter - Life!"



  
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# WORLD MENTAL HEALTH DAY

**LET'S MARCH FOR  
MENTAL HEALTH.**

24 HOURS. 9 OCTOBER 2020. LET'S INVEST.

#MoveForMentalHealth



The aim for WMHD 2020 was to endeavour to make mental health care a reality for all, with key emphasis on awareness, advocacy, accessibility and action. IASP aimed to focus on advocacy and awareness around suicide and suicide prevention by continuing to use the Step Closer Awareness Film for World Mental Health Day with tailored messaging towards the 2020 theme of 'Mental Health for All: Greater Investment, Great Access'. This included renewed messaging focus on; Stigma reduction, Access to mental health care, universal health coverage and the SDGs; COVID-19 and mental health care.



Collaboration is a key element in IASP's World Mental Health Day activities and engagement with a wider theme and how it aligns with relevant suicide prevention messaging. IASP provided the content for one hour of coverage on the Speak Your Mind Campaigns first virtual 'March for Mental Health'. Coverage included the Step Closer awareness film and key content was extracted from the 2019 World Suicide Prevention Day's 'In Conversation with ..' interview series touching on suicide in the media, restricting means of access, global efforts and access to health resources.

#MoveForMentalHealth 



Suicide remains illegal in at least **22 countries** worldwide and attempted suicide is punishable under Sharia law in several more.




Dr. Lakshmi Vijayakumar  
 Founder of SNEHA, a suicide prevention organisation in Chennai, India.

“The biggest challenge in terms of decriminalization is the belief that somehow the fact that it is a crime will prevent people from attempting suicide.”



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“The biggest challenge in terms of decriminalization is the belief that somehow the fact that it is a crime will prevent people from attempting suicide.”



The criminalisation of attempted suicide **undermines** national and international suicide prevention efforts and **impedes access** among vulnerable individuals and groups to suicide prevention and mental health services.

IASP POLICY POSITION 2020



Decriminalisation of Attempted Suicide & Suicidal Behaviour IASP also took the opportunity to increase the coverage and communications on the decriminalisation of attempted suicide and suicidal behaviour. The decriminalisation of attempted suicide and suicidal behaviour was a key campaign objective in 2020. The IASP membership ratified a policy position statement in June and the dedicated Special Working Group hosted a webinar on the subject in advance of World Suicide Prevention Day.

## IMPACT

The combined reach of all the World Mental Health Day online activities was more than 235 million and growing, and engagements with the campaign over 18 million. Between 8-10 October social media posts with the hashtag or phrase "Move for Mental Health" generated over 98k engagements and had a reach of over 98 million.





#WorldSuicidePreventionDay #WSPD #WSPD2020 #SuicidePrevention #StepCloser

