



# World Suicide Prevention Day

**IMPACT REPORT 2024**

*Changing the Narrative on Suicide*



**IASP**

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# INTRODUCTION

Suicide is a major public health problem with far-reaching social, emotional and economic consequences. It is estimated that there are currently more than 700,000 suicides per year worldwide, and we know that each suicide profoundly affects many more people. Suicide remains a critical global issue, affecting individuals and communities worldwide.

# CAMPAIGN

## ▶ CHANGING THE NARRATIVE ON SUICIDE

### *The Theme*

The theme identified for World Suicide Prevention Day 2024–2026 is ‘Changing the Narrative on Suicide’. Changing the narrative on suicide is about transforming how we perceive this complex issue. It’s about shifting from a culture of silence and lack of understanding to one of openness, empathy, and support.

Changing the narrative on suicide aims to inspire individuals, communities, organizations, 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 also requires systemic change. It means advocating for multisectoral policies that prioritize mental health, increase access to care, and provide support for those in need.



# RESOURCES

The World Suicide Prevention Day three-year theme provides organizations, 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. Campaign assets, such as banners and Light a Candle materials, have been made available in over 70 languages, alongside suggested social media posts, guides for activities, facts and statistics, and resources for supporting individuals experiencing suicidal thoughts.

Outreach briefs remain central to the campaign, offering in-depth insights into specific areas of suicide prevention, including vulnerable groups, workplace settings, and more.





# ENGAGEMENT

- ▶ This year, the campaign reached over **77 million** people across social media.
  - ▶ The global conversation extended beyond social media to reach a further **10 million** people worldwide through news articles, blogs, podcasts, forums, videos and other websites.
  - ▶ Over **71,000** people viewed the World Suicide Prevention Day and support pages on our website.
  - ▶ Over **1.5 million** people interacted with our global message across social media.
  - ▶ Our WSPD resources were downloaded over **19,000 times** worldwide from the IASP website to help further spread the message.
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A photograph of a person with dark hair, seen from the side, lighting a candle in a teal-colored container. The person is wearing a white tank top and several colorful wristbands. The background is dark and out of focus, suggesting an indoor setting with low lighting. The overall mood is contemplative and somber.

## LIGHT A CANDLE

The IASP Light a Candle campaign invites individuals to light a candle as a symbol of support for suicide prevention, a moment of reflection, a tribute to those lost to suicide, and an acknowledgement of suicide survivors.

During this time, offering support, fostering connection, and showing understanding to those personally affected by suicide is crucial. The increased dialogue around suicide provides a meaningful opportunity to honor the memory of lost loved ones and acknowledge the grief of those left behind.

The Light a Candle campaign continues to gain momentum each year. Observed both online and in person, it is embraced by individuals and organizations worldwide on September 10th.

# GLOBAL ACTIVITIES

## PAKISTAN

PILL Pakistan organised an awareness roadshow focused on suicide prevention, conducted across eight centres in Pakistan. They are currently planning similar awareness sessions in Northern Pakistan, where the suicide rate is particularly high.



## AUSTRALIA

More than 50 members of the Geelong community walked 9km on September 10 to honour the nine lives lost to suicide every day. Lifeline Geelong and Southwest Victoria held its Out of the Shadows Walk in recognition of World Suicide Prevention Day. The event aimed to raise funds to support crisis intervention and suicide prevention services on a local and national scale.



## KENYA

Crime Si Poa conducted awareness sessions for over 100 officers at Murang'a Main and Women Prisons equipping them with the tools to support mental well-being. The sessions encouraged officers to engage in sports and team-building activities to combat stress and mental challenges.





# GLOBAL ACTIVITIES

## CANADA

On September 10, the Cornwall community gathered at Lamoureux Park for World Suicide Prevention Day, themed “Changing the Narrative on Suicide.” Hosted by the Suicide Prevention Coalition of Champlain East, the event aimed to encourage open discussions on suicide, raise awareness, and offer support for mental health issues.



## INDIA

On World Suicide Prevention Day, HITAY Social Changemakers Welfare Society, Sehore, in collaboration with NIMHR, Sehore, under the MoSJE, Govt. of India, organized an empowerment workshop themed “Change the Narrative.” Over 400 youth and students attended the workshop, where the speakers emphasized the importance of positive activism and volunteering for suicide prevention.



## MALAYSIA

The Community Mental Health Program held Gatekeeper Training for Crisis Intervention Officers in Miri and Bintulu on 1st and 8th October 2024. This training, developed in response to the decriminalization of suicide attempts and amendments to the Mental Health Act, equips officers with skills to support individuals with suicidal behavior. The program is a joint effort by several Sarawak organizations and focuses on early intervention, understanding suicidal behavior, and proactive strategies. We acknowledge the graciousness of Mr Pheh Kai Shuen and his colleagues for sharing the AdCARE module that became the basis of training. A total of 98 participants from various agencies took part, and the training's effectiveness will be evaluated for future improvements.



# GLOBAL ACTIVITIES

## NEPAL

United Mission to Nepal and its partner NPAF observed World Suicide Prevention Day on September 10 in Rukum East, Nepal. A series of impactful events aimed at raising awareness and promoting mental health such as rally, interaction meetings, and radio jingles were organized to encourage open conversation and to prevent suicide.



## SINGAPORE

On 10 September 2024, the National Suicide Prevention Strategy (Project Hayat, meaning 'life' in Malay) White Paper was launched in conjunction with World Suicide Prevention Day. Jointly organised by SG Mental Health Matters and Saw Swee Hock School of Public Health, the event featured a panel of suicide experts and professionals.



## IRELAND

The Colin community came together to mark World Suicide Prevention Day on Tuesday with a spinathon at Brook Leisure Centre. The event organised by Colin Neighbourhood Partnership, which ran from 9am to 9pm, was a virtual cycling adventure spanning the length of Ireland, from Malin Head to Mizen Head. The spinathon aimed to raise awareness about suicide prevention and support those affected by this important issue.



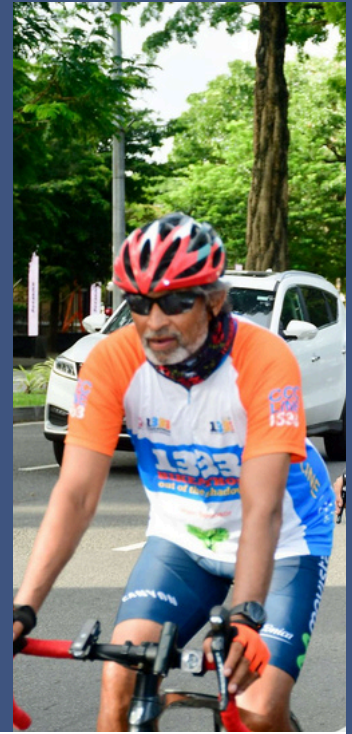
# CYCLE AROUND THE GLOBE

In a remarkable show of solidarity and compassion, the Cycle Around the Globe 2024 virtual event, organised by the International Association for Suicide Prevention (IASP), was a success once again. Marking World Suicide Prevention Day, this year's month-long campaign united 4,143 participants from over 40 countries in joining together to change the narrative around suicide. Teams and individuals from across the world collectively walked, ran and cycled a staggering 517,845 kilometers – equivalent to circling the Earth more than 12.5 times. The event's primary goal was to raise awareness of suicide prevention. By pedalling for this cause, participants sent a powerful message that our actions, no matter how big or small, may provide hope to those who may be struggling.

Over 60 teams rose to the challenge this year, including several returning supporters and enthusiastic new groups. Topping the leaderboard this year was the returning team, Vilnius Public Health Bureau, whose "Ride for Life" event drew 1,612 participants and covered an impressive 204,677 kilometers! Familiar teams such as GoPro Employees for a Cause, Pirae Cyclisme, UP Inštitut Andrej Marušič and Kilometri za življenje, Telefono de la Esperanza, and the CCC Foundation played a pivotal role in sustaining the momentum of this global campaign.

While participation in Cycle Around the Globe is free to ensure inclusivity, participants raised over \$6,000 for global suicide prevention efforts. Thank you to those who have donated to the campaign, every donation helps us work towards our vision of a compassionate world, free of suicide.

IASP is grateful to everyone who has taken part in Cycle Around the Globe 2024 for their unwavering support. The event's success sends a message of hope, showing that people from all walks of life can come together to change the narrative around suicide. As the sun sets on the eleventh annual Cycle Around the Globe, it's evident that the commitment to suicide prevention awareness continues to grow around the world. A heartfelt thank you goes out to every participant, team, and supporter who made this achievement possible. Together, we've taken significant strides toward spreading awareness, fostering hope, and saving lives.







Valencia Teléfono de la Esperanza



The Positive Spin Project & Zayed University



Cycle Against Suicide



CCC Foundation



UP Inštitut Andrej Marušič



Canarias Teléfono de la Esperanza  
Mejor en bici Canarias



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SOS Suicide and Pirae Cyclisme

# THANK YOU!

