



FOR IMMEDIATE RELEASE

Monday, August 14, 2017

2nd Annual Suicide Prevention Awareness Week – Media Launch

[Windsor, ON] – Every year, 4000 Canadians die by suicide – that’s an average of 10 people per day. We must change this. We **can** change this.

Last year, the Canadian Mental Health Association – Windsor/Essex County Branch and the Windsor-Essex County Health Unit (WECHU), along with several community partners, organized the first annual Suicide Prevention Awareness Week. Building on the success of 2016, these partners are coming together again this year. A variety of events are scheduled to take place from September 10 to 16, 2017.

The theme for this week is ‘You Are Not Alone’ and will feature various local events to help raise awareness and start a conversation around suicide awareness and prevention. The activities in Windsor-Essex will commence on World Suicide Prevention Day with a 5K Kick-Off Walk & Rally at the St. Clair College Sportsplex on Sunday, September 10, 2017.

Throughout Suicide Prevention Awareness Week, local community partners, businesses and organizations will participate in the ‘Go Yellow’ Campaign by hosting special events, training seminars and more. The Suicide Prevention Awareness website, windsor-essex.cmha.ca/suicideprevention, is the information hub for the week. There you will find a calendar of community events, information about the signs and symptoms of someone struggling with suicidal thoughts along with crisis information, and a toolkit that can be used to help raise awareness.

What: Announcement of 2nd Annual Suicide Prevention Awareness Week

Speakers: Claudia den Boer, CEO, CMHA-WECHU
Dr. Wajid Ahmed, Acting Medical Officer of Health, WECHU
Nancy Campana, Family Member
Andrea Milne, Cainerfest Founder
Performance of “I’m Here” by Music 4 Minds Collaborative

Date: Thursday, August 17, 2017

Time: 10:00am -11:00am

Location: Canadian Mental Health Association – Windsor/Essex County
Branch 1400 Windsor Ave Windsor, ON N8X 3L9

Media Contact

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About CMHA-WECB

The Canadian Mental Health Association, Windsor-Essex County Branch (CMHA-WECB) has been a part of the health care delivery system in Windsor and Essex County for over 40 years. We currently provide over 20 programs and services ranging from adult and children's bereavement, community outreach, community treatment orders, concurrent disorders, counseling and treatment for depression and anxiety, dual diagnosis, early intervention, employment support services, health promotion, homelessness initiative, information and referral, intensive case management, justice support services, suicide education programs, and therapy. We work with a variety of community partners to ensure there is a continuum of services for individuals in need.
www.windsor-essex.cmha.ca