

FOR IMMEDIATE RELEASE

Monday, August 19, 2019

September is Suicide Prevention Awareness Month – Media Launch

[Windsor, ON] – Suicide continues to be a serious national and local issue. An average of 10 people die by suicide each day in Canada. Of the 4,000 deaths by suicide annually, over 90% were living with a mental health problem or illness. We can work together to prevent suicide.

For the last three years, the Canadian Mental Health Association – Windsor/Essex County Branch and the Windsor-Essex County Health Unit (WECHU), along with several community partners, have organized Suicide Prevention Awareness Month. Several exciting events are happening throughout the month.

These events help to raise awareness and start a conversation around suicide awareness and prevention. The goal is to bring awareness to suicide and let individuals know that they are not alone. Highlights include; the 5K Walk at the St. Clair College Sportsplex on Sunday, September 29th, the 5th annual Cainerfest (September 13-14), the Windsor premiere of “Last Call” produced by well-known local film-maker, Gavin Michael Booth and more!

Throughout Suicide Prevention Awareness Month, 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, windsoressex.cmha.ca/mental-health/suicide-prevention, is the information hub for the month. 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.

Media Has a Key Role – how we report on suicide in the news can make a positive or negative contribution to suicide. As part of Suicide Prevention Awareness Month we are encouraging local media to adopt the Recommendations for Reporting on Suicide <http://reportingonsuicide.org/>

What: Announcement of 4th Annual Suicide Prevention
 Awareness Campaign

Speakers: Claudia den Boer, CEO, CMHA-WECB
Dr. Wajid Ahmed, Acting Medical Officer of Health, WECHU
Shari Gaetz, Family Member
Tammy Drazilov, Regional Children's Centre
Matthew Luppino, Film Maker
Gavin Micheal Booth, Film Maker (SKYPE interview)

Date: Thursday, August 22, 2019

Time: 10:00am -11:00am

Location: CMHA, 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 almost 50 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, 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