



Canadian Mental  
Health Association  
Prince Edward Island

## FOR IMMEDIATE RELEASE

September 7, 2023

### CMHA PEI launching yearlong campaign beginning on World Suicide Prevention Day

**Charlottetown**---The Canadian Mental Health Association PEI Division (CMHA PEI) is launching a yearlong campaign beginning on September 10, which is recognized internationally as World Suicide Prevention Day (WSPD), a day to promote understanding about suicide and those impacted by a suicide attempt or loss.

The theme of WSPD, *Creating Hope Through Action*, is a reminder that there is an alternative to suicide and aims to inspire confidence and light in all of us; that our actions, no matter how big or small, may provide hope to those who are struggling. Preventing suicide is often possible and we are a key player in its prevention. Through action, we can make a difference to someone in their darkest moments – as a member of society, as a child, as a parent, as a friend, as a colleague or as a neighbor. We can all play a role in supporting those experiencing a suicidal crisis or those bereaved by suicide. ~ *International Association for Suicide Prevention*

Following on the theme of WSPD, CMHA PEI pledges to Create Hope Through Action by launching a yearlong campaign, Challenge for Change, on September 10, challenging Islanders to join in their overall mission of mental health for all. Over the next year, CMHA PEI will aim to reduce the stigma and increase positive changes around mental health and life promotion (suicide prevention). They will also be encouraging people to find their light/beacon of hope, stay committed to increasing their well-being, and celebrate with them in a campaign conclusion event on September 10, 2024. Informational postcards outlining the campaign and how you can be involved will be available through CMHA during the year. The general public is asked to go to CMHA's web-site at [www.pei.cmha.ca](http://www.pei.cmha.ca) for more information and to follow along on their social media platforms.

CMHA's Executive Director, Shelley Muzika, says this campaign will be an educational opportunity for all Islanders. "CMHA has long advocated for good mental health for everyone. As an organization, we continue to focus every day on growing awareness about mental health which positively contributes to stigma reduction. It is our hope that this campaign will inspire individuals and communities to learn more about mental health, life promotion and how to cope when life presents us with challenges."

For more information on WSPD, download a toolkit and to register for the Canadian Association of Suicide Prevention's free virtual event this Saturday, September 9 on Canada's upcoming launch of its three digit 9-8-8 crisis service, please visit: <https://suicideprevention.ca/events/world-suicide-prevention-day/>

**Media Contact/ Interview Requests**

Lori Morris

Communications Coordinator, CMHA/PEI

902-393-6416