

1 May 2013

Dear Rev Yukio Saito,

**World Suicide Prevention Day, 10<sup>th</sup> September 2013**

We write to you to ask for your help. This year IASP and the World Health Organization are co-sponsoring World Suicide Prevention Day with the theme **“Stigma: A Major Barrier for Suicide Prevention”**

World Suicide Prevention Day (WSPD) is an indispensable conduit for getting out and making visible, the message of the importance of suicide prevention. It is a day that brings the global community together, from the general public to those who work in the field, with the one focus of shining a spotlight on raising awareness of suicide prevention.

Last year's WSPD was our most successful yet; we had over 450 individual activities or events held in 75 countries listed on our website, we had the WSPD message printed in 48 languages and we issued over 1,400 certificates. We reached new people; over 20,000 people joining and over 87,000 guests on our Facebook WSPD page; 6,931 press releases sent out online and over 800 letters printed in newspapers across the globe. We held 14 regional launches of WSPD across the globe, reaching more people than we have ever done before.

This year we want to do more and this year's theme is particularly important, if we are to do more in suicide prevention then addressing stigma is imperative. We therefore write to ask for your help. We need your help to spread the word; we need a far-reaching collective voice to inform and encourage participation in WSPD.

This year we will again host information on activities and events being held all around the world on our website and will produce a tool kit to help put these events together. Are you able to put on an event for WSPD? If not, are you able to encourage others to do so and support an event in your area? Furthermore we will be asking people to light a candle in their window at 8pm for WSPD and producing a postcard in many languages that can be sent out in hardcopy or by email. Can you help and spread the word?

In addition, this year for the first time we are hosting a central activity for WSPD. Cycle Around the World for WSPD is a global activity in which we hope members and non-members alike will join. Our aim is to collect a total mileage from all contributors of over 40,075 km, or 24,901 miles, circumference of the earth. We ask that participants register with IASP for a small registration fee and will be providing official

cycle numbers, official sponsorship forms and certificates of completion. We ask that those partaking send any sponsorship money raised to their chosen local or national suicide prevention charity.

We are excited about this new activity; it is centered on a global community, shared in the one focus to globally raise awareness of suicide and its prevention and to reduce the stigma associated with it. And it adds a practical element to the day, to raise funds for suicide prevention outfits around the world. Again, are you able to participate and encourage others to do so? There is no minimum mileage required and the cycle can take place inside or outside and at any point in the run up to or around 10<sup>th</sup> September itself.

For more information please visit our WSPD website page [www.iasp.info/wspd/index.php](http://www.iasp.info/wspd/index.php).

Please also feel free to contact IASP's Central Administration Office at [wspd@iasp.info](mailto:wspd@iasp.info) if we can be of any assistance to you in your efforts. We have produced an announcement on suicide and stigma, which you will see below and we would be grateful if you would take a few minutes to read it.

With our sincerest gratitude

Lanny Berman PhD.  
IASP President

Paul Yip PhD.  
IASP Vice President and Convener of WSPD