



## **PRESS RELEASE**

Tuesday 6<sup>th</sup> September

# **SUICIDE NOTES TALK TOO LATE**

## **WORLD SUICIDE PREVENTION DAY 2016**

Globally, the rate of suicide is alarmingly high, particularly in men. Around the world, we lose a man to suicide every minute of every day. In Australia, 5 men a day die as a result of suicide. This is an unspoken social crisis that demands immediate action.

Saturday 10<sup>th</sup> September is World Suicide Prevention Day (WSPD) and the Movember Foundation is using the day and its global reach to give male suicide the urgent attention it deserves, with the launch of a video short, entitled, 'Suicide Notes Talk Too Late'.

Owen Sharp, Movember Foundation CEO, comments, "We wanted to create a powerful piece of content that would ignite important conversation about suicide, the complex issues that surround it and what everyone can do to address it. Conversations that we hope will save lives and prevent the far-reaching and painful consequences for the families, friends and communities of the men tragically lost every day. It's an uncomfortable conversation, but it's one that needs to be had, here in Australia and around the world."

The video features men sharing their own personal experience with suicide, and has a powerful but simple message, "Men, let's talk when things get tough." Too many men are 'toughing it out', keeping their feelings to themselves and struggling alone with their issues.

The Foundation is asking people to help grow the conversation globally this year on WSPD by sharing the video through their social networks and channels, knowing that without forcing conversation around the issue of suicide, and showing a way that can help, the issue will remain and unspoken crisis.

Sharp continues, "It's time to break this silence and recognise that a key to overcoming even the biggest problems is for men to talk more. Not about trivial stuff, but about the significant changes and challenges going on in their lives – things like difficulties with work or finances, the breakdown of a relationship, overwhelming family responsibilities or a significant set-back. These things happen regularly and, for some, have the potential to derail or be more overwhelming than they'd imagined."

Kim Borrowdale, Deputy CEO of Suicide Prevention Australia, said the video will help give male suicide the urgent attention it deserves.

"We must keep talking. We must keep suicide high on the national agenda. It's a truly powerful piece of content, made all the more impactful by featuring those who have been touched directly by suicide; their personal struggle, strength and resilience. We look forward to seeing and supporting the conversations that result from the sharing of the video."



This campaign forms part of the Movember Foundation's suicide prevention strategic approach – encouraging men to reach out, particularly during times of change and when things get tough, and to take action sooner rather than later to reduce the risk of suicide. For more information visit [Movember.com](http://Movember.com).

**About the Movember Foundation:**

The Movember Foundation is a global men's health charity. The Foundation raises funds to deliver innovative, breakthrough research and support programs that enable men to live happier, healthier and longer lives. Committed to disrupting the status quo, millions have joined the movement, raising \$750 million and funding over 1,000 projects focusing on prostate cancer, testicular cancer, poor mental health and physical inactivity. In addition to tackling key health issues faced by men, the Foundation is working to encourage men to stay healthy in all areas of their life, with a focus on men staying socially connected and becoming more open to discussing their health and significant moments in their lives. The Foundation's vision is to have an everlasting impact on the face of men's health.

**For further information, please contact:**

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**Notes to Editors:**

- Available for media use:  
Interviews and photos of men who appear in the video  
Interviews with Movember Foundation spokesperson - Jeremy Macvean  
Interviews with Suicide Prevention Australia Deputy CEO – Kim Borrowdale
- Our number one priority in creating this video was to do no harm. The messages and images were developed through extensive consultation with mental health and suicide prevention experts, clinicians and those with a lived experience of suicide. The story of resilience in the resolution of the message is designed specifically to give hope and empower the community to take positive action to help reduce male suicide.
- World Suicide Prevention Day (WSPD), on 10 September, is organised by the International Association for Suicide Prevention (IASP). WHO has been co-sponsor of the day with Suicide Prevention Australia the key lead organisation in Australia. The purpose of the day is to raise awareness, globally, that suicide can be prevented.  
[http://www.who.int/mental\\_health/prevention/suicide/wspd/en/](http://www.who.int/mental_health/prevention/suicide/wspd/en/)
- Please remember to print local help lines should your media outlet choose to share the video clip.  
Lifeline – 13 11 14  
Suicide Call Back Service – 1300 659 467  
If life is in danger, call 000 or go directly to emergency services