

NEWS RELEASE

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WORLD SUICIDE PREVENTION DAY: LAUNCH OF A REGIONAL AWARENESS CAMPAIGN IN NUNAVIK

Kuujjuaq, September 10, 2018 – In the context of the 16th edition of World Suicide Prevention Day, the Nunavik Regional Board of Health and Social Services (NRBHSS) wishes to mobilize Nunavimmiut around the theme "Working together to prevent suicide".

On this important day, the NRBHSS would like to invite the local actors working on prevention, health and well-being in Nunavik as well as all Nunavimmiut to join the movement by carrying out one of the following actions:

- proudly wear the yellow and orange ribbons available from the community's local partners for prevention, health and well-being;
- engage in an activity conducive to well-being (e.g., be physically active, connect with culture, spend time with loved ones);
- be receptive and available for loves ones, friends and family members undergoing distress;
- initiate or participate in a dialogue on suicide prevention;
- participate in the community activities being held in the villages;
- obtain or share a resource card promoting 24/7 help and crisis lines, available from local officers for prevention, health and well-being;
- light a candle at 8:00 p.m. on September 10, symbolizing support for suicide prevention and vulnerable persons or in memory of a loved one.

Since 2014, the regional suicide-prevention committee has been active in Nunavik and highlighting World Suicide Prevention Day is among the constant efforts by the NRBHSS and its partners.

This year, September 10 also marks the launch of a regional awareness campaign on suicide prevention, with the objective of helping Nunavimmiut to be more attentive to and supportive of vulnerable persons, reinforce protective factors, and publicize the available assistance and support resources. The campaign will be launched on the Facebook pages of the NRBHSS and Reach Out Nunavik, before being deployed in public places in Nunavik.

"There is no single solution to this issue, and communication is an essential step to better understanding and preventing acts of despair. Through this campaign, the NRBHSS wishes to consolidate and ensure the continuity of the available resources, remind Nunavimmiut that they are not alone and that together, we can change things for the better", declared Minnie Grey, Executive Director of the NRBHSS.

The hashtag #TogetherWeCan, inspired by the official theme of World Suicide Prevention Day 2018, will be conveyed through various messages from the NRBHSS, in the goal of rallying Nunavimmiut around the importance of working together for better prevention efforts.

Remember, crisis lines are available for those in need:

- Nunavut Kamatsiagtut Help Line: 1-800-265-3333 (Inuktitut / English);
- NRBHSS Department of Inuit Values and Practices (9 to 5): 1 877-686-2845 (Inuktitut / English);
- First Nations and Inuit Hope for Wellness Help Line: 1-855-242-3310 (English / French);
- Kids Help Phone: 1-800-668-6868 www.kidshelpphone.ca (English / French);
- CLSCs of Nunavik: 819-XXX-9090.

The Nunavik Regional Board of Health and Social Services is a public agency created in 1978 under the James Bay and Northern Québec Agreement. It is responsible for nearly the entire Québec territory located north of the 55th parallel in terms of the provision of health and social services for the inhabitants of the 14 communities.

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Source: Nunavik Regional Board of Health and Social Services

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