

PRESS RELEASE

KLINIC LAUNCHES NEW CAMPAIGN TO PREVENT SUICIDES.

FOR IMMEDIATE RELEASE

On February 3rd at 3:00 P.M Klinik Community Health Centre (870 Portage Ave. Winnipeg) will unveil a new suicide prevention campaign entitled “*Reason To Live*”. This campaign was made possible through funding from Manitoba Health. “We are extremely grateful to the provincial government for its on going commitment to suicide prevention in Manitoba and for supporting this innovative promotional campaign” said Lori Johnson, Klinik’s Executive Director. With funding from Manitoba Health the Manitoba Suicide Line was launched in the winter of 2007 and provides counselling and support to people who are experiencing thoughts of suicide, those who are grieving a death by suicide and people who are concerned about someone who may be at risk of suicide.

“*Reason to Live*” is designed to promote the Manitoba Suicide Line and create more public awareness on this important public health issue. “While this campaign reaches out to everyone it identifies a number of higher risk groups including Aboriginal peoples, older adults, and youth” said Tim Wall, Director of Counselling Services at Klinik. Wall stated: “a new interactive website is designed to speak to youth and includes a number of emotionally stirring video interviews with Manitobans who have been affected by suicide and contain powerful messages of hope and resiliency.”

“A key component to this approach is the use of social marketing strategies to reach youth in particular, and spread the message about the resource,” Wall added. According to Janet Smith, Program Manager for the Manitoba Suicide Line, using social media such as Face book, Twitter, and YouTube can play a critical role in suicide prevention and engage youth in conversations that promote awareness, understanding and help-seeking behaviours”. Approximately 150 people die by suicide every year in Manitoba. The Manitoba Suicide Line receives between 250 and 300 calls per month.

The Honourable Jim Rondeau, Minister of Healthy Living, Youth and Seniors will speak on behalf of the Minister of Health at the official launch along with Jan Schubert, Klinik’s Board Chairperson and Marion Cooper, President of the Board Directors for the Canadian Association for Suicide Prevention.

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