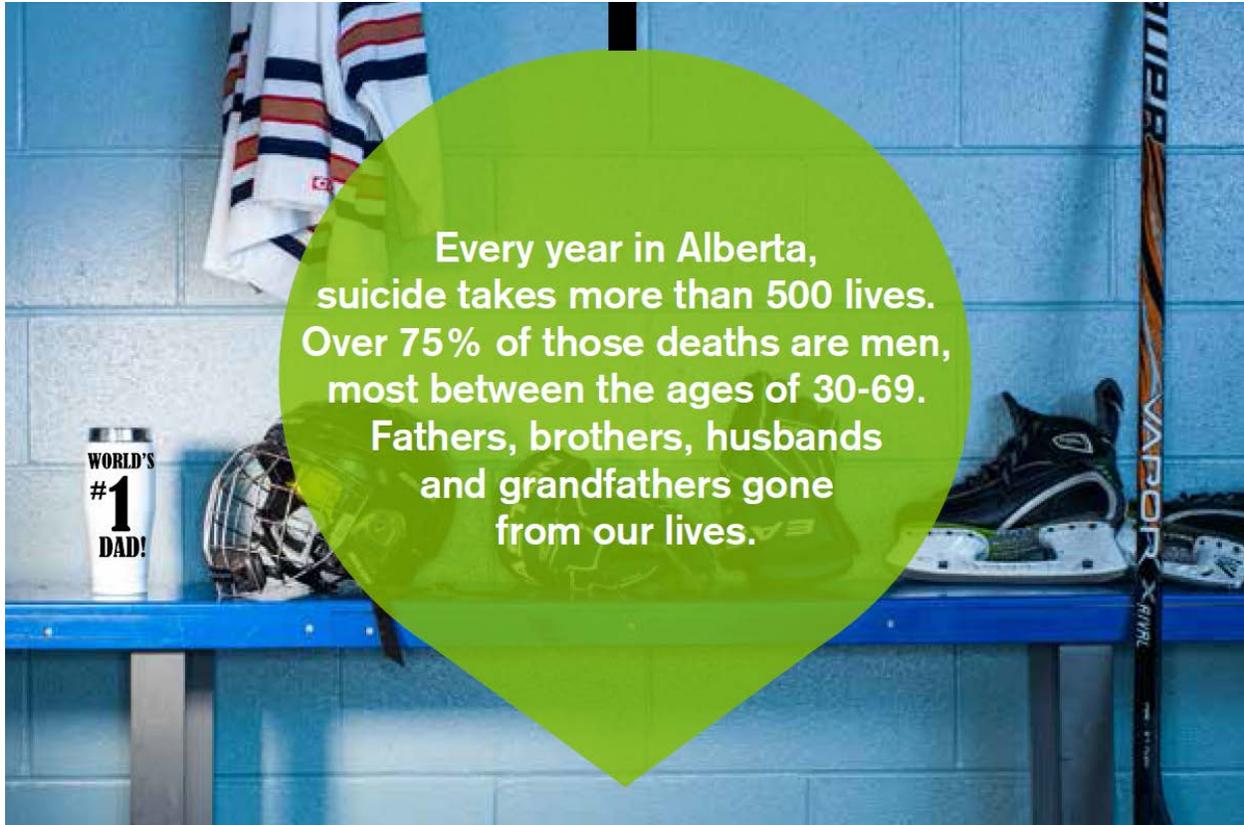


**Keep Him Here Campaign  
Suicide Awareness and Prevention Campaign  
2014 Final Report**



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## 1. Background

Members of the Alberta Suicide Prevention Network expressed an interest in developing and implementing a provincial suicide prevention campaign similar to Alberta Centre for Injury Control & Research's (ACICR) successful *Finding Balance* Campaign. The overall goals of the campaign were to focus on raising awareness around suicide prevention and providing resources to individuals and communities to feel empowered and take action. Although many Alberta communities have recognized World Suicide Prevention Day (occurring annually on September 10), there has not been formal recognition of the day at a provincial level. Given this lack of provincial engagement and the fact that suicides take more than 500 Alberta lives every year, it was proposed that a provincial message/initiative be planned for World Suicide Prevention Day, September 10, 2014.

## 2. Planning and Development

A planning committee comprised of volunteers from the Alberta Suicide Prevention Network and some additional representatives was struck and began meeting in February 2014.

Membership on the committee included:

- Alberta Centre for Injury Control & Research
- Alberta Health Services, Addictions and Mental Health
- Alberta Health Services, Health Promotion
- Alberta Health Services, Provincial Injury Prevention
- Alberta Health, Addictions and Mental Health
- Canadian Mental Health Association, Edmonton Region
- Centre for Suicide Prevention
- Community Helpers, Fort Vermilion School Division
- Community Helpers, Town of Banff
- Edmonton Public School Board
- Suicide Prevention Resource Centre
- The Support Network

The committee examined the current data available for suicides in Alberta:

- In 2010, 513 Albertans died by suicide. Suicide accounts for 28% of all injury related deaths in Alberta.
- Of these deaths, 75% were men, the vast majority between the ages of 30 - 69 years. Stated in another way, men between the ages of 30- 69 years old account for 48% of suicide deaths in Alberta yearly.
- The majority of individuals who die by suicide have mental illnesses. Men tend to have relatively poor coping mechanisms for mental illnesses like depression. This puts men at greater risk for suicide, especially as men often have reduced social and support networks.
- Negative societal perceptions regarding mental illness and suicide exist, preventing individuals from seeking out help. This may be particularly prevalent for men, as often

from a young age they are socialized not to speak about these issues, decreasing the likelihood they would seek help prior to suicide.

- Men tend to choose more lethal means, such as hanging or guns, compared to women.
- Men in this age group are among the least likely to seek medical attention especially for mental illness issues.

Based on this information, the planning committee chose to focus on a goal of reducing rates of suicide among middle aged men in Alberta. After considering the risk and protective factors for men, the key target audience for the campaign was identified as the social networks of men (significant others, family and friends).

### **3. Campaign Initiatives**

#### **a) Messaging & Creative Process**

Review of messaging for other suicide prevention campaigns and input from the planning committee refined 3 key messages for the campaign:

- Know the signs
- Start the conversation
- Reach out

Along with the key messages, a tagline meant to emphasize the role every individual can play to support and help an individual who is struggling was developed - *Keep Him Here*.

Work with Vision Creative, provided the tagline and a series of themed posters, postcards and a banner. Images were chosen that depicted places where a middle aged man could be found in Alberta (i.e. an office, a work bench in a garage, a locker room, etc.) to highlight the diversity of men who may consider suicide and the “hole” created by the loss of a loved one. Included in the photos are coffee mugs identifying positive roles of middle aged men (i.e. World’s Best Boss, World’s #1 Husband, World’s Greatest Son!). The incorporation of the coffee cup linked the resources to the “start the conversation” message.

A 90 second video was also created to accompany the paper promotional materials (<https://www.youtube.com/watch?v=YGpm9e6Iov0>). The video featured facts about suicide, details of the campaign, and where to seek additional resources. The video was shared on social media (facebook, youtube), with Network members and hosted on numerous sites including the Distress Centre, the University of Alberta and media outlets.

#### **b) Distribution of Promotional Materials**

Campaign resources were requested by 32 community partners representing a variety of organizations and coalitions including: municipal family and community support services, community suicide prevention organizations, mental health organizations, Alberta Health Services (Addictions and Mental Health, Public Health - Health Promotion), Enforcement, Alberta Health, schools and Métis settlements. A total of 4,290 postcards and 609 posters were distributed. The Alberta Health Services, Provincial Injury Prevention Team paid shipping costs for those resources sent to AHS staff.

Additional resources were provided to the U of A Community Social Work Team (200 postcards) and the U of A Health Promotion and WorkLife Services (6 posters, 50 postcards).

**c) Website**

The Distress Centre in Calgary hosted the Keep Him Here website. From September 8 to September 12, 2014, 16 % of the visits to the Distress Centre's website were for Keep Him Here and the campaign accounted for greater than 25% of the total traffic on the website. Unfortunately the Distress Centre's website went down for a few hours on September 10<sup>th</sup>.

**d) Media Report**

A media advisory was sent out September 8 to approximately 56 contacts and over the Marketwire service to additional media outlets in Alberta. Included with the advisory was a campaign coffee mug. On September 9 and 10 a press release was distributed to an additional 30 contacts as well as being sent over the wire to media outlets. ACICR and the School of Public Health sent campaign information out on Facebook and Twitter. Information on Keep Him Here was also distributed through the ACICR newsletter, School of Public Health E-News, University of Alberta news site and the U of A Health Promotion and WorkLife Services.

**e) Media Event**

The provincial event occurred on September 10 at Trendz Cafe in the Mazankowski Alberta Heart Institute. This location was chosen as coffee shops are places where people naturally gather to discuss what is happening in their lives. They are also a place where we can start conversations about mental wellness and suicide. Patrons and passersby were offered free coffee and tea (sponsored by Alberta Health Services) and were provided with information and campaign materials (postcards, coffee mugs). Provincial spokespeople for the campaign were available to talk with media about the impact of suicide on middle aged men and their loved ones, how it can be prevented and the campaign. Over the course of the morning, 192 cups of tea/coffee were provided to patrons.

Spokespeople:

Dr. Michael Trew, Chief Addiction & Mental Health Officer, Alberta Health  
Ms. Joan Roy, Executive Director, Distress Centre (Calgary)  
Ms. Nancy McCalder, Executive Director, The Support Network (Edmonton)  
Ms. Kathy Belton, Associate Director, ACICR

Details about media uptake are available in the Keep Him Here Media Results Report in Appendix A.

**f) Community Activities**

Community partners facilitated activities supporting Keep Him Here and/or World Suicide Prevention day in over 20 locations across the province. The activities included awareness booths at community events, serving coffee and sharing the resources in hardware and farming supply stores, placing resources on tables in restaurants, walks of remembrance, panel discussions, municipal proclamations, partnering with local industry to host an awareness BBQ, lunch and learn discussions, awareness campaign for students, and connecting with local media.

#### 4. Stakeholder Feedback

Seventeen partners responded to our feedback survey. Generally people received positive feedback from those attending their activities and estimates of attendance at the events ranged from 15 to 100 participants.

*In northern Alberta, partners provided coffee to UFA patrons in Le Crete. “This was an accomplishment as this is a Mennonite community where people don’t speak about suicide. Stigma continues to be a huge issue with suicide in that community. Being at one venue was successful.”*

*“18 people stopped by with various requests. Some were suffering from depression, some had lost a family member to suicide, and some were looking at resources.”*

*“I heard many positive comments about the visual images and the use of the mugs. Many people were surprised to hear the statistics.”*

Feedback regarding the resources was generally positive, the postcards were accessible and people liked the variety of images used. Suggestions for additional images more representative of rural Alberta included depicting hunting, harvesting/farming and oil and gas activities. Partners asked that resources be available and distributed earlier and that printable color and black and white versions be provided.

Additional comments included requests for the campaign to continue next year and to keep the website active to support ongoing suicide awareness and prevention activities.

*“I love that this was province wide messaging. It’s a powerful campaign and should be repeated next year!”*

*“Lots of people surprised to see statistics and that males were at such a high risk. It was an eye opener and people welcomed the resources.”*

*“I hope we can use the resources again next year and in years to come.”*

#### 5. Expenses

| Item                              | Cost               |
|-----------------------------------|--------------------|
| Resource Development and Printing | \$20,820.00        |
| Shipping                          | \$120.00           |
| Media                             | \$1,300.00         |
| Launch event                      | \$1,200.00         |
| <b>Total expenditures</b>         | <b>\$23,440.00</b> |

All expenses were paid by ACICR. Tea and coffee at the launch event were provided by Alberta Health Services, NFS Retail Food Services and shipping costs for resources sent to AHS staff across Alberta were paid by the AHS Provincial Injury Prevention Team.

## **6. Staff Time**

ACICR's Communication Coordinator and Community Mobilization Coordinator along with a Public Health Master's student were the key staff involved in coordinating the campaign. Additional staff provided support for developing campaign data elements, distributing resources and hosting the media event. Total ACICR staff time spent on the campaign was 617 hours. This equates to 18 weeks of work.

## **7. Recommendations**

1. Messaging & Creative Process
  - a. Add additional images to represent a greater diversity of Alberta men including rural images such as hunting, harvesting/farming and greater variety of jobs such as oil and gas.
  - b. Additional focus testing to ensure that campaign messages are resonating with target audiences.
2. Distribution of Promotional Materials
  - a. Ensure resources are available and shipped well in advance of campaign.
  - b. Provide both color and black and white versions online for partners to directly print if they so choose.
3. Website
  - a. Creation of a website specifically for the Keep Him Here campaign that links to partner organizations from across Alberta. This may improve uptake of website in areas outside of Calgary.
4. Media Report
  - a. Order of printed coffee mugs should be done well in advance of mail out date to ensure products meets standards, and allow for leeway if additional mugs must be ordered if they are damaged during shipping.
  - b. Be more responsive to deadlines for media requests to ensure all requests for information can be met.
5. Media Event
  - a. Optimize the use of the network to help facilitate finding venue to host event.
  - b. Beginning process of contacting in spring prior to event. Allow for 1-3 week wait for response from each coffee shop.
6. Community Activities
  - a. Developing a list of suggested activities based on feedback from participants might be useful in generating additional community activities

## **8. Summary**

With the support and guidance of the Alberta Suicide Prevention Network along with individuals and communities from across the province, the Keep Him Here launch of a province wide initiative was an overall success. Clearly there is significant community support and enthusiasm for this campaign across Alberta and a strong desire for the campaign to continue into the future as suicide awareness and prevention is a challenging topic to address.

Building upon our successes from this year's campaign launch, will help raise awareness around suicide in middle aged men, their significant others, families and friends and provide supports and resources to empower them to start the conversation and help their loved ones.

**Appendix A**  
**Media Results Report for**  
**Keep Him Here Campaign**

**Interviewees:**

- Kathy Belton Associate Director with the Alberta Centre for Injury Control & Research
- Dr. Michael Trew, Chief Addiction & Mental Health Officer Alberta, Alberta Health
- Joan Roy, Executive Director, Distress Centre (Calgary)
- Nancy McC Calder, Executive Director, The Support Network (Edmonton)

Pitched by: Marjorie Henderson

Date: September 10, 2014

**DISTRIBUTION**

- Initial Media Drop (September 8) – distributed media advisory and campaign mug to approximately 56 contacts and the advisory was also sent through wire service through Marketwire to media outlets across Alberta.
- Press Release (September 9 and 10) - distributed press release to an additional 30 contacts beyond the circulation of the original media advisory and sent out over the wire to media outlets across Alberta.
- Social Media (September 9 and 10) – distributed press release on Facebook and Twitter, news article from Healthy E-News and UAlberta news went out on Twitter.
- News article (September 4 and September 10) – article distributed to internal and external contacts via e-newsletter in the Alberta Centre for Injury Control & Research’s Injury Control Newsletter, School of Public Health E-News, University of Alberta news site and HPaWS HPaWS-communication Health Tip.
- Additional Requests for Media Comment (September 11) - request by Edmonton Examiner for comment.

**MEDIA RESPONSE****Television**

- CTV Edmonton
- Global Edmonton Morning Show
- CBC Edmonton
- Global Edmonton
- City TV Edmonton

## Print

- The Edmonton Journal
- The Gateway
- Edmonton Examiner

## Radio

- 630 CHED in Edmonton

## COVERAGE

### Television

- CTV Edmonton (September 10): Aired on the 5:00 PM, 6:00 PM and 11:00 PM newscast and the coverage was balanced and positive.  
<http://edmonton.ctvnews.ca/video?clipId=437362>
- Global Edmonton Morning Show (September 10): Aired at 7:00 AM, 8:00 AM and 8:30 AM of the show and the coverage was balanced and positive. No link provided.
- CBC Edmonton (September 10): Aired at 5 PM and the coverage was balanced and neutral.
- Global Edmonton (September 10): Aired at 6:00 PM in the Health Matters section, the coverage was extremely positive and balance.
- City TV Edmonton (September 11): Aired at 6:30 AM, 7:00 AM and 8:00 AM and the coverage was balanced and positive.
- Print
- The Edmonton Journal (September 10): 'Campaign seeks to reach middle-aged men at risk of suicide (with video)'  
<http://www.edmontonjournal.com/news/edmonton/Campaign+seeks+reach+middle+aged+risk+suicide/10191938/story.html>
- The Edmonton Journal (September 11): 'Top 5 things to read this week.'  
<http://www.edmontonjournal.com/Breakfast+Bylines+Belgravia+infill+approved+free+Whyte+wanted+Jason+Kenney+TFWs/10194483/story.html>
- The Gateway (September 15): 'New Campaign Brings Awareness to Suicide Prevention'  
<http://thegatewayonline.ca/index.php/blog/comments/suicide>

### Online

- Individual.com (September 10): No link provided.
- Financial buzz (September 10): No link provided.
- EIN News (September 10): No link provided.
- SYS-CON (September 9).  
<http://www.sys-con.com/node/3177777>
- Marketwire (September 9 and 10).  
<http://www.marketwired.com/press-release/-1945364.htm>  
<http://www.marketwired.com/press-release/-1945894.htm>
- 630 CHED (September 10).  
[http://player.630ched.com/#play?sc\\_ref=twitter](http://player.630ched.com/#play?sc_ref=twitter)
- CTV Edmonton (September 10).

- <http://edmonton.ctvnews.ca/video?clipId=437362>
- Yahoo Finance UK & Ireland (September 10).  
<https://uk.finance.yahoo.com/news/starting-conversation-suicide-prevention-campaign-130000056.html>
- Edmonton Journal (September 10 and 12).  
<http://www.edmontonjournal.com/news/edmonton/Campaign+seeks+reach+middle+aged+risk+suicide/10191938/story.html>  
<http://www.edmontonjournal.com/Breakfast+Bylines+Belgravia+infill+approved+free+Whyte+wanted+Jason+Kenney+TFWs/10194483/story.html>

## RELATED COMMUNITY MEDIA COVERAGE (NOT AS RESULT OF THE MEDIA PITCH)

- Sundre Round-up (September 14): 'World Suicide Prevention Day important to recognize'.  
<http://www.sundreroundup.ca/article/20140916/SUN0903/309169969/-1/sun/world-suicide-prevention-day-important-to-recognize>
- Sundre Round-up (September 14): '77 people walk to raise suicide awareness'.  
<http://www.sundreroundup.ca/article/20140916/SUN0801/309169970/-1/sun/77-people-walk-to-raise-suicide-awareness>
- Community Press (September 19) 'Mental Health Fair in Hardisty Aimed to Open Eyes and End Stigma Around Depression and Suicide'.  
<http://thecommunitypress.com/archives/3947#more-3947>
- The Crag and Canyon (September 21): 'How to save a life'.  
<http://www.thecragandcanyon.ca/2014/09/17/how-to-save-a-life>

## RELATED RESULTS

### Alberta Centre for Injury Control & Research's Injury Control Newsletter

Sent to 400 email addresses

- 128 people opened the newsletter (36%)
- Story read by 20 people out of the 74 people that clicked on the newsletter stories (27%)
- 58 people read the full story on the ACICR website.

### School of Public Health HEALTHe-news Newsletter

Sent to 1980 email addresses

- 872 people opened the newsletter (44%)
- Story read by 81 (24%)

(Note: the average click-through rate for health related e-newsletters of this kind is 15.1%.)

### School of Public Health News Section

There were 149 clicks on the page in the website (this will include the clicks from Healthe-news).

### UAlberta News Newsletter

Sent to 3,770 email addresses

- Opened by 132 people (better than average, and it got the most clicks of any story in that day's mailout--next most popular item got 101 people)

### UAlberta News Website

- 418 total pageviews (below overall average for news stories; the top 10 stories posted September 7-25 got at least 770 views each and the top story in that date range has about 2,000 views)
- 375 unique pageviews
- 3:22 average time on page (vs. 3:15 overall average for news stories posted September 7-25)
- 76.25% bounce rate (vs. 78.42% overall average for news stories posted September. 7-25)

### HPaWS Newsletter

Sent to 915 email addresses.

- Click through rate and readership not available as the newsletter was sent as a regular email and not through a content management system.

(Note: this information was also sent as a paper copy to 200 designates across campus.)

## SOCIAL MEDIA

| Social Media Channel | Type of Content   | Number Of Direct Posts By ACICR To This Channel | Number Of Posts By Others To This Channel |  |
|----------------------|---|---|---|--|
| YouTube              | Keep Him Here Campaign Video<br><a href="https://www.youtube.com/watch?v=YGpm9e6lov0">https://www.youtube.com/watch?v=YGpm9e6lov0</a>                               | 1   | 0   | Impressions 569<br>Shares 2  |
| Facebook             | <ul style="list-style-type: none"> <li>• Video</li> <li>• Facts</li> <li>• Key Campaign Messages</li> <li>• Photos from launch</li> <li>• Media Advisory</li> </ul> | 15  | 0   | Reach 29,449<br>Impressions 42,618<br>Likes 25<br>Comments 2<br>Shares 9 |
| Twitter              | <ul style="list-style-type: none"> <li>• Video</li> <li>• Facts</li> <li>• Key Campaign Messages</li> </ul>   | 26  | 12  | Impressions 10,879<br>Retweets 23<br>Replies 5<br>Favorites 25           |

|  |  |  |  |  |
|--|--|--|--|--|
|  | <ul style="list-style-type: none"> <li>• Photos from launch</li> <li>• Media Advisory</li> </ul> |  |  |  |
|--|--|--|--|--|

Notes:

1. Impressions are the number of times a post from your page is displayed, whether the post is clicked or not. People may see multiple impressions of the same post. For example, someone might see a page update in News Feed once, and then a second time if their friend shares it.
2. Reach is the number of unique people who received impressions of a page post. Reach might be less than impressions since one person can see multiple impressions.

**Message sent from UAlberta Account**

- September 10: For this tweet, there were 6 retweets, 6 favourites and 24 clicks to the story.  
<https://twitter.com/UAlberta/status/509755799959523328>

**Messages sent from School of Public Health Account**

SPH tweeted about #KeepHimHere 3 times, and retweeted once.

- September 10: For this tweet, there were 1 retweet, 1 favorite, 0 tweets.  
<https://twitter.com/UofAPublicHlth/status/509722203676344320>
- September 10: For this tweet, there were 0 retweets, 0 favorite, 0 tweets.  
<https://twitter.com/UofAPublicHlth/status/509803029583781888>
- September 10: For this tweet, it was a retweet and favourite  
[https://twitter.com/UofA\\_CSWT/status/509733122389192704](https://twitter.com/UofA_CSWT/status/509733122389192704)

**Message sent from Donna Richardson with the School of Public Health**

- September 10: For this tweet, there were 1,685 views, 10 retweets, 5 favourites and 4 clicks to the story. 'At launch of new suicide prevention campaign led by @StopInjury and partners. #keephimhere #ualberta #publichealth'  
<pic.twitter.com/3ne7eZ7dVQ>
- September 10: For this tweet, there were 92 views, 1 retweet, 2 favourites and unknown number of clicks to the story. 'Start the conversation. #keephimhere #WorldSuicidePreventionDay #ualberta @StopInjury'  
<pic.twitter.com/Hpzi7Mziyy>

## **Media Advisory**

Media Advisory & Photo Opportunity:  
*Suicide Prevention Campaign Uses Local Coffee Shops to Keep Him Here*

**Edmonton, AB** (September 9, 2014)-The Alberta Centre for Injury Control & Research at the University of Alberta, along with the Government of Alberta and the Alberta Suicide Prevention Network, including the Support Network and Distress Centre Calgary, is recognizing World Suicide Prevention Day on September 10 with a new attention-grabbing suicide prevention campaign and media event at a local coffee shop.

Every year nearly one million people die by suicide around the world. That's one death every 40 seconds. In Alberta, suicide takes more than 500 lives annually. Over 75% of those deaths are men, most between the ages of 30-69. These men are our fathers, brothers, husbands, sons, uncles and grandfathers gone from our lives.

Keep Him Here is a provincial campaign designed to start the conversation and empower those with middle-aged men in their lives – their significant others and families – to take the first steps and recognize the signs, start the conversation and reach out to help.

On September 10, the Keep Him Here campaign is offering free cups of coffee and tea, along with mugs for the first 50 people to attend, in exchange for campaign materials such as postcards at the healthy Trendz Café. Coffee shops are places where Albertans naturally gather to discuss what is happening at home, work, school and the rink. They are also a place where people can talk about mental wellness and suicide.

**Free coffee or cups of tea will be given out to all customers, with a kickoff provincial event at healthy Trendz Café in the Mazankowski Alberta Heart Institute at the University of Alberta Hospital on September 10, 2014.**

Kathy Belton of the Alberta Centre for Injury Control & Research, Joan Roy with the Distress Centre Calgary, Dr. Michael Trew with Alberta Health, and Nancy McC Calder with The Support Network, will be on site to discuss the impact of suicide on middle-age men, how it can be prevented and provide media interviews.

### **Who:**

Kathy Belton, Associate Director for the Alberta Centre for Injury Control & Research (soon to be known as the Injury Prevention Centre)

Dr. Michael Trew, Chief Addiction & Mental Health Officer Alberta, Alberta Health

Joan Roy, Executive Director, Distress Centre (Calgary)

Nancy McC Calder, Executive Director, The Support Network (Edmonton)

### **Where and When:**

8:00am-10:00 am, September 10 2014

Healthy Trendz Café in the Mazankowski Alberta Heart Institute at the University of Alberta Hospital

Main Floor, 8440 112 Street NW, Edmonton, AB T6G 2B7

**More information:** [keephimhere.ca](http://keephimhere.ca)

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**Media contact:**

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**ABOUT ALBERTA CENTRE FOR INJURY CONTROL & RESEARCH**

The Alberta Centre for Injury Control & Research (ACICR) is a provincial organization focused on injury prevention in Alberta and is part of the School of Public Health at the University of Alberta. ACICR's vision is that Albertans work hard and play hard, free from life limiting injuries. ACICR strives to save lives by supporting communities and decision-makers with knowledge and tools necessary to address the causes of both intentional and unintentional traumatic injury. ACICR receives core financial support from Alberta Health. [www.acicr.ca](http://www.acicr.ca)

**ABOUT KEEP HIM HERE CAMPAIGN**

Keep Him Here is proudly supported by the Alberta Centre for Injury Control & Research (soon to be known as the Injury Prevention Centre), the Government of Alberta, the University of Alberta and the Alberta Suicide Prevention Network, which includes The Support Network (Edmonton) and Distress Centre (Calgary).  
[www.keephimhere.ca](http://www.keephimhere.ca)

To view the video associated with this release, click the following link:

[https://www.youtube.com/watch?v=YGpm9e6lov0&feature=em-upload\\_owner](https://www.youtube.com/watch?v=YGpm9e6lov0&feature=em-upload_owner)

## **Starting the Conversation** *Suicide Prevention Campaign Uses Coffee Shops to Keep Him Here*

*For immediate release*

**Edmonton, AB** (September 10, 2014) - The Alberta Centre for Injury Control & Research at the University of Alberta, along with the Government of Alberta and the Alberta Suicide Prevention Network, including the Support Network and Distress Centre Calgary, are recognizing World Suicide Prevention Day on September 10 with an innovative, attention-grabbing suicide prevention campaign and media event at a local coffee shop.

Every year nearly one million people die by suicide around the world. That's one death every 40 seconds. Nationally, Alberta has the third highest provincial suicide rate.

In Alberta, suicide takes more than 500 lives annually. Often considered a problem faced by young people, one of the highest risk groups for suicide is middle-aged men. In fact, over 75% of Alberta's suicide deaths are men, most between the ages of 30-69.

Kathy Belton, Associate Director for the ACICR says "This number is shocking. We need to start the conversation with Albertans about what's happening to the men in our lives. These are our fathers, brothers, husbands, sons, uncles and grandfathers who are gone from our lives."

To address this shocking issue, the Alberta Suicide Prevention Network is launching **Keep Him Here** a new provincial campaign designed to start the conversation and empower those with middle-aged men in their lives to take the first steps and recognize the signs, start the conversation and reach out to help.

On September 10, people are invited to have a free cup of coffee or tea from 8:00-10:00 am, and learn more about the campaign at Trendz Café at the Mazankowski Alberta Heart Institute at the University of Alberta Hospital. Coffee shops are places where Albertans naturally gather to discuss what is happening at home, work, school and the rink. They are also a place where people can talk about mental wellness and suicide.

Provincially, communities across the province are hosting local **Keep Him Here** events to raise awareness of the issue.

Joan Roy, Executive Director with Distress Centre Calgary says "...the stigma around mental illness and suicide may prevent middle-aged men from reaching out and seeking support during times of crisis. If a man in your life is struggling, you can be the one to help him."

These sentiments are echoed by health care professionals and other suicide prevention agencies across the province that tackling suicide often starts with conversation about a man's mental health.

Dr. Michael Trew, Chief Addictions and Mental Health Officer with Alberta Health says "...as a physician I have been trained to relieve suffering and reduce preventable deaths. The World Health Organization estimates that 90 percent of all suicide victims have some kind of mental health condition. Suicide is preventable and this type of suicide prevention campaign makes for good medicine."

While Nancy McC Calder, Executive Director with The Support Network in Edmonton says "...the important thing is that we all know the signs, try to start the conversation about suicide and reach out for help."

For more information on suicide prevention and how to start the conversation visit [www.KeepHimHere.ca](http://www.KeepHimHere.ca).

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**Media contact:**

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**ABOUT ALBERTA CENTRE FOR INJURY CONTROL & RESEARCH**

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**ABOUT KEEP HIM HERE CAMPAIGN**

Keep Him Here is proudly supported by the Alberta Centre for Injury Control & Research (soon to be known as the Injury Prevention Centre), the Government of Alberta, the University of Alberta and the Alberta Suicide Prevention Network, which includes The Support Network (Edmonton) and Distress Centre (Calgary).  
[www.KeepHimHere.ca](http://www.KeepHimHere.ca)

To view the video associated with this release, click the following link:  
[https://www.youtube.com/watch?v=YGpm9e6lov0&feature=em-upload\\_owner](https://www.youtube.com/watch?v=YGpm9e6lov0&feature=em-upload_owner)