

World Suicide Prevention Day | 10 September

Communication toolkit

Resources, messaging and insights to help you share information with your networks on World Suicide Prevention Day.



Every year on 10 September, World Suicide Prevention Day, communities come together to raise awareness and reduce stigma and remind those who are struggling that they are not alone. This year's theme is 'Changing the narrative'.

This toolkit has been developed to help you take part in the day and 'change the narrative' by **sharing messages** and resources within your own communities and networks. In addition to [personal insights](#) from people from multicultural backgrounds, it also includes [newsletter](#) and [social media content](#).

Embrace Multicultural Mental Health contributes towards creating a mental health and suicide prevention service system that better meets the needs of people from multicultural backgrounds. We partner with Federation of Ethnic Communities Councils of Australia (FECCA) and the National Ethnic Disability Alliance (NEDA). We are a part of Mental Health Australia – the mental health advocacy peak in Australia. www.embracementalhealth.org.au

Our work is informed by our Lived Experience Group – a group of multicultural community members across Australia. Some of these members have generously shared their reflections to mark World Suicide Prevention Day and help 'change the narrative'.

For too long, conversations around suicide, mental health, and wellbeing have been enveloped in silence, especially within our multicultural communities.

In our community, reaching out for help is often seen as weakness. When someone tries to speak up, they risk being dismissed, and worse labelled. Many choose isolation, denial, or to hide their pain. Culture, language, and pride can become walls, making it harder to talk about what is going on. The shame that surrounds mental health, self-harm, and suicide isn't just a personal burden, it is a cultural taboo, one that's kept too many of us stuck between two worlds.

“But change is possible. In fact, change is necessary. This year's theme “Changing the narrative” is a call to action, a challenge to all of us to rethink how we see and talk about suicide. It means moving from silence and misunderstanding to openness, empathy, and support.”

It starts with conversation. Real conversation. We need to make it okay to talk about suicide, ask hard questions, listen without judgment. By breaking the silence, we break down the barriers that keep us suffering alone. We make space for healing, hope and help.

We require systemic change too – policies that put mental health first, making sure everyone, regardless of background, or circumstance, can get the care they need. It's about supporting research, so we can understand the complexities of suicide and create interventions that work for all.

Most importantly, changing the narrative means choosing empathy and compassion, every day. Suicidal thoughts and feelings aren't signs of weakness; they're signs of enormous pain. Talking about suicide does not make it more likely to happen. In fact, honest and caring conversation can be the lifeline someone needs.

We know this conversation is hard. That's why World Suicide Prevention Day isn't just about raising awareness, it is about building a supportive community, where everyone feels seen, heard, and valued.

No matter where you are in your understanding, whether you're just starting to learn, or you have been advocating for years, there is a place for you in this movement. No action is too small. Every voice matters.

“Let's be the generation that changes the story. Let's break the silence, reach across divides, and build a culture where asking for help is a strength, not a shame.”

Ambrose Merang

South Sudanese Community Leader and Lived Experience Group member, Embrace Multicultural Mental Health.

Read more from Ambrose at embracementalhealth.org.au/wspd2025

Key messages and newsletter content

You can use these messages in emails or as newsletter content to share with your contacts.

On 10 September – World Suicide Prevention Day – we come together under a theme that carries both urgency and hope: Changing the Narrative on Suicide.

- **Suicide is the leading cause of death for Australians aged 15-49 years.** About 1 in 8 Australians has seriously considered suicide at some stage in their life.
- **Suicide and emotional distress don't discriminate.** Often people from multicultural backgrounds face additional barriers to getting support – these barriers can be varied and may include limited access to in language support, shame and stigma.
- **We can all play a part in creating a culture where it's safe to talk about suicide.** Listening without judgement, reaching out and offering support can make a real difference.
- **Help is available.** With the right support, people can be supported through suicidal distress. Highlighting stories of hope and healing are critical.
- **You don't need to be a professional to help.** Check in with your friends and family. Small acts of kindness and connection can make a big impact.
- **Sharing lived experience is a powerful way to change the narrative.** On World Suicide Prevention Day, we're sharing insights from multicultural community members. Find their reflections at embracementalhealth.org.au/wspdp2025
- **There are resources to help you.** Head to embracementalhealth.org.au

Need help?

If you're in immediate danger, call 000.

If you or someone you know is in crisis, support is available. You are not alone in this.

Contact:

Lifeline

24/7 crisis and suicide prevention service – 13 11 14

BeyondBlue

24/7 mental health and wellbeing support – 1300 22 4636

Suicide Call Back Service

24/7 online and phone counselling for people affected by suicide – 1300 659 467

Translating and Interpreting Service (TIS National) – 131 450.

Social media

On or around 10 September – you can use these social media tiles and content to share with your networks on Facebook, LinkedIn, Instagram, Whatsapp or any other platform you use.



Download the social media tiles [here](#).

Social media post 1

Today, on World Suicide Prevention Day, we come together under a theme that carries both urgency and hope: Changing the Narrative.

Suicide is the leading cause of death for Australians aged 15–49 years.

People from multicultural communities often face additional barriers to talking about and seeking support for their mental wellbeing. Trauma, shame and judgement leave many people feeling like they are alone.

We want to change that. By working together with our communities, having open conversations, and checking in on our loved ones, we can change the narrative about reaching out for help.

Check out insights from people with lived experience at embracementalhealth.org.au/wspd2025. Support is available at any time of the day or night. If you need someone to talk to, you can call:

Lifeline: 13 11 14

Suicide Call Back Service: 1300 659 467

Kids Helpline: 1800 55 1800

Beyond Blue: 1300 22 4636

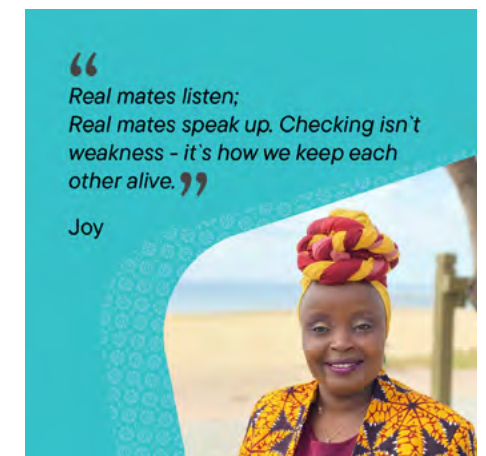
Or 000 in an emergency.

For translated mental health information and resources, visit:

embracementalhealth.org.au/information-and-resources

#WorldSuicidePreventionDay #WSPD #ChangeTheNarrative #MentalHealth #MulticulturalMentalHealth

Social media tiles



Social media post 2



Download the social media tiles [here](#).

Today, on World Suicide Prevention Day, we come together under a theme that carries both urgency and hope: Changing the Narrative.

Suicide is the leading cause of death for Australians aged 15–49 years.

Today, we're sharing insights from multicultural community members who have lived experience of suicidal or emotional distress or caring for people with mental illness.

Hearing insights from people in our community reminds us that we are not alone, help is available.

By sharing insights of support, hope and healing, we can change the narrative on suicide together.

Check out insights from people with lived experience at embracementalhealth.org.au/wspd2025. Support is available at any time of the day or night. If you need someone to talk to, you can call:

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#WorldSuicidePreventionDay #WSPD #ChangeTheNarrative #MentalHealth #MulticulturalMentalHealth

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To make changes we need cultural understanding by acknowledging beliefs the community hold around mental health and suicide, using culturally relevant language, and framing mental health as a strength that allows people to better care for themselves and their community.

Joy, Kenyan-born Australian. Lived Experience Group, Embrace Multicultural Mental Health.

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Social media tiles



Insights and reflections of hope

You can share any or all of the insights from our Lived Experience Group members with your networks. You can do this via email, newsletter or social media.



Check out the [website](#) for the full reflections.



Ambrose, a devoted father and South Sudanese community leader, shares a powerful call to break the silence around suicide and mental health, and build a culture of hope, healing, and belonging for future generations.



LewChing, a Chinese Malaysian woman whose deeply personal story challenges stigma around suicide and mental health, urges us to create safer, more compassionate spaces for honest conversations, healing, and cultural change.



Joy, a Kenyan-born Australian mother and grandmother, shares challenges and deep-rooted stigma around suicide in her community and calls for culturally safe, community-led approaches to ensure no one faces mental health struggles alone.



Kalauni*, a proud Pacific Island woman and community leader in Brisbane, shares how embracing culture, storytelling, and collective healing can break the silence around suicide and create safer, more connected spaces for Pasifika communities to thrive.



Check out the [website](#) for the full reflections.



[Nevena](#) shares her journey from war-torn Sarajevo to Australia, as she reflects on World Suicide Prevention Day and challenges cultural silence around mental health to inspire change across generations and communities.



[Zinab](#), a passionate storyteller and mental health advocate of Palestinian and Iraqi heritage, shares how her faith, culture, and lived experience inspire her mission to break the silence around suicide and create safe, compassionate spaces for healing in multicultural communities.



[Sachi](#), a Japanese woman living in Darwin, shares her powerful journey through mental health challenges, revealing how connection, community, and understanding cultural differences can help break the silence and save lives.



[Nicolas](#), a passionate advocate from the Indian Ocean Kreol community shares how shifting from silence to belonging, and from stigma to collective care, can empower communities to lead the way in suicide prevention and healing.

“For me, ‘changing the narrative on suicide’ is about changing perspectives: moving from silence and stigma to dignity and care. It’s flipping the lens from ‘fix the person’ to ‘strengthen belonging and support,’ and shifting the question from ‘What’s wrong with you?’ to ‘What happened, and how can we stand with you right now?’”

Nicolas person from the Indian Ocean Kreol community. Lived Experience Group, Embrace Multicultural Mental Health.

Resources

The following resources have been developed and can help – feel free to use and share these with your networks.



Co-designed community resources on mental health are available on the [Embrace website](#).



Translated resources are available on the [Embrace website](#) – you can filter by topic and language and select from resources on things like ‘What is mental illness?’ and ‘Getting professional help’.

“Today we come together under a theme that carries both urgency and hope: Changing the Narrative on Suicide.”

Ambrose, South Sudanese community leader and Embrace Lived Experience Group member.





“ Changing the narrative means for us, as a community, shifting from staying silent to telling/sharing our stories (Talanoa)—from shame to shared understanding. We need to make spaces safe to speak, and even safer to LISTEN. ”

***Kalauni**, proud Pacific Island woman.