



SPACE: Creating a Culture of Suicide Prevention

With Nora Vincent-Braun





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Creating a Culture of Suicide Prevention

For Care for Caregivers

Presented by: **Nora Vincent-Braun**, September 24th , 2026

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Suicide Prevention
Awareness &
Community Education



Canadian Mental
Health Association
British Columbia
Mental health for all

Land Acknowledgment

We respectfully acknowledge xʷməθkʷəy̓ əm (Musqueam), Skwxwú7mesh (Squamish), səɫ ilwətaʔt (Tsleil-Waututh), Lkwungen (Songhees) and Xwsepsum (Esquimalt) peoples on whose traditional, unceded lands the CMHA BC offices are located.

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Life Promotion

- A community-based approach to suicide prevention that has been **developed by Indigenous communities.**
- “Encourages people to strengthen a connection to land, community, self, and spirit, equipping them to live a long prosperous life.”
- **Wisepractices.ca**



About CMHA

- We are one of Canada's most established charities
- Our policies and programs are anchored in evidence and informed by people's personal experience
- We work towards mental health for all, including people with addictions
- There are over 120 CMHA locations throughout Canada – 14 in BC
- CMHA BC is committed to walking the path of truth and reconciliation to ensure mental health care is safe, inclusive, and culturally relevant.
 - (Learn more at: <https://bc.cmha.ca/towards-truth-and-reconciliation/>)

Grounding Today's Discussion

Thoughts of Suicide

When someone has thoughts or desires to end their life, or when someone wishes they were dead.

Suicide Prevention & Response

Supporting people who may be thinking about suicide with supports/resources that may be life-saving.

Resources for Immediate Support

If you or someone you know is in need of immediate support:

- 988 (call/text, Canada-wide, 24/7)
- 1 (800) SUICIDE (call, 24/7)
- 1 (800) 588-8717 (KUU-US, Indigenous Specific, call, 24/7)
- 1 (855) 242-3310 (Hope for Wellness Helpline, call or chat <https://www.hopeforwellness.ca>)

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Myths About Suicide

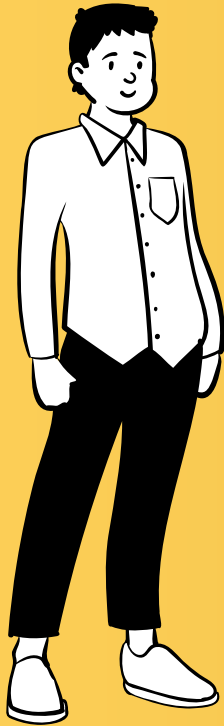
- Suicide only impacts **certain types of people**
- All people experiencing thoughts and feelings of suicide **also have mental health disorders**
- Talking about or asking about suicide will **put the thought into the person's head**
- People thinking about suicide are just **looking for attention**
- When someone starts experiencing thoughts and feelings of suicide, **they will ALWAYS experience thoughts/feelings of suicide**

Statistics About Suicide

- There are approximately ~4500 reported **suicide deaths** per year in Canada
 - There are 40 – 100x more **suicide attempts than suicide deaths**
 - Every death by suicide **can impact up to 132 people**
 - ~5% of people are thinking about suicide at **any given time**
-
- ~90% of people who attempt suicide **and survive never die by suicide**
 - ~70% of people who attempt suicide **and survive never make another attempt**

Suicide Prevention

Person with Thoughts of
Suicide



Stigma

Lack of training/education
on what to do



Unaware of available
resources/supports

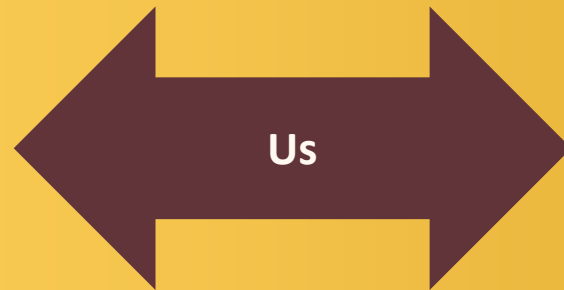
Fear of reaching out

Suicide Prevention
Resources



Suicide Prevention

Person with Thoughts of
Suicide



Suicide Prevention
Resources



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Discussion

What are **some potential barriers to implementing suicide prevention practices** in workplaces or your community?

E.g.,

- Logistical barriers (small businesses may not have funds for tailored mental health support)
- Fear of getting involved (“it’s not our place”)



What are some potential barriers to implementing suicide prevention practices?

Barriers to Suicide Prevention

- Suicide is heavily stigmatized throughout society
- People may feel afraid of consequences of talking about their thoughts/feelings of suicide
 - E.g., a staff member may worry about missing a shift and its consequences
- Not all helping professionals feel confident engaging in suicide intervention and response
 - E.g., when accessing EFAP/EAP, you may not be automatically connected to a provider who feels confident addressing suicide

Building Suicide Awareness

Increase awareness & reduce stigma.

Offer educational/training opportunities to build a suicide-aware community/workplace.

Designate process & people for suicide prevention & response.

Resources for Suicide Prevention

- **911**
- **988** – call/text
- **1 (800) SUICIDE** – 24/7 phone line
- **KUU-US Indigenous Crisis Line** – 1 (800) 588-8717 (24/7)
- **Lamathut Crisis Line (IRSSS)** – 1 (800) 721-0066 (24/7)
- **Crisis Response, Community Led (CRCL)** – various, <https://bc.cmha.ca/crcl/>
- **Car programs** – various, check with your local police department
- **Kids Help Phone** – Call 1 (800)668-6868 or Text 686868 (24/7)

Building Suicide Awareness

1. Increasing Awareness & Reducing Stigma

WHY is this important?

- Many people are not aware of how common thoughts and feelings of suicide can be.
- Staff do not often see their workplace as a safe space to talk about their thoughts of suicide.
 - Yet – for many people, this may be one of the most socially interactive places they attend in their daily lives.

Many people really care and want to help – **but don't know how.**

Building Suicide Awareness

1. Increasing Awareness & Reducing Stigma

HOW do we do this?

- Educational campaigns (posters, etc.)
- Working with staff, team leads, etc., to spread word around suicide awareness
- Ensuring workplace mental health services have suicide response training (if applicable)
- Offering suicide awareness training in community settings (rec centres, etc.), workplaces, etc.

Building Suicide Awareness

2. Offering Educational/Training Opportunities

WHY is this important?

- One of the biggest knowledge gaps in suicide prevention is **HOW** to help and **WHAT** resources are out there.
- Educational and training opportunities help staff feel more confident in identifying and responding to signs of suicide.

Building Suicide Awareness

2. Offering Educational/Training Opportunities

HOW do we do this?

- Relevant trainings:
 - **safeTALK** – 3.5 – 4.0 hour suicide awareness and response training
 - **ASIST** – 2 – day suicide intervention training
 - **SPACE Workshops** – half-day, full-day, and lunch & learn-style workshops designed to increase knowledge of suicide awareness/response
- Organize these trainings for the community or supervisors/team leads (in a workplace setting). The more people trained in awareness and response, the more connection points your workplace and/or community has!

Building Suicide Awareness

3. Designate Process & People for Suicide Response

WHY is this important?

- One of the key gaps in creating suicide prevention policies/clear response is the need for clear process in supporting people thinking about suicide.
- It is helpful to know who is trained in suicide response in your community/workplace so people know where to go and who to talk to when someone is thinking about suicide.

Building Suicide Awareness

3. Designate Process & People for Suicide Response

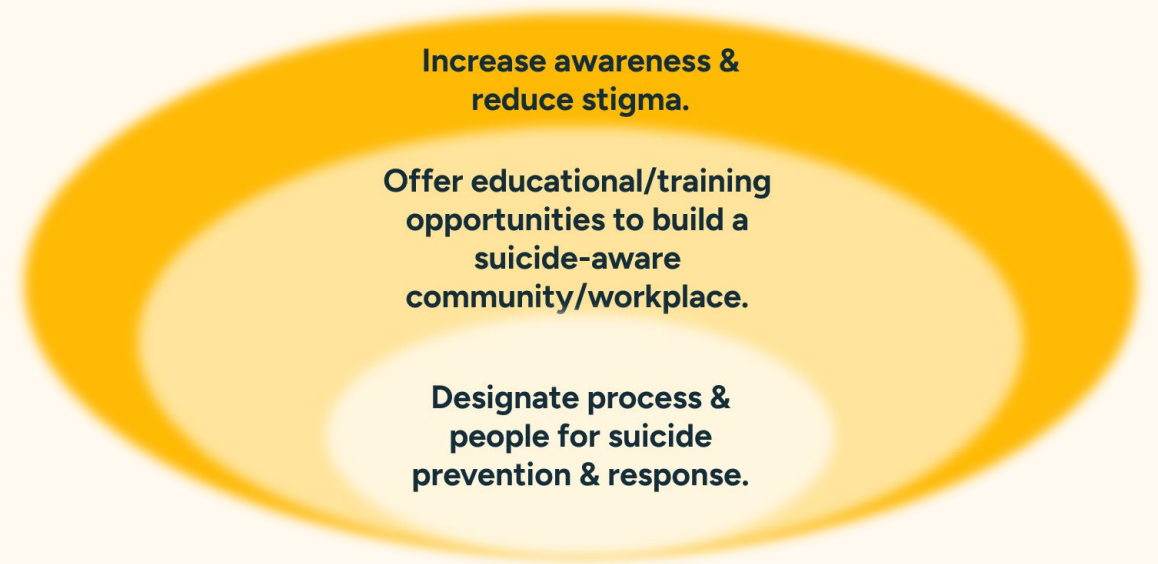
HOW do we do this?

- What services does your community/workplace have for someone thinking about suicide?
 - What accommodations can be made for a staff member who is thinking about suicide?
- What policies does your workplace have in place? What policies need to be revisited/created?
- Who can someone go to for support if they are thinking about suicide?

Building Suicide Awareness - Example

1. Increase Awareness & Reduce Stigma

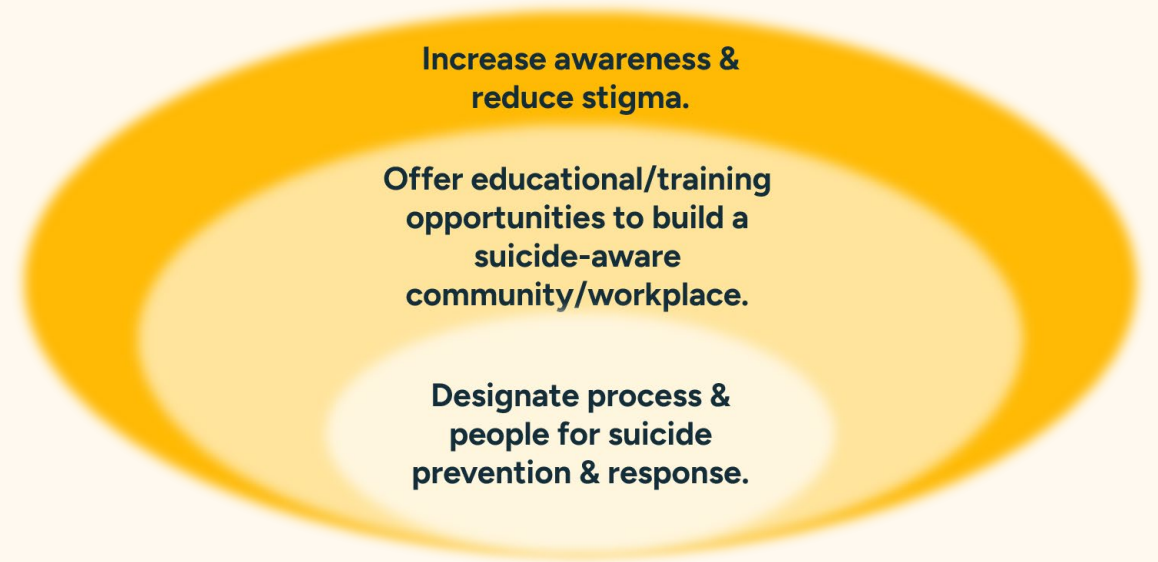
- Workplace X decided for World Suicide Prevention Day they would do a poster campaign at their main office with important information and hopeful messaging to increase awareness.
- As part of this, Workplace X's HR team sent out an all-staff email with information and resources related to World Suicide Prevention Day.



Building Suicide Awareness - Example

2. Offer Educational/Training Opportunities

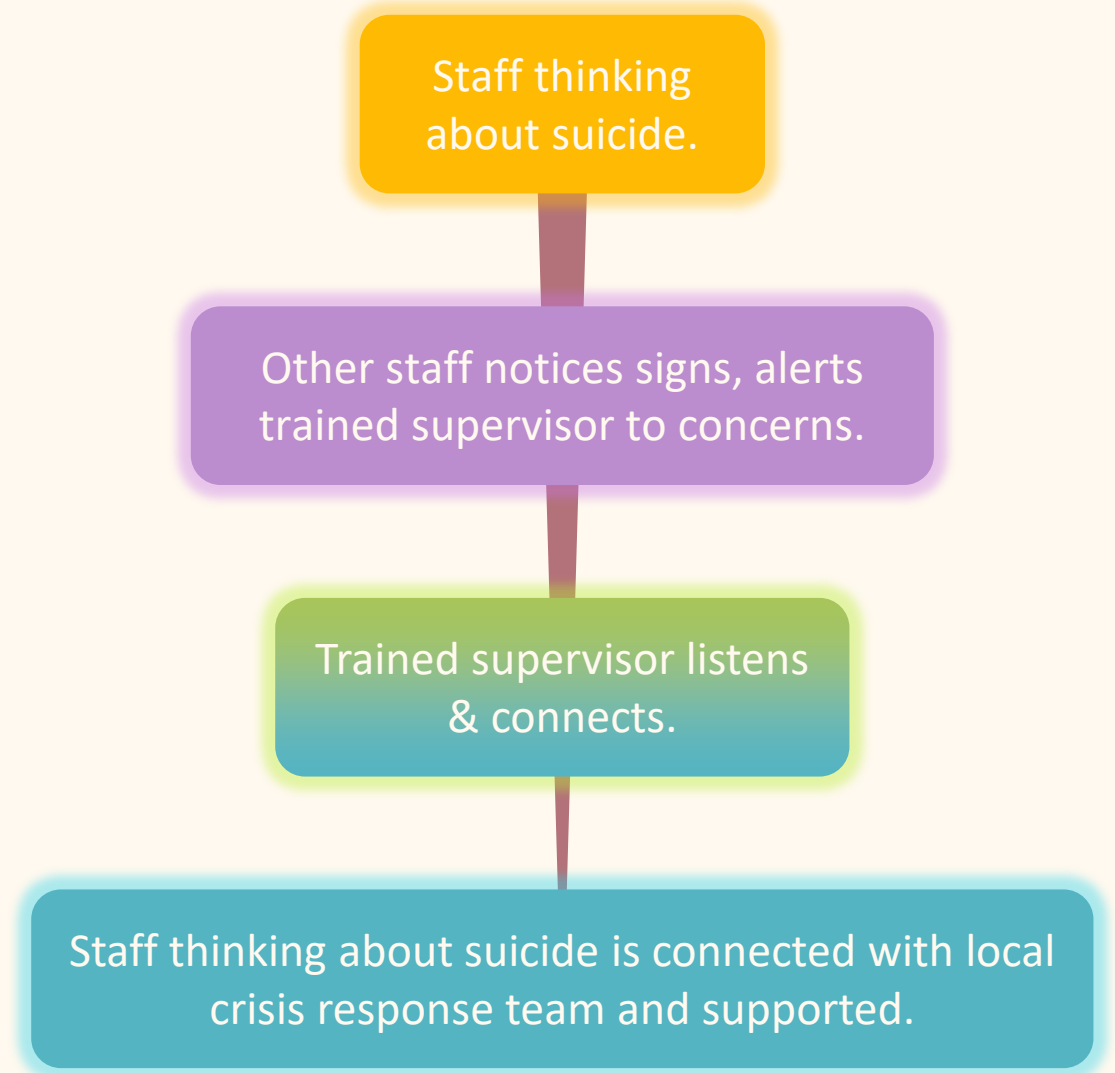
- Workplace X invested in a suicide prevention training for their supervisory staff as part of their professional development.
- Each supervisor received a half-day training in suicide response so they could support the staff members they oversee.



Building Suicide Awareness - Example

3. Designate Process & People for Suicide Prevention Response

- Workplace X decided it was most appropriate to create a process that utilizes external resources.
- They created a process that was communicated to all staff so everyone knew where the points of contact were and what types of support Workplace X can offer.



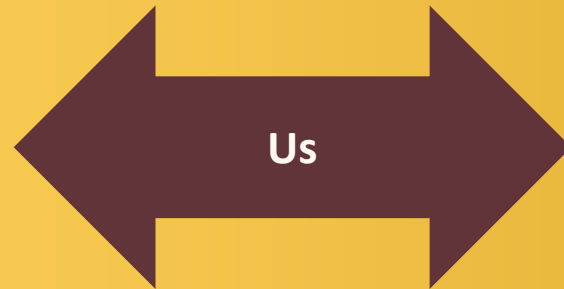
Brainstorming

Let's brainstorm general ideas that your workplace **COULD CONSIDER** implementing to work towards a suicide safer workplace!

- 1) Increase Awareness & Reduce Stigma
- 2) Offer Educational/Training Opportunities
- 3) Designate Process & People for Suicide Prevention Response

Suicide Prevention

Person with Thoughts of
Suicide



Suicide Prevention
Resources



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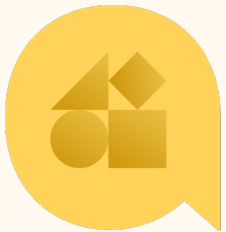


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CMHA BC Further Learning

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Workplace
Prevention Training



Clinical
Intervention Training



Community
Intervention Training



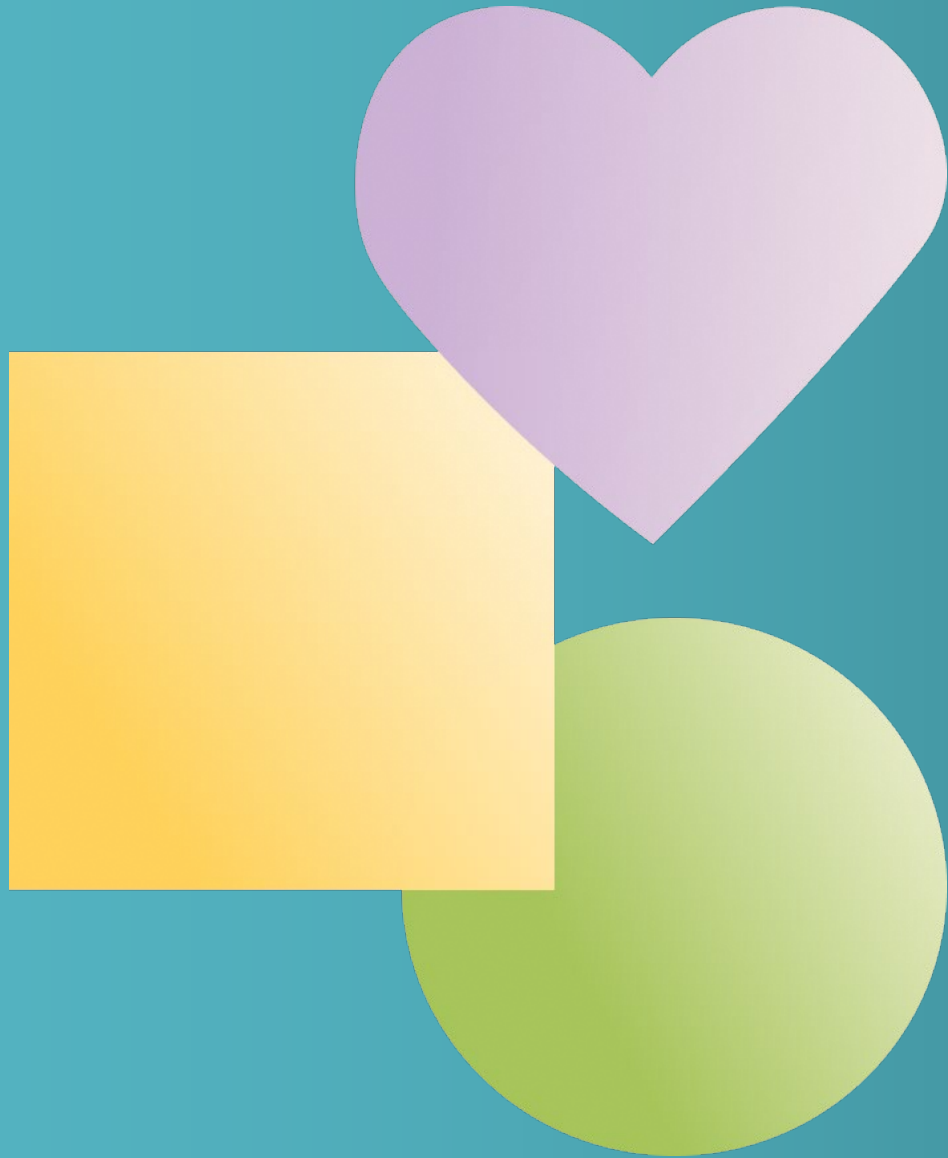
Leadership
Postvention Training

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Thank you!

Questions?

Ideas?

Feedback?

Keep in touch!

suicide.prevention@cmha.bc.ca

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