



World Suicide Prevention Day 2025

Partner Pack – Key Messages for Awareness and Action

#WorldSuicidePreventionDay #StartTheConversation #WSPD2025 #WSPD



Connecting for Life



Oifig Náisiúnta an FSS um Fhéinmharú a Chosc
HSE National Office for Suicide Prevention



Overarching message

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- The international theme of [World Suicide Prevention Day \(WSPD\)](#) on 10th September 2025 is 'Changing the Narrative on Suicide'. Suicide is a serious global public health issue, with over 700,000 lives lost each year. Its impact extends far beyond the individual, deeply affecting families, communities, and societies at large.
- This year's theme calls on people, communities, organisations and government to foster open, honest conversations about suicide. By initiating these vital conversations, we can break down barriers, raise awareness, and create better cultures of understanding and support.
- **#WorldSuicidePreventionDay #StartTheConversation #WSPD2025 #WSPD**



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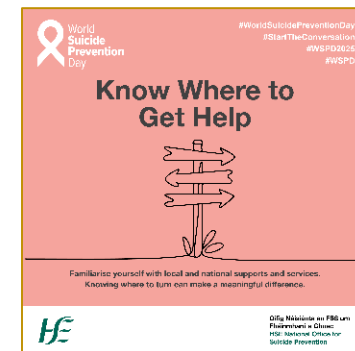
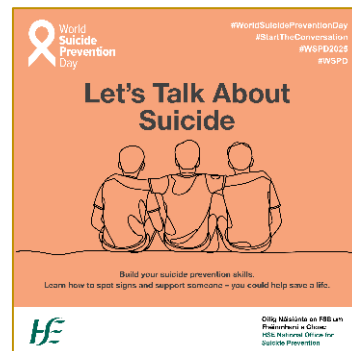
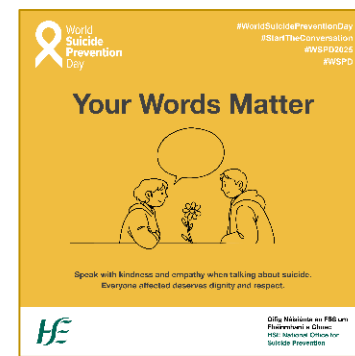
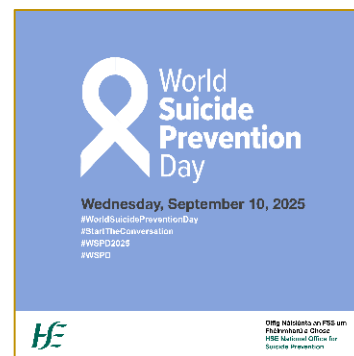


Overarching message

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The HSE National Office for Suicide Prevention (NOSP) is sharing five key messages about World Suicide Prevention Day 2025.

1. Reach Out and Check In
2. Your Words
3. Be Safe
4. Let's Talk About Suicide
5. Know Where to Get Help



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[Download social media images from the HSE National Office for Suicide Prevention.](#)

These images are available in English, in Irish, and branded for each of the six HSE Health Regions.





1. Reach Out and Check In

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Take time to connect with people around you. A simple check-in can bring hope and make a real difference.

Suggested action: Send a message or call someone today. Let them know you care.

Sample short post	Sample long post
<p>A simple “How are you?” can make a big difference. Reach out. Check in. Stay connected. #WorldSuicidePreventionDay #StartTheConversation #WSPD2025 https://www2.hse.ie/mental-health/helping-someone-else/someone-who-might-be-suicidal/</p>	<p>In a world that often feels rushed and disconnected, a simple check-in can mean more than you realise. Whether it’s a friend, a colleague, or someone you haven’t spoken to in a while – reaching out can offer hope and remind them they’re not alone. This World Suicide Prevention Day, let’s make time for meaningful connection. A short message or a quick chat can make a big difference. Who could you check in with today? #WorldSuicidePreventionDay #StartTheConversation #WSPD2025 https://www2.hse.ie/mental-health/helping-someone-else/someone-who-might-be-suicidal/</p>



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2. Your Words Matter

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Speak with kindness and empathy when talking about suicide. Everyone affected deserves dignity and respect.

Suggested action: Use respectful language like 'died by suicide' instead of stigmatising terms.

Sample short post	Sample long post
<p>Your words can hurt – or heal. When talking about suicide, always speak with kindness and empathy and let's reduce stigma together.</p> <p>#WorldSuicidePreventionDay #StartTheConversation #WSPD2025</p> <p>https://www.hse.ie/eng/services/list/4/mental-health-services/nosp/resources/language-and-suicide/</p>	<p>The language we use when talking about suicide matters deeply. It can either support someone's healing or reinforce stigma.</p> <p>In Ireland, we're becoming more open about mental health, but we must continue to speak with care and compassion. For example, say "died by suicide" instead of outdated or judgemental terms. Avoid sensationalism and show your empathy. Everyone impacted by suicide deserves dignity and respect. Let's be mindful of how we speak – and the impact our words can have.</p> <p>#WorldSuicidePreventionDay #StartTheConversation #WSPD2025</p> <p>https://www.hse.ie/eng/services/list/4/mental-health-services/nosp/resources/language-and-suicide/</p>



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3. Be Safe Online

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Share information about suicide or self-harm responsibly and supportively. Help create a safer, more sensitive online space.

Suggested action: Think before you post. Avoid graphic details and always include support resources.

Sample short post	Sample long post
<p>Think before you post. If you're sharing content about suicide or self-harm, do so responsibly. Let's make the internet a safer, kinder and more supportive space.</p> <p>#WorldSuicidePreventionDay #StartTheConversation #WSPD2025 https://www.hse.ie/eng/services/list/4/mental-health-services/nosp/resources/online-safety/</p>	<p>The internet can be a powerful place for support – but also a space where harmful content spreads quickly. When posting about suicide or self-harm, it's vital to do so responsibly, while respecting people's privacy. Avoid graphic details, don't share unverified information, and always include support resources.</p> <p>Whether you're sharing your own story or supporting someone else's, let's help create a safer, kinder and more supportive space.</p> <p>Think before you post.</p> <p>#WorldSuicidePreventionDay #StartTheConversation #WSPD2025 https://www.hse.ie/eng/services/list/4/mental-health-services/nosp/resources/online-safety/</p>



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4. Let's Talk About Suicide

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Build your suicide prevention skills. Learn how to spot signs and support someone – you could help save a life.

Suggested action: Take 60 minutes to complete 'Let's Talk About Suicide', online.

Sample short post	Sample long post
<p>Talking about suicide doesn't cause harm – staying silent might. Take just 60 minutes of your time, to learn the signs and how to start the conversation. You could help save a life.</p> <p>#WorldSuicidePreventionDay #StartTheConversation #WSPD2025</p> <p>Sign up and complete Let's Talk About Suicide https://traininghub.nosp.ie/</p>	<p>Talking about suicide doesn't cause harm – staying silent might.</p> <p>A person who is thinking about suicide, might really appreciate your listening. It's important that we all know how to spot the signs and offer support without judgement.</p> <p>You don't need to be an expert to make a difference. Just being there, listening, and knowing where to direct someone can be life-changing.</p> <p>Take just 60 minutes of your time, to learn the signs and how to start the conversation.</p> <p>#WorldSuicidePreventionDay #StartTheConversation #WSPD2025</p> <p>Sign up and complete Let's Talk About Suicide https://traininghub.nosp.ie/</p>



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5. Know Where to Get Help

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Familiarise yourself with local and national supports and services. Knowing where to turn can make a meaningful difference.

Suggested action: Save the contact information for a local crisis line or mental health service.

Sample short post	Sample long post
<p>Whether you're supporting someone else or facing your own challenges, remember that support for your mental health is always available. Ireland has a range of trusted services – let's make sure we all know how to find them.</p> <p>#WorldSuicidePreventionDay #StartTheConversation #WSPD2025</p> <p>Find out more https://www2.hse.ie/mental-health/services-support/supports-services/#general-mental-health-supports-and-services</p>	<p>In a moment of crisis, knowing where to turn can be life-saving.</p> <p>Whether you're supporting someone else or facing your own challenges, remember that support for your mental health is always available. Ireland has a range of trusted services – let's make sure we all know how to find them.</p> <p>Save the number of a helpline. Share resources with your team. Talk about what's available in your community.</p> <p>#WorldSuicidePreventionDay #StartTheConversation #WSPD2025</p> <p>Find out more https://www2.hse.ie/mental-health/services-support/supports-services/#general-mental-health-supports-and-services</p>



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Other Support Information

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- Listening support is available anytime day or night, from Samaritans on Freephone 116 123, visit www.samaritans.ie.
- Text support is available anytime day or night, from spunout Text About It – text HELLO to 50808, visit www.textaboutit.ie.
- Suicide and self-harm prevention and bereavement services are available from Pieta, visit www.pieta.ie.
- If you, or someone you know needs suicide bereavement support, visit hse.ie/grief.
- Visit www.yourmentalhealth.ie for information on how to mind your mental health, support others, or to find a support service in your area. You can also call the Your Mental Health Information Line on 1800 111 888, anytime day or night, for information on mental health services in your area.



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Thank You

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FSS Bhaile Átha Cliath agus Lár na Tíre
HSE Dublin and Midlands

FSS Bhaile Átha Cliath agus an Oirthuaiscirt
HSE Dublin and North East

FSS Bhaile Átha Cliath agus an Oirdheiscirt
HSE Dublin and South East

FSS an Iarthair agus an Iarthuaiscirt
HSE West and North West

FSS an Iarthar Láir
HSE Mid West

FSS an Iardheiscirt
HSE South West

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Contact the HSE NOSP with further enquiries at info@nosp.ie



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