



**World Suicide
Prevention Day 2026**

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Overview

World Suicide Prevention Day takes place on 10 September. It is a moment for us to pause and remember that behind every statistic is a person. And the families, friends and communities around them.

For us at Mind, this is a time to raise awareness about the issues surrounding suicide. And to champion actions to reduce the number of suicide. It's also an opportunity to signpost to advice and support for anyone experiencing suicidal feelings, or who is worried about someone they know.

Talking about suicide can be difficult, especially at work. Creating a space where people feel safe and listened to can help these conversations happen.

In this pack, you'll find:

- Information and statistics on suicide
- Advice on getting support
- Ideas for raising awareness in your organisation
- Copy and assets to use internally and externally

Please credit Mind when sharing any of our information or tips.

200,000

In 2024 there were **200,00 suicide attempts.**

125

People **pass away by suicide** every week in the UK.

For men

the suicide rate was the **highest for those under 50** and the suicide rate for **young women under 24** increased.

650

650 suicides in the UK each year could be **work-related.**

1. CALM, (life saving stats), <https://www.thecalmzone.net/life-saving-stats>
2. CALM, (life saving stats), <https://www.thecalmzone.net/life-saving-stats>
3. CALM, (life saving stats), <https://www.thecalmzone.net/life-saving-stats>
4. MHFA England (workplace suicide estimates)

Key messages



What are suicidal thoughts?

Suicidal feelings can include thoughts about ending your life or feeling that others might be better off without you. Or it can mean thinking about methods of suicide or making plans to take your own life.

What does it feel like?

Everyone's experience is different. You might feel overwhelmed or unable to cope with what you're going through. You may not feel like you want to die but feel like you can't carry on living as things are.

What causes suicidal thoughts?

Suicidal thoughts can be triggered by a specific event, or you may not know what's caused you to feel this way. It might be a mixture of things.

Key messages

We're all different. Your experience of suicidal feelings might be different to someone else's. Suicidal feelings can vary from person to person in a few areas:

Intensity.

Suicidal feelings are more overwhelming for some people. For some they'll build with intensity over time. For others they'll remain at the same level.

Severity.

They might be more severe at different times and change in severity quickly. They might get worse or grow over time.

Time.

These feelings might pass quickly for some. For others they might come and go or last for a long time.

Losing someone to suicide

Losing someone to suicide can bring very intense and complex feelings.

Research shows that those of us bereaved by suicide may have especially complicated feelings. We might experience extra struggles while trying to cope with the loss.

You might be having feelings like guilt or shame. This is a common reaction. But it's important to remember that neither you, nor the person who died by suicide, are to blame for their loss.

It's important to remember that it's not your fault.

The causes of suicide are very complex – there's rarely one single cause. As much as we might want to, it's unlikely we can ever fully understand what led to someone taking their life.





**I wish we had more photos
and videos to look back at. I
wish I had appreciated her a
little more.**



Ways to stay connected to the person you've lost

- Mark occasions like their birthday or anniversaries.
- Do things in their memory like lighting a candle, growing a plant or preparing special food
- Talk aloud to them or write to them.
- Speak to them through prayer.
- Do things to include their memory in events or in daily life. For example, you could play music they liked or make a meal they enjoyed.
- Talk about memories of them with others.
- Record memories of them through journals, scrapbooks or memory boxes.

When someone dies by suicide, it can feel like all the focus is on how they died, rather than their life or them as a person.

It might help to do things to remember and stay connected to the person you've lost. Although sometimes this may feel too painful. So just do whatever feels helpful to you.

Supporting someone bereaved by suicide

- **Use non-stigmatising language.** When referring to suicide try to use words like “died by suicide” or “took their own life”.
- **Avoid speculating** about why someone may have taken their life. The causes of suicide are very complex and rarely about one single thing.
- **Avoid asking for details.** Unless the person you’re supporting opens up to you, don’t ask for details about someone who took their own life. This can be very traumatic and painful.
- **Focus on the person’s life.** Try to talk about the person’s life and who they were as a person, rather than focusing on how they died.
- **Be sensitive when sharing details.** Sharing details about how someone took their own life can be very upsetting or triggering for others. It’s also important to only share what the person you’re supporting is comfortable with.

It can be hard to find the right words when supporting someone who is bereaved by suicide. But by asking them what they feel like is a good starting point. It may also help to:

Responding to a suicide risk in the workplace

Suicidal thoughts are far more common than many people think, but there can be extensive stigma in talking about suicide.

Too few employers have frameworks that encourage the kind of climate where people can talk to someone about suicide and find ways to seek help.

Most managers and employees have never received education or training to deal with a situation where someone discloses suicidal feelings.

[We've produced a guide](#) in collaboration with the CIPD which aims to address that gap. It provides practical advice and guidance on how organisations can educate employees to open up and talk about suicide.

By creating a non-stigmatising culture and safe space to talk, employers can play an important role in signposting people to the kinds of professional support they may need.

[Take a look at the guide.](#)



Hear from others

Blogs and stories can show those of us with mental health problems that we're cared about, understood and listened too. Below are a few stories from people talking about their experiences.

- [Natalie's blog](#): Natalie blogs about how she reached a terrible low before developing an unconditional love for her baby.
- [Aled's blog](#): Aled blogs about his journey with postnatal depression and how his recovery has led to him helping other dads.
- [Regie's blog](#): Regie blogs about his experiences of feeling suicidal and how he found support.
- [Yasmine's blog](#): Yasmine, who has emotionally unstable personality disorder, reveals how Mind has helped her when she's felt there was nowhere else to turn.
- [Callum's blog](#): After experiencing difficult times and losing his brother to suicide, Callum wants to encourage other young men to talk about their mental health.



Self-care when you're worried about someone who is suicidal

When you're caring for someone else, you can find that you think a lot about their wellbeing and not about your own. Here are some tips to take care of yourself:

- **Take time for yourself.** You may feel that you should spend all of your time and energy trying to support your friend or relative. And you may feel guilty about wanting time for yourself. But to be able to care for someone else, you need to take time for yourself too.
- **Share the responsibility, if you can.** If the person you're supporting is comfortable with it, reach out to other people who might also be able to support them.
- **Be kind to yourself.** It can be hard to accept that someone close to you feels suicidal. Some people worry that they're to blame. But it's important not to blame yourself for what's happening.
- **Find support for yourself.** It may help to talk about your feelings and worries or get support from people who've had similar experiences.

“

My main focus was keeping him alive – my quality of life didn't really matter. I began to have my own suicidal thoughts

”

A close-up photograph of two hands shaking in a firm grip. The hand on the left is wearing a dark grey jacket with a black cuff. The hand on the right is wearing a silver metal watch. The background is blurred, showing what appears to be a rocky or uneven ground.

Chris's Voice

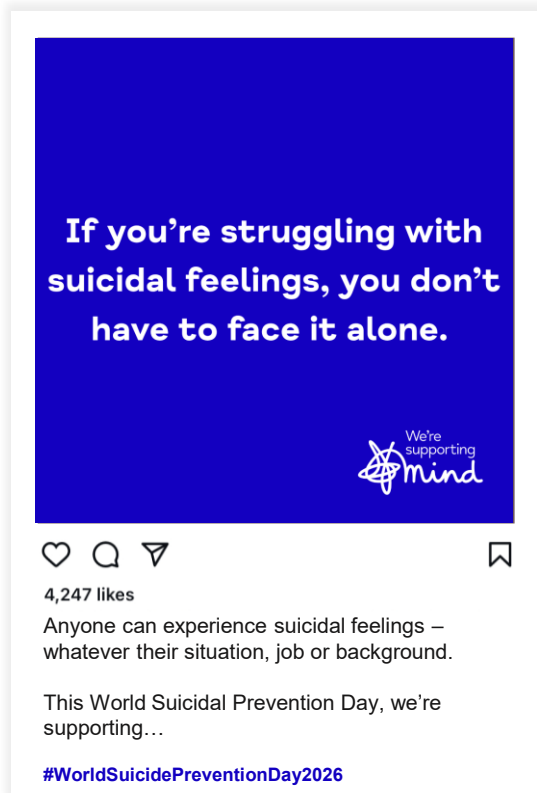
Mind's experts are the heart of human care for mental health, treating people as individuals, not statistics.

After a suicide attempt Chris found support from local mental health services. He shares how support and feelings of belonging helped his recovery.

Content warning: This video mentions suicide, please watch with care.

[Watch here on YouTube](#)

Social media post



Suggested caption wording:

Anyone can experience suicidal feelings – whatever their situation, job or background.

This World Suicide Prevention Day, we're supporting @MindCharity to encourage a shared moment, a moment to pause, check in, and support one another.

If you need support, or you're worried about someone else, help is available.

Visit mind.org.uk/suicide for information and advice that help.

[#WorldSuicidePreventionDay2026](#)

Download our assets

[Square social asset](#)

[Landscape social asset](#)

Don't forget to tag us!

Make sure to mention Mind when you're sharing our information and tips.

Facebook –

[@mindforbettermentalhealth](#)

Instagram - **[@MindCharity](#)**

LinkedIn - **[@mind_2](#)**

Threads – **[@MindCharity](#)**

Useful information

Mind's 4 helplines provide information and support by phone and email.

Support line: 0300 102 1234

Monday to Friday, 9am-6pm

Infoline: 0300 123 3393

Email: info@mind.org.uk

Monday to Friday, 9am-6pm

Welfare benefits line: 0300 222 5782

Monday to Friday, 9am-5pm

Legal line: 0300 466 6463

Email: legal@mind.org.uk

Monday to Friday, 9am-6pm

Local Minds offer face-to-face services across England and Wales. These services include talking therapies, peer support and advocacy.

Side by Side is our supportive online community for anyone experiencing a mental health problem. The Side by Side community is available 24/7.
sidebyside.mind.org.uk

Useful information

Other useful contacts:

Campaign Against Living Miserably (CALM) – provides a helpline online and WhatsApp chat, as well as information and support, for anyone affected by suicide or suicidal thoughts.

Samaritans – open 24/7 for anyone who needs to talk.

James' Place – free, non-residential therapy and support for men aged 18 and over in suicidal crisis.

Maytree Suicide Respite Centre – offers free respite stays for people in suicidal crisis.

National Suicide Prevention Helpline UK – helpline offering a supportive listening service to anyone with thoughts of suicide.

Carers UK – advice and support for anyone who provides care.

Shout – confidential 24/7 text service offering support if you're in crisis and need immediate help.

Survivors of Bereavement by Suicide (SOBS) – emotional and practical support and local groups for anyone bereaved or affected by suicide.

From all of us here at Mind, thank you!

For your continued support, fundraising and dedication to mental health. We won't give up until everyone experiencing a mental health problem gets the support and respect, they deserve. You're helping make sure that happens.