

Awareness

Mission support

Context and relevance of the project

The Suicide Prevention Centre of Montreal (SPCM) was founded in 1983 in response to growing recognition of the need identified by the community amid rising distress and suicide rates in 1983. For 42 years, the SPCM has been actively involved in preventing countless suicides and contributing to efforts Quebec-wide to reduce the suicide rates each year.

As the only suicide prevention centre on the island of Montreal, the SPCM is well rooted in its community, responding to the diverse needs of the Montreal community while serving as a trusted reference for other organizations working in suicide prevention.

Since its creation, the SPCM has:

- 813,826 first- and second-line interventions
- 364,816 hours of intervention
- 14,998 training sessions given
- 36,818 people trained in suicide prevention

Despite these efforts, we still have on average of four suicides every week in Montreal.



General objectives

- **Reduce the number of suicides in Montreal.**
- Increase ongoing activities that contribute to reducing the impact of suicide.
- Develop more projects tailored to the realities of vulnerable populations in Montreal.
- Raise awareness of suicide prevention throughout Montreal.
- Increase referrals to the SPCM in order to increase interventions and postvention actions for affected individuals and communities.

With its wealth of experience and keen understanding of the human realities associated with the impact of suicide, the SPCM uses a best-practice approach to provide sensitive, structured, and tailored support.



Project timeline and phases

Year 1

Launch of the campaign

- Rollout of the key campaign message.
- Promotion of the SPCM's mission.

Years 2 and 3

Strengthening the organization's position

- Identifying neighborhoods with higher-risk populations and increasing the presence of SPCM mission messages.
- Implementing projects tailored to higher-risk populations.

Years 4 and 5

Increase project visibility

- Strengthen the SPCM's presence throughout the Montreal area.
- Widely disseminate the results, lessons learned, and tools from the various projects created and implemented.



Scope and expected impact

Increasing awareness of the SPCM will enable more people to recognize the warning signs and know where to turn in a suicide crisis.

By strengthening communities' capacity to act, the SPCM helps reduce suffering, promote safe and caring environments, and ultimately save lives.

Wearability and accessibility			Quality and relevance		Capacity building
Increase in the number of people affected in different boroughs or sectors of Montreal.			Adaptation of activities according to populations and environments.		Increased knowledge and tools shared with the Montreal population.
Impact on behaviors			Outreach, mobilization, and innovation		
Increase in the number of listings on the SPCM.			Increase in the number of projects developed in adaptation according to the most vulnerable populations and the number of awareness-raising activities.		



Why support this project?

Supporting SPCM means investing in a proactive, humane, and sustainable solution.

With four decades of experience in intervention, postvention, and awareness-raising, the organization embodies recognized expertise and professionalism in the field of suicide prevention and psychosocial support. Its ability to establish meaningful connections, act quickly, and adapt its interventions to the diverse realities of the population makes it a key and legitimate player in carrying out this project.

It also recognizes and reinforces the essential role of community organizations in protecting mental health and managing high-impact tragedies.

Together, we can strengthen the resilience of our communities, save lives, and transform the way we care for one another in a lasting way.



CPSM Centre de prévention du suicide de Montréal

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Awareness , mission support.