



Cast A Net Nova Scotia

The Communities Addressing Suicide Together (CAST) Program of the Canadian Mental Health Association Nova Scotia (CMHA NS) Division is launching its very own **CAN (Cast A Net)** campaign!

Purpose

The Fall is an active time of year for provincial, national and international mental health and suicide awareness events. With the change of seasons and the decrease of daylight, the CMHA NS CAST Program is looking for ways to increase community awareness regarding suicide prevention, to acknowledge those who have experienced distress, grief and loss and to promote mental health in communities across Nova Scotia.

The CMHA NS CAST Program would like to cast a suicide prevention net over Nova Scotia with the **CAN** campaign, covering the time between World Suicide Prevention Day (September 10th, 2016), Mental Illness Awareness Week (October 3rd – 9th, 2016), World Mental Health Day (October 10th, 2016) & Internal National Survivors of Suicide Loss Day (November 19th, 2016).



Objective

- raise mental health & suicide prevention awareness in Nova Scotia communities
- provide diverse mental health & suicide prevention training & education opportunities to individuals/groups/organizations throughout Nova Scotia
- build the capacity of Nova Scotians to create suicide-safer communities



The **CAN** campaign includes awareness events and education & training opportunities. It's time to break the silence surrounding mental health issues and work together to ensure community members have the supports and resources available to contribute positively to their ongoing mental health.



CAN Campaign Resources & Tools

- Community Suicide Prevention **CAN-Kits** (sample tweets/posts, posters, ribbons, links and resources, etc.)
- World Suicide Prevention Day Kick Off event (600-12am concert at the Rebecca Cohn auditorium – In partnership with Mysterious Barricades, CASP & Dalhousie University)
- Social media suicide prevention awareness promotions
- **CAN** Video Series (video links available on the CAST Program website and through participating libraries across Nova Scotia)
- Community Suicide Awareness presentations & T4T

The CMHA NS CAST Program is calling for volunteers across the province to contribute to **CAN** events! Whether it's participating at a local event, or creating a unique **CAN** awareness event in your community, the CMHA NS CAST Program is looking for your support!

*Together we **CAN** prevent suicide in Nova Scotia!*