



## Campaign summary

### ***Saving Lives, Changing Nations: Decriminalise Suicide Worldwide***

In 2023, LifeLine International is leading “Decriminalise Suicide Worldwide”, a global campaign aimed at stewarding localised movements for change, to advocate for legislative changes to laws that make suicide a crime. Through this initiative, LifeLine International and its Members hope to destigmatise help-seeking, encourage suicide prevention, and establish readily available crisis support services across the world. By advocating for legislative change and well-funded crisis interventions, LifeLine International aims to save lives and offer hope to those in distress.

## Campaign Overview

The "Decriminalise Suicide Worldwide" campaign is designed to empower and connect individuals and organisations committed to change across 52 countries where suicide is a crime, or where the laws regarding suicide attempts are unclear. It recognises the importance of both local and international efforts in advocating for suicide decriminalisation.

### ***Campaign Identity and Collaboration:***

The campaign promotes inclusivity and welcomes participation at every level. It has developed a unique campaign branding, represented by the image of diminishing jail bars, as a powerful icon and call to action. Collaboration with sector participants, stakeholders, supporters, and service provision partners is a fundamental aspect of the campaign, ensuring long-term impact and change.

### ***Key aspects of the campaign include:***

**Engaging a Global Community:** The campaign harnesses the support of an international soft advocacy community, supporters for change, and connects individuals across the globe who care deeply about suicide prevention and decriminalisation. It seeks to build and engage this community through a digital online social change campaign at [www.25crimes.org](http://www.25crimes.org)

**Local and Global Collaboration:** Recognising the importance of local initiatives to enable change, the campaign aims to build coalitions of local actors for change in the 52 countries, including civil society, legislators, clinicians, help centre operators,

mental health charities, government ministries, NGOs, and individuals with lived experience. These coalitions work toward decriminalisation with a clear understanding of the local situation, laws, customs and traditions.

**Knowledge Management Platform (KMP):** These local actors for change are supported by [www.suicide-decrim.network](http://www.suicide-decrim.network) a comprehensive KMP providing a central repository of information, resources, and tools related to decriminalisation and crisis support. It assists local coalitions in their decriminalisation journeys through country specific microsites, and connects supporters of change with actors for change for maximum impact.

**Data-Driven Approach:** The KMP also allows for data-driven impact measurement, enabling campaigns to track progress, refine strategies, and grow a network of trusted experts and insights.

With the campaign's digital presence, it can connect with millions of people worldwide, transcending borders and time zones. Both the KMP and 25crimes platforms will be available in English, French, Spanish, Mandarin and Arabic. This accessibility also helps inform people who are experiencing emotional distress or crises that they can receive vital support and resources at anytime, anywhere. The campaign reflects humanity's collective commitment to supporting one another in times of need.

### ***The Impact of Decriminalisation:***

Decriminalisation of suicide is a crucial step in expanding access to crisis support services and saving lives. When suicide is no longer a crime, positive developments occur:

- Crisis support systems expand, offering immediate assistance to individuals in distress.
- Helplines are enhanced, offering a compassionate ear and non-judgmental space.
- Community health capabilities are strengthened, and mental health budgets are considered for allocation to community organisations.
- Individuals feel safer to reach out without fear of legal repercussions.

### ***Conclusion:***

The "**Decriminalise Suicide Worldwide**" campaign by LifeLine International is an essential step in advocating for suicide decriminalisation across the world, expanding access to crisis support services, and ultimately saving lives. By connecting global and local efforts and leveraging digital platforms, this campaign strives to create a world where mental health is prioritised and support is readily available to those in need, regardless of their location.

# Campaign Talking Points

## ***The global issue:***

- Approximately 700,000 people die by suicide every year, worldwide
- In 25 countries, suicide remains a crime, we want to change this.
- Research and evidence show us that the criminalisation of suicide is an ineffective deterrent.
- In truth, the criminalisation of suicide perpetuates stigma, isolates those in distress, and prevents them from accessing the necessary support they need, when they are experiencing a crisis.
- In countries where suicide is a crime, survivors can face arrest, prosecution, fines, or imprisonment.
- These laws can be changed, there are numerous examples. It is our mission to help make this happen.

## ***The criminalisation barrier:***

- The criminalisation of suicide is often rooted in historic colonial or Victorian laws or is influenced by cultural factors and traditions.
- Yet evidence shows that criminalisation does not deter suicide attempts and is an ineffective deterrent.
- Such punitive measures do not address the underlying issues of suicidal ideation, but instead exacerbate feelings of distress and crisis, hindering help seeking, recovery and the general well-being of the community.
- With half a billion people worldwide lacking access to 24/7 crisis support services, it is vital to change the laws that criminalising suicide, to create more help-seeking pathways and save lives.
- By decriminalising, we can work to establish crisis support services across the world, that can provide crucial help to those in need in moments of distress and crisis.

## ***Suicide prevention and crisis support services:***

LifeLine International advocates for suicide prevention and crisis support services to be available everywhere, at all times of the day.

- The criminalisation of suicide makes it difficult for nation states to provide adequate care and support, hindering individuals in crisis from accessing the help they need, when and where they need it.
- Decriminalisation allows for more open conversations, the reduction in stigma and shame, and the free establishment of crisis support services, all of which helps to ensure individuals receive the support they need, at times of despair and distress.

## ***Decriminalise Suicide Worldwide: the campaign:***

- The campaign is a global effort spanning 52 countries where suicide is considered a crime or where laws are unclear regarding suicide attempts,

aimed at empowering individuals and organisations to advocate for the decriminalisation of suicide. It will work to achieve change in the 52 nations, through connecting supporters for change with actors for change.

### **Campaign Identity:**

- The campaign is built on inclusivity and welcomes participation at all levels. It showcases a unique campaign branding symbolised by diminishing jail bars, serving as a powerful call to action.

### **Collaborative Approach:**

- Collaboration is at the heart of the campaign's success. We are working with sector participants, stakeholders, supporters, and service providers to ensure long-term impact and change.
- To begin, the campaign connects with a global community known as "supporters for change."
- These individuals deeply care about suicide prevention and decriminalisation. We engage and unite this community through a digital online social change campaign hosted at [www.25crimes.org](http://www.25crimes.org)
- Then, acknowledging the importance of local initiatives, the campaign will build coalitions in the 52 countries. These coalitions will comprise civil society, legislators, clinicians, help centre operators, mental health charities, government ministries, NGOs, and individuals with lived experience.
- They work together, with the assistance of LifeLine International and our members to advocate for the decriminalisation of suicide.
- These actors for change will succeed through their local knowledge and understanding of their laws, governments, customs and traditions.
- These local actors for change are supported by [www.suicide-decrim.network](http://www.suicide-decrim.network) a comprehensive Knowledge Management Platform. It acts as a central repository of information, resources, and tools related to decriminalisation and crisis support. It assists local coalitions with country specific microsites, and fosters connections between supporters and actors for change, maximising impact.
- The KMP also emphasises data-driven impact measurement, allowing campaigns to monitor their progress, fine-tune strategies, and develop a network of trusted experts and insights.
- With a strong digital presence, the campaign transcends borders and time zones. It informs people experiencing emotional distress or crises that they can access vital support and resources anytime and anywhere. This reflects a shared commitment to supporting one another in times of need.

For more information please go to <https://lifeline-intl.com/campaign>