

WE NEED
YOU!



Suicide Prevention

It's Every Body's Business!

'Looking after U!'

Women and Suicide

The 'forgotten' gender in Suicide Prevention!

Did you know that...

'At a minimum, suicide attempts occur 10 times as often as suicide, and women account for the majority of reported attempts?'*

* From "Gender Impact Assessment no. 15" by 'Woman's Health Victoria', 2011.

Add to this the body of research that suggests Women may be more susceptible to depression than men, and there would appear to me to be a very significant number of unhappy Women in our Communities.

Men may be 4 times more likely to kill themselves than Women, **but that still leaves a whopping 5,310* Females who Suicided last decade!** *ABS Stats..

While a continued focus on Prevention for our Males is essential, Women rightly deserve lots of attention - which is why this series of (now 65) ads is almost always written for BOTH genders.

😊 4 Aussie Women. 😊

1. Maybe you spend lots of time looking after UR partner, children and 'everyone else', and think you have to *'be a rock'* ALL of the time! **It's very important that U recognise when YOU need help, and pick up UR phone!***
2. There are, I believe, some things like **Domestic and other Violence, and the issues around body image**, that affect Women more.
3. **But there are many other Gender 'Common Threads' which cause Suicide:-** e.g. depression/mental health issue, loss of self esteem, shame, rape and sexual abuse, 'love life' related issues e.g. custody and Family Law, bullying, loss, grief, health or financial issues, trauma or some other crisis.

UR Life, Health and Happiness

is not only very important to U, but to ALL those around U!

So many very good reasons 2 make sure you keep...

😊 Looking after U! 😊

***If UR Suicidal. Urgent? Emergency 000. Otherwise any Doctor,
Lifeline 13 11 14. Suicide Callback line 1300 659 467,
1800RESPECT, KidsHelpline 1800 55 1800.**

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