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Building Nunavut Together
Nunavuliuqatigiingniq
Bâtir le Nunavut ensemble

# Public Service Announcement

## World Suicide Prevention Day

**Start Date: September 10, 2025**
**End Date: September 10, 2025**
**Nunavut-wide** **150 sec**

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September 10 marks World Suicide Prevention Day, a day dedicated to raising awareness, fostering hope and taking action to prevent suicide. In Nunavut, this day carries deep significance. Our communities continue to face one of the highest suicide rates in Canada.

The Government of Nunavut’s Departments of Health and Family Services stand together with communities across the territory to support a collective shift in how we talk about suicide and mental wellness. Changing the narrative means creating safe spaces for open, honest and compassionate conversations, guided by Inuit societal values and the lived experiences of Nunavummiut.

To change the narrative on suicide, it is important to call for systemic change reflecting the realities of our communities and policies that prioritize mental health, improve access to culturally grounded care and offer meaningful support to those who are struggling. It also means listening deeply, investing in understanding, and responding with empathy, respect and action.

The recent redeclaration of suicide as a continuing crisis in Nunavut is a powerful reminder of the deep and lasting impact this issue has on our communities. Each life lost to suicide leaves behind a ripple of grief that touches families, friends, and the entire territory. It is a tragedy that calls us to act with compassion, urgency, and unity.

While the reasons behind suicide are complex, we know that with the right support and timely intervention, lives can be saved. World Suicide Prevention Day is a reminder that we all have a role to play. By listening, reaching out and standing together, we can build a Nunavut where every person feels valued, supported and safe.

If you or someone you know is struggling, help is available – confidential, free and accessible 24/7.

Kamatsiaqtut Help Line (Nunavut-based, Inuktitut available):

- Iqaluit: 867-979-3333.
- Toll-free: 1-800-265-3333.

The First Nations and Inuit Hope for Wellness Helpline:

- 1-855-242-3310.
- Or chat online at hopeforwellness.ca.

Healing by Talking Program (virtual counselling for Inuit):

- Toll-free 1-888-648-0070.
- Email: healing@gov.nu.ca.

Canadian Suicide Crisis Help Line:

- Call or text on 988 to be directed to a helpline to best suit your needs.

Kids Help Phone:

- Call 1-800-668-6868.
- Live chat available at kidshelpphone.ca.
- Text ‘CONNECT’ to 686868 to message with a trained volunteer.

Isaksimagit Inuusirmi Katujjiqaatigiit Embrace Life Council:

- Visit www.inuusiq.com for more information, support, and tips.

If you or someone you know is in crisis, call the RCMP or go to your local health centre or hospital immediately.

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