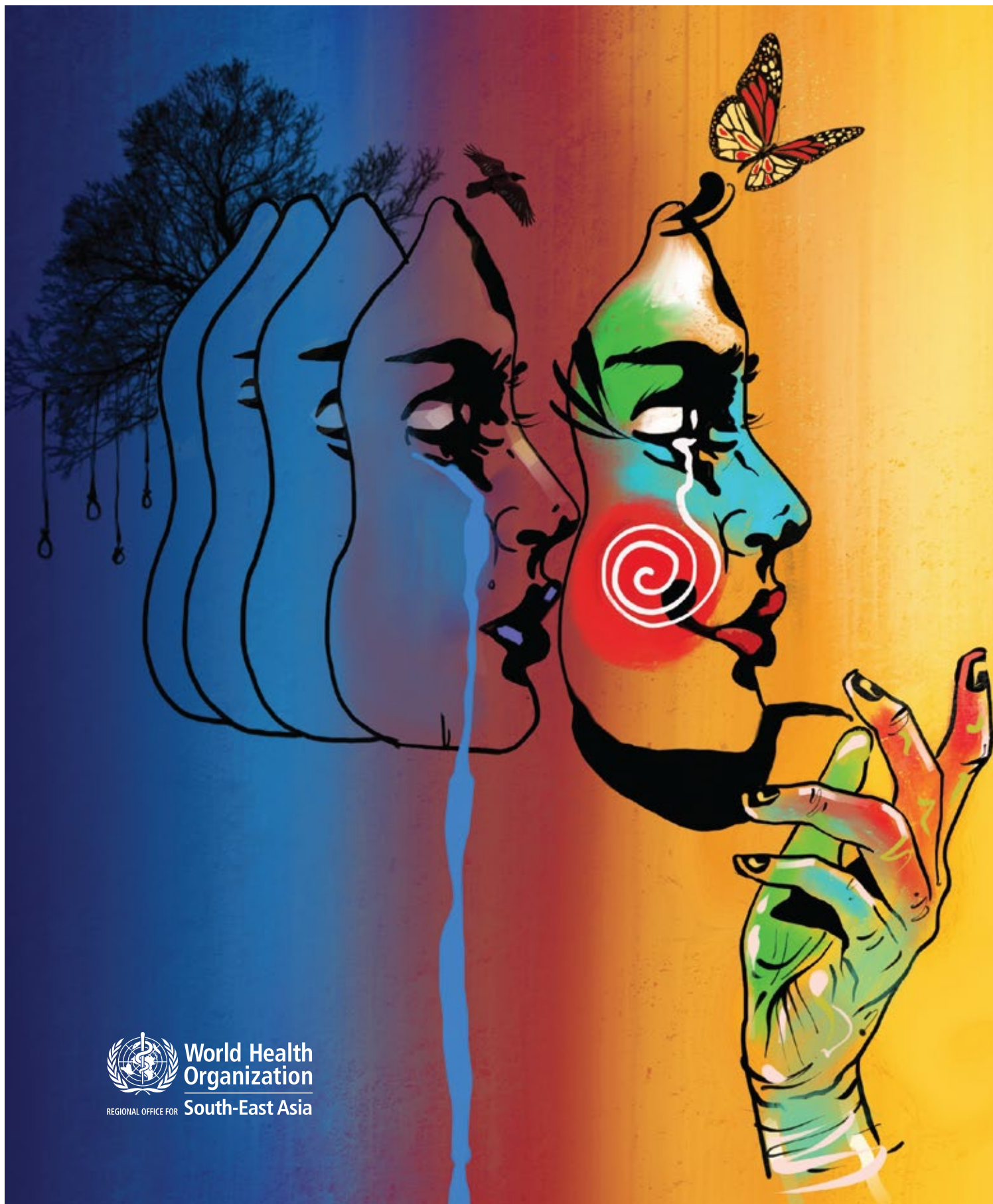


# Every life matters

TIME FOR ACTION – WHAT EACH OF US CAN DO



World Health  
Organization

REGIONAL OFFICE FOR

South-East Asia



# Every life matters

TIME FOR ACTION  
WHAT EACH OF US CAN DO



REGIONAL OFFICE FOR

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Every life matters: Time for action – What each of us can do

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# Acknowledgement

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The book presents through art, an understanding of suicide and its impact on families and communities, and what each of us can do to prevent it.

We acknowledge and thank all the participating schools, institutes, and NGO's from New Delhi, India including Guru Nanak Public School, Punjabi Bagh; the New Green Field Public School; G.D Salwan Public School; and The Villa Society, DLF Phase-2, for organizing art campaigns to sensitize the young people on suicide prevention and promotion of good mental health. We also want to thank Springdales School, Dhaura Kuan; Vasant Valley School; Shri Ram Global School; Guru Harkrishan Public School; Artography Studio and Vivekananda Sevakandra–O–Shishu Uddyan (VSSU), for contributing beautiful artwork for this publication. We thank Mr Darpan Mandal for the cover page artwork. We are also happy to include in this publication illustrations by Matthew Johnstone from the posters on Preventing Suicide (pages 32-34) <https://www.who.int/health-topics/suicide/campaign-materials-handouts> – this important resource was developed by colleagues from WHO headquarters to educate people on what they can do to help prevent suicide. We have also included illustrations from the VOYCE team, created by Nitin and Loveleen Chawla, some of which were also part of the resources created by WHO-SEARO for the World Health Day 2017 campaign on 'Depression: Let's Talk' (illustrations on pages 30-31 and positive affirmations on pages 35-46).

Our special thanks to the VOYCE team for their commitment in representing mental health issues through art, and more specifically for this book, we appreciate their support in project coordination, creative design, and production.

We thank our colleagues Ms Mohita Dawar, Ms Anisha Gupta and Ms Vageesha Rao from the Regional Office. We thank the mental health focal points in the WHO Country Offices, for all their support. Our special thanks to Dr Yatan Pal Singh Balhara, from All India Institute of Medical Sciences (AIIMS).

We extend our sincere thanks to the young artists from Bhutan, India and Indonesia for their beautiful and powerful artwork.

# Foreword



Suicides are preventable, and it is time to take action. Every country today should have a national suicide prevention strategy. Early interventions, crisis response, and culturally relevant aftercare and recovery are vital to addressing this global public health problem.

Across the South-East Asia Region, suicide must be talked about and discussed more openly so that more people feel confident in supporting others having suicidal behaviour or who are touched by suicide. Communities play a strategic role, and community action is critical to the reduction of deaths by suicide.

The onus lies with each one of us, starting from our own selves, then our family and friends, colleagues, co-workers, peers, associates, teachers, employers, institutes, health workers, policy makers, and government. We must empower and engage and take action to raise awareness on how each one of us can prevent suicides. I hope this book contributes to this process, helping to save lives and create a happier, safer and healthier environment for all.

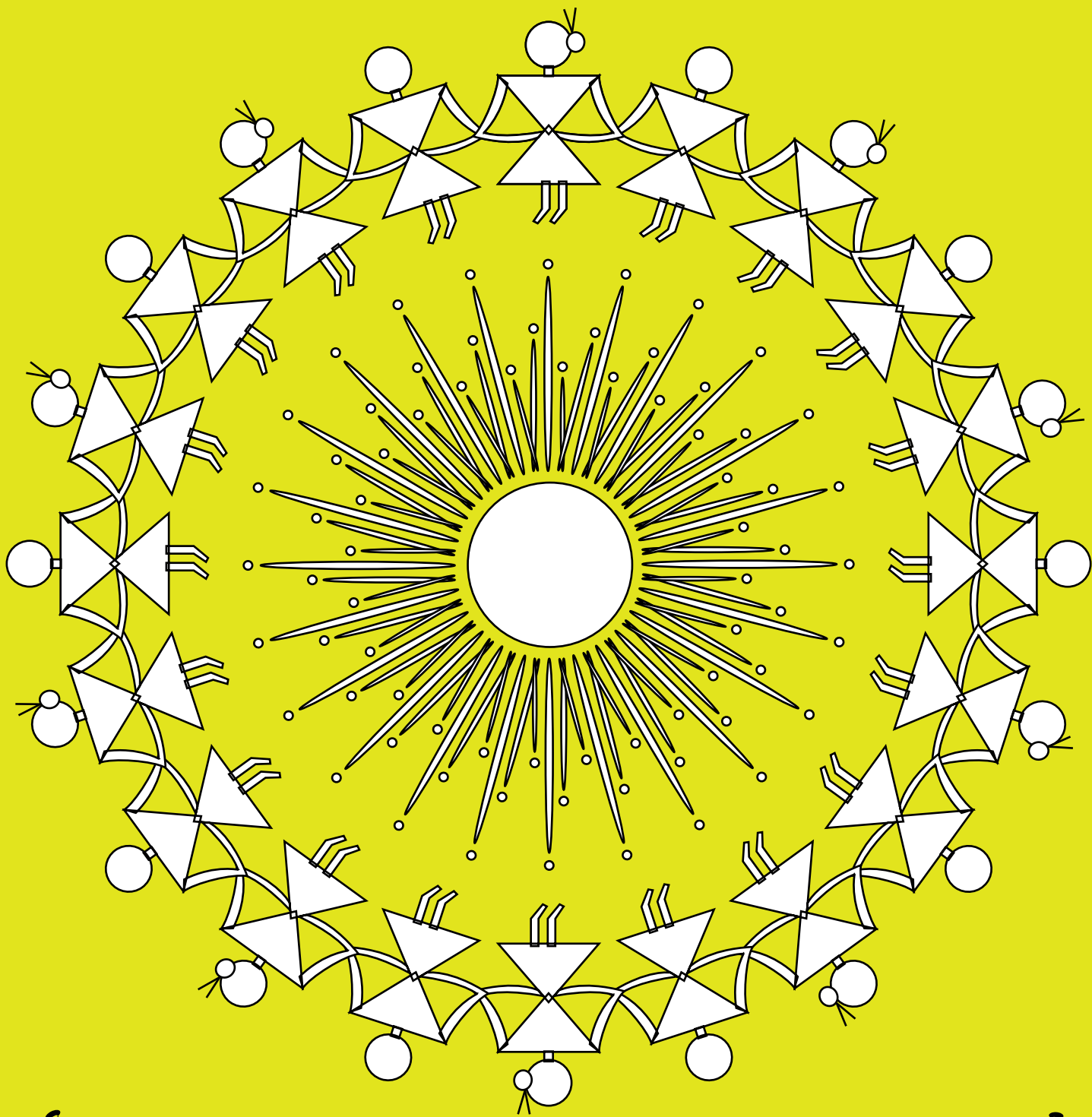
A handwritten signature in black ink that reads "P. Khetrpal".

Dr Poonam Khetrpal Singh  
Regional Director  
WHO South-East Asia Region









# **Time for ACTION**



*what each of us can do*



Darpan Mandal, 32

---

**Hear. Hope. Help. Heal.**

We have within us the power to heal.  
During crisis and severe emotional distress talk to yourself,  
hear your feelings and reach out for help. You are not alone.  
#LetsTalk





Hitanshu Agarwal, 21

---

**Tie-back the knot to life**

Be there for your loved ones in getting through their moment of crisis. Spend time, listen. Help them process their thoughts and feelings.





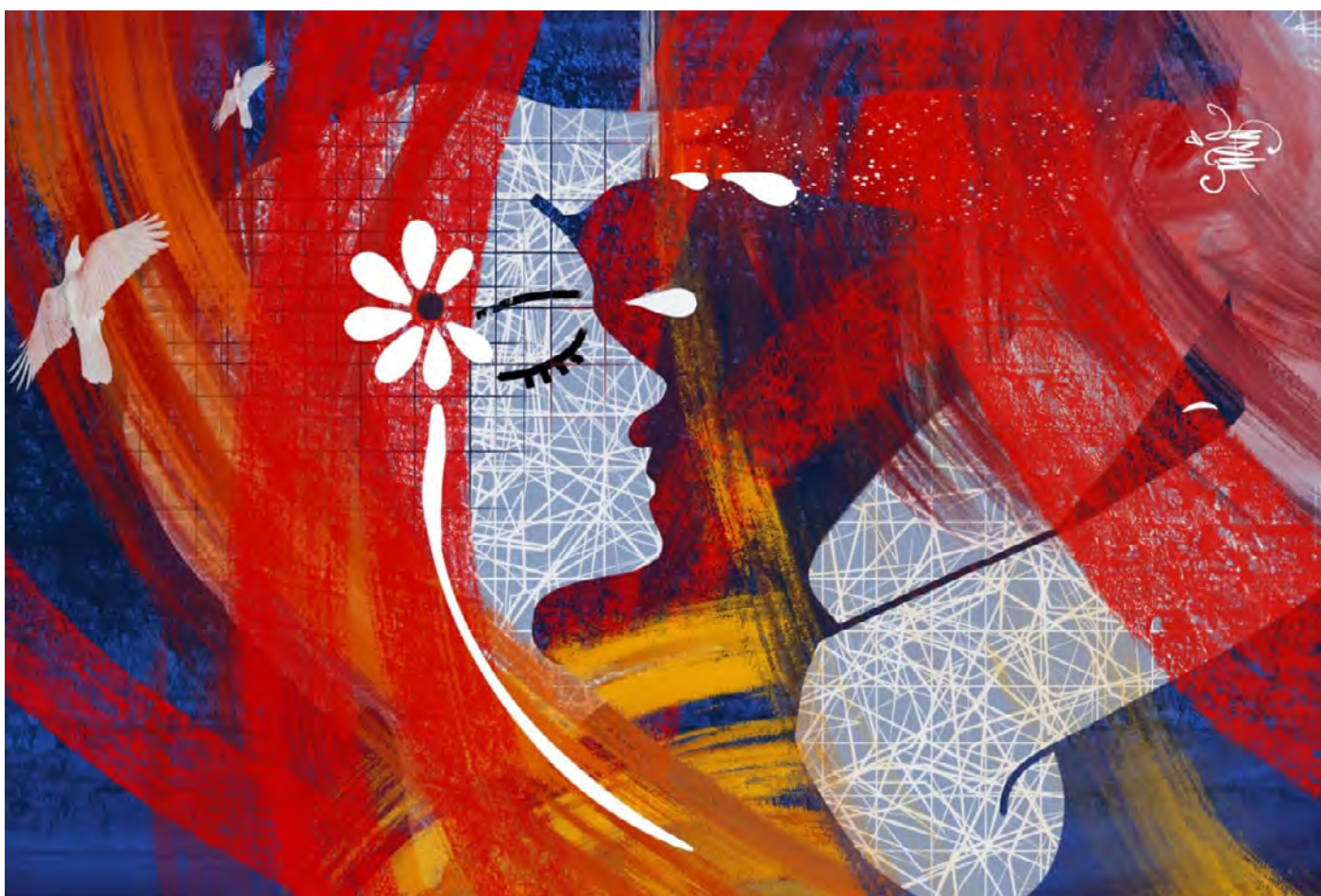
Madhumita Paul, 13

### Self talk

Me to me: "Failure is your step to success, so stop all this."

#LetsTalk





Darpan Mandal, 32

---

**No blame**

Don't feel guilty and judge yourself. Look around and engage with the world. You are not to blame.  
#LiveLife #LetsTalk





Madhav Vaid, 12

---

### **Reach out**

Teenage years can be full of excitement, opportunities and new found freedoms, yet there can also be times full of worry about exams, peers and latest trends. Suicide is never an answer. There is always HELP.

#LetsTalk





Aditya Parmanik, 12

---

**Change your outlook. You are a winner**

Perceive people and situations positively. Do not take everything personally. Know that you are loved and respected. #LiveLife



Hitanshu Aggarwal, 21

---

### **Move towards light**

Talk yourself out of any negative thought.

And know that you are not alone,

Reach out to a hundred hands waiting to support. #SelfTalk #LetsTalk





Rubkirat Vohra, 41

---

### **Open arms**

Drop your fears and be willing to share.  
Open yourself to the possibilities and to the world out there.  
#LetsTalk

Write at least 1 gratitude every day



Open the jar on a gloomy day



Siffat Kohli, 7

### Gratitude bank

Practice gratitude every single day.  
It will make you feel alive, loved and purposeful.





Satyam Raj, 16

---

**Make your choices**

Choose garlands not ropes. #LetsTalk



Laya Singhal, 12

### Family first

Family is your core, your strength. And creativity and nature can strengthen you too.



Bhavya Singhal, 7

### Feelings

It is extremely important to be in touch with your feelings. Noticing and naming difficult thoughts and feelings can help us unhook from them, lessen the pain and engage better in life.





Prakriti Saldiya, 15

---

### **Emotional bank account**

Every day make conscious and mindful positive deposits in your emotional bank account. Indulge in meditation, yoga, right food, dance, play, music and praying. #LiveLife.



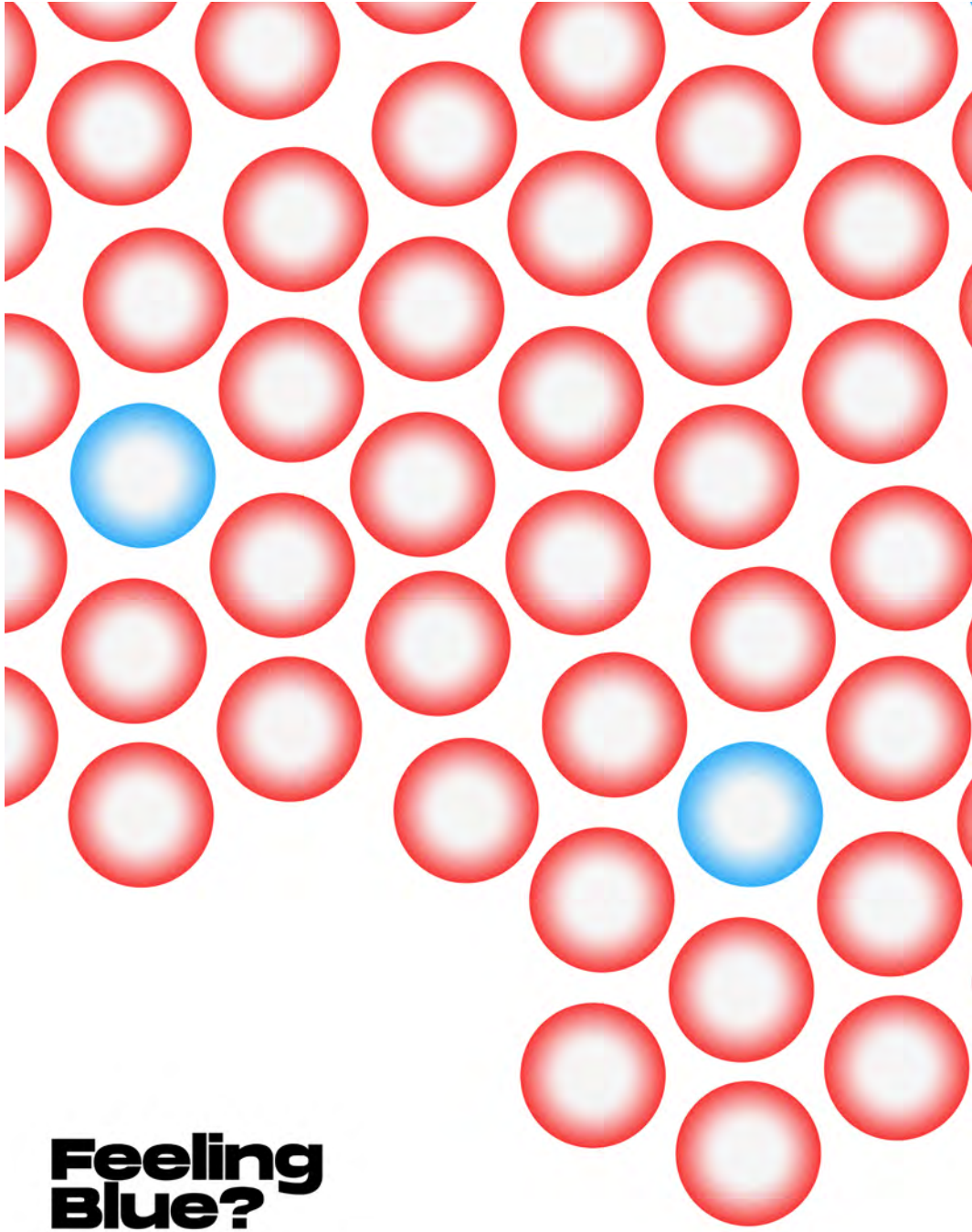


Sophie Khurana, 13

---

**Choose love**

Choose love over self-doubt, mistrust, anxiety, fear, low self-esteem, insecurity.



# Feeling Blue?

Let the people around you know.

---

Aryaman Munish Gill, 19

---

## No more blue.

Let the people around you know.





Soumya Sharma, 19

---

### **Reconnect**

Meditation and connecting with your inner energy can help you stay grounded when there is an emotional storm.





Manavi Yadav, 12

### Action is the key

Help and support is all around. If you are struggling, begin a conversation with someone you trust about how you are feeling. #LetsTalk





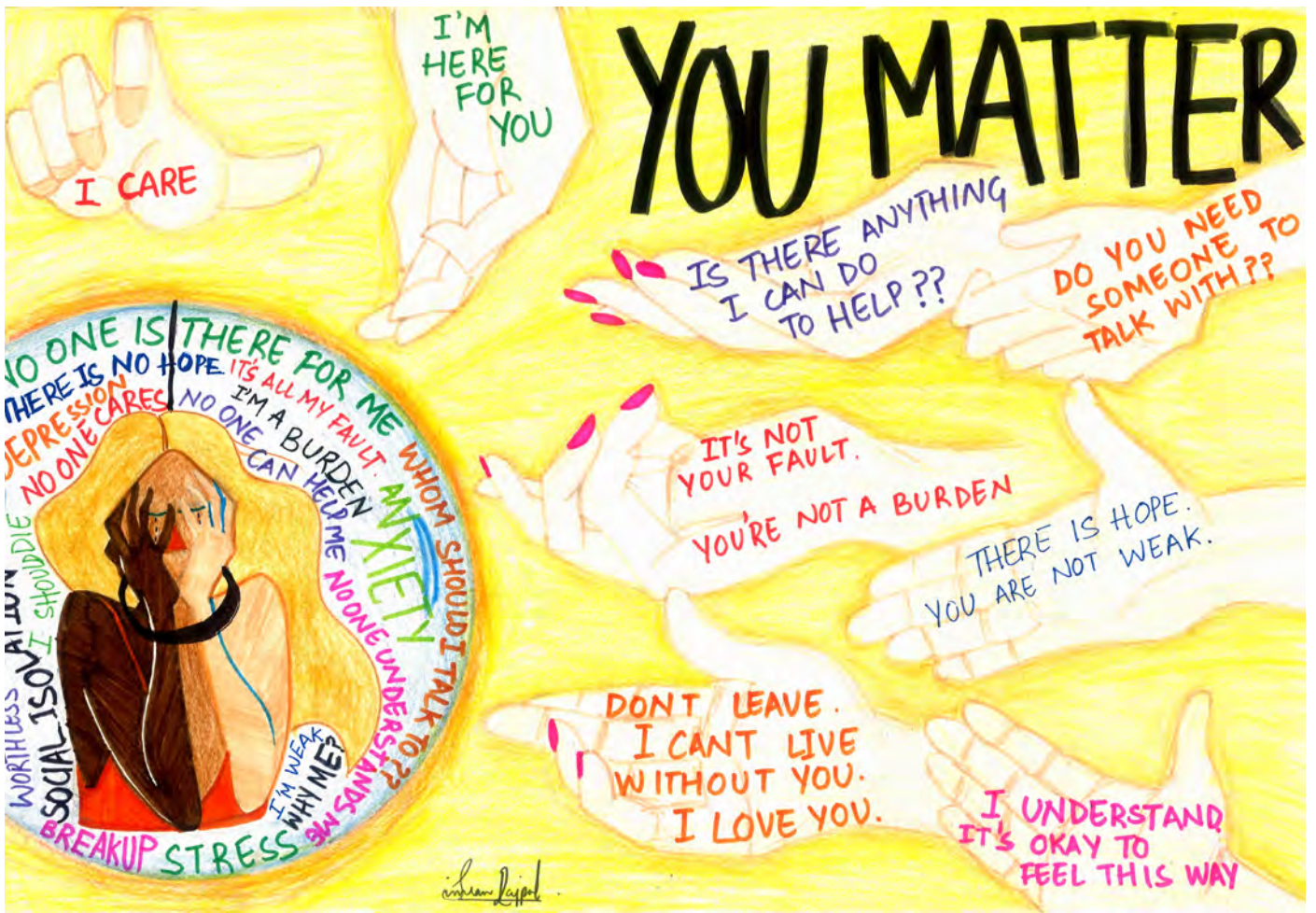
Siddharth Hait, 12

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**The Universal Health Coverage umbrella**

Awareness, commitment and action can save lives.



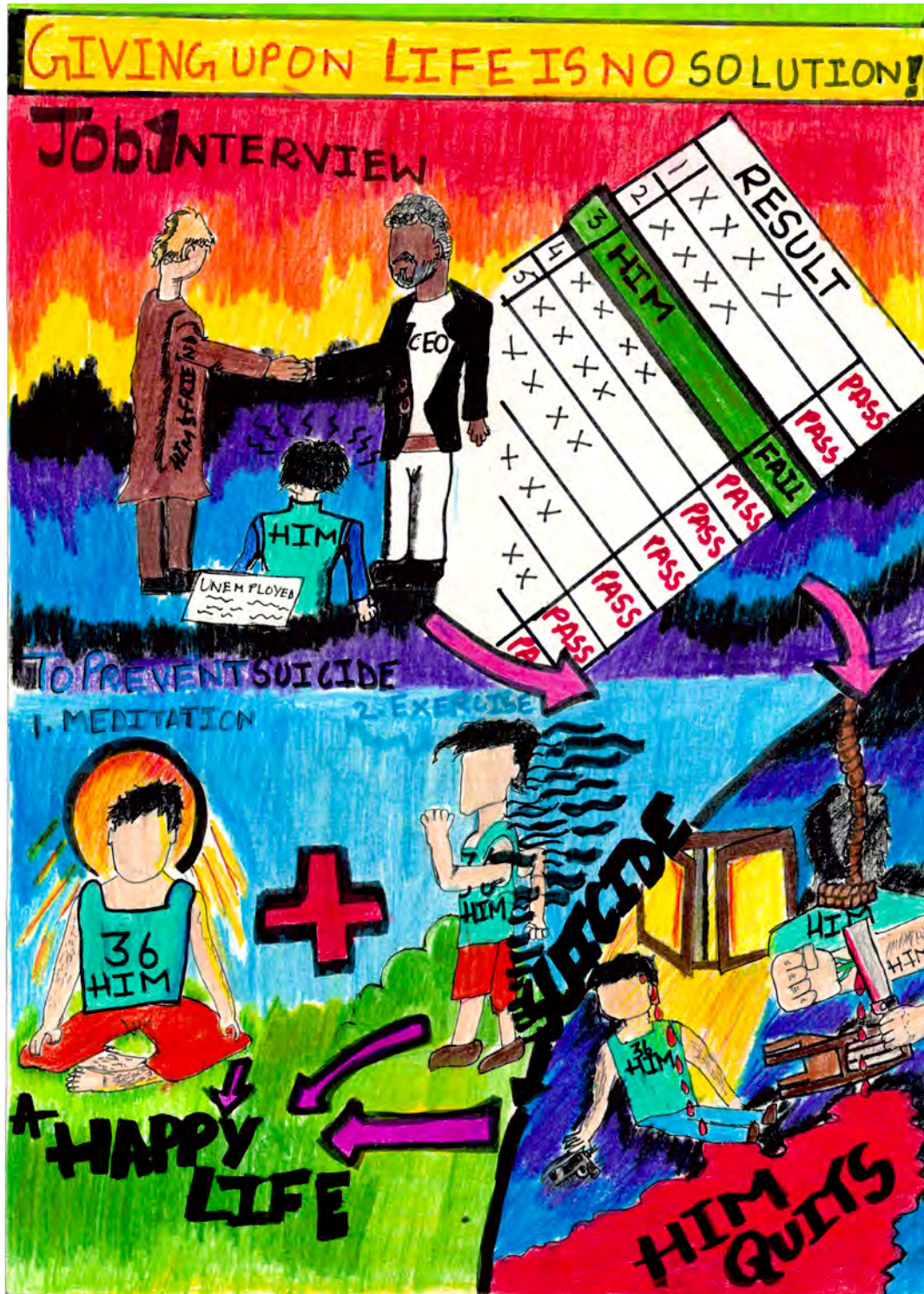


Simran Rajpal, 23

### You matter

Stay in touch with your loved ones. Be a reminder of how much they matter to you and others.





Adi Humza, 12

**Equality. Not discrimination**

Discrimination against subgroups within the population can lead to stressful life events such as loss of freedom, rejection, stigmatization and violence that may evoke suicidal behaviour. But giving up on life is no solution. Reach out for help.





Aman Kumar Chaubey, 12

### Listen

Often people in distress are not looking for any particular advice, but merely to be listened to! Its always helpful to talk. Reach out to a friend or family. #LetsTalk





Yogita Mittal, 14

---

### Little joys

Do things you enjoy. Engage only with people, places and situations that make you feel good. #LetsTalk





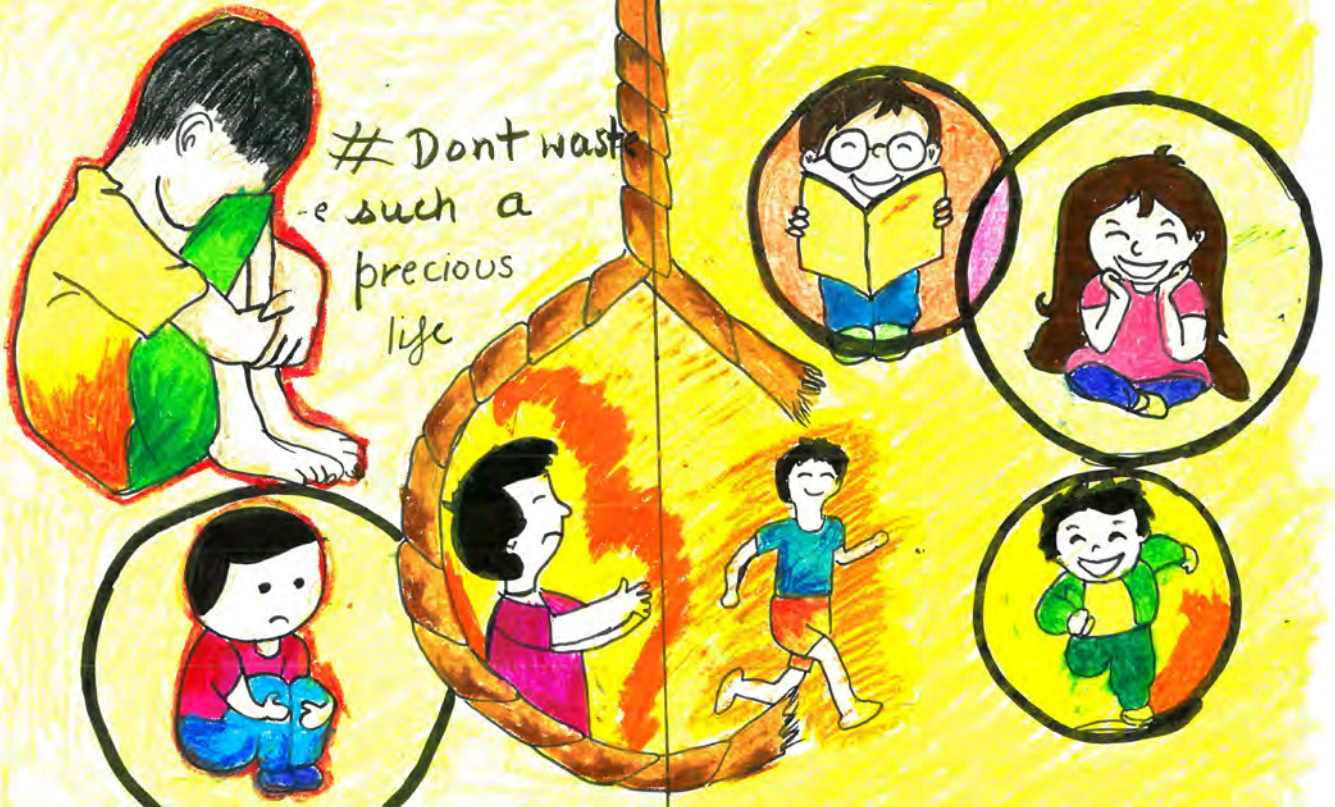
Tina Samanta, 17

### Professional help

If you are having thoughts of self-harm, contact the helpline services. #LetsTalk

# TOMORROW NEEDS YOU

Choose one thing



Aditi Chauhan, 12

## Tomorrow needs you

If you know someone who may be saddened with life, or at risk of suicide, talk to them about it. Listen with empathy and offer your support. #LetsTalk





Ravi Jadhav, 28

### Positive work environment

Work that is interesting and fulfilling is good for mental health #LetsTalk





Inaira, 5

---

### **One step**

Every little step counts. In the larger picture of life, when all looks unapproachable and unfathomable, daunting and overwhelming, start by taking baby steps. Start. Now.





Rabab Kaur Mehndi, 6

---

**All is well**

When it looks like all is falling apart and nothing is in control, dance to the rhythm of it all.  
Witness it like it is an act. Detach.  
You will find the flow. Help is always there, that's all you have to know.





Nirvaan Singh, 6

---

**Fingerprints. Make your mark by being there for someone.**

Present yourselves as gifts in the lives of those in distress, Show them you care because 'Every Life Matters!'





Nupur Goel, 31

Sustainable Development Goal 3 recognises the importance of promotion of mental health and well-being.



# Let's talk



WHO

As an employer or a colleague or even if you are a friend, express empathy and concern, encourage them to talk, and listen without judgment. **#LetsTalk**



WHO

Encourage the person to seek help from a professional, such as a doctor, mental health professional, counsellor or social worker. Offer to accompany them to an appointment. **#LetsTalk**



WHO

If you notice changes in your friend's behaviour such as restlessness, irritability, impulsivity, recklessness or aggression, these are the signs to look out for. **#LetsTalk**



WHO

As a friend, focus on their well-being. Provide constant supervision and remain calm. **#LetsTalk**





WHO

Foster a work environment where one feels comfortable speaking about their problems that have an impact on their ability to do their job effectively. **#LetsTalk**



WHO

Talk to someone you trust if you are having thoughts about suicide. **#LetsTalk**



WHO

Motherhood can be overwhelming. Seek support of a professional or a doctor. **#LetsTalk**



WHO

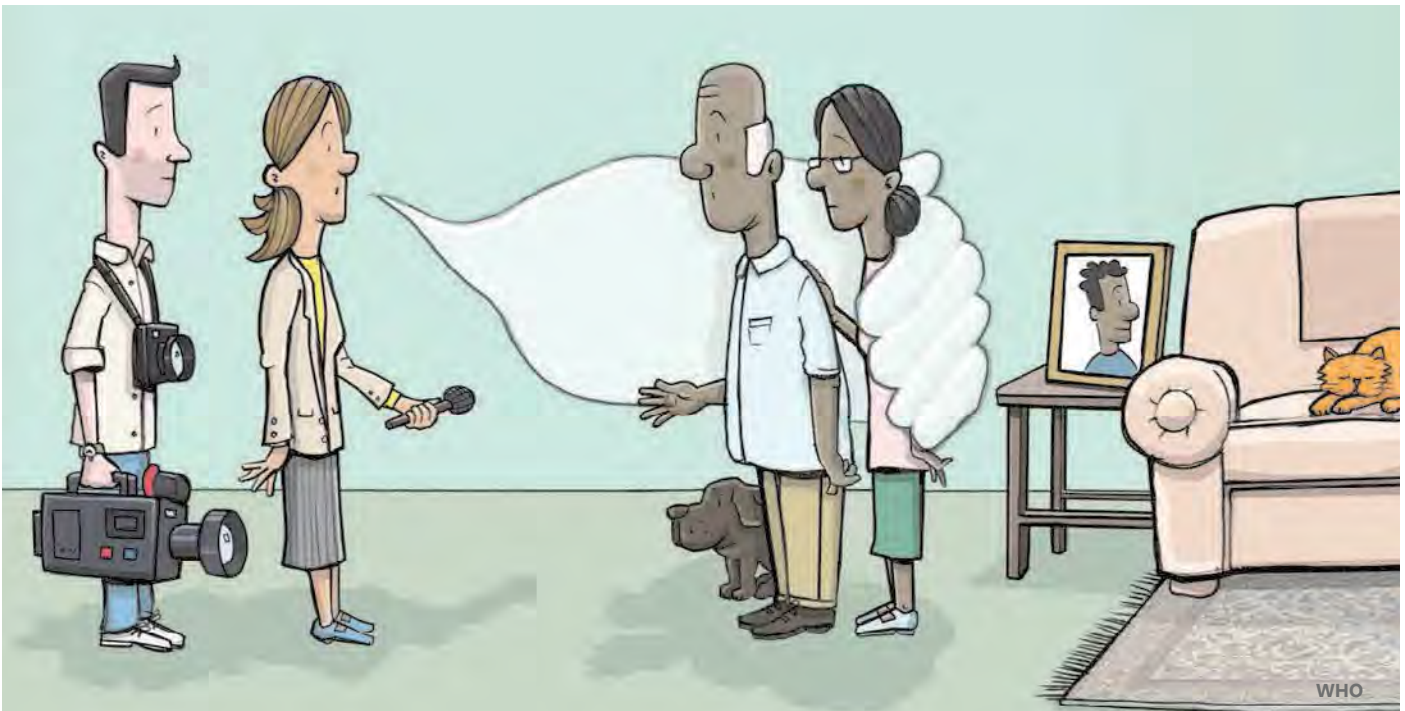
Even if it doesn't feel like it right now, there are many people who want to support you during this difficult time. **#LetsTalk**

# Play your role in preventing suicide



## Play your role: employers, managers and employees

You as a responsible employer should take measures to promote the good mental health of your employees and to have a plan for supporting employees and colleagues with mental health conditions or who may be at risk of suicide. **#LetsTalk**



## Play your role: journalists and others writing about suicide

You can sensitize people about suicide prevention by responsible reporting and also offer hope to people at risk, reduce stigma and inspire an open and positive dialogue. **#LetsTalk**





WHO

**Play your role: teacher and other people working in schools**

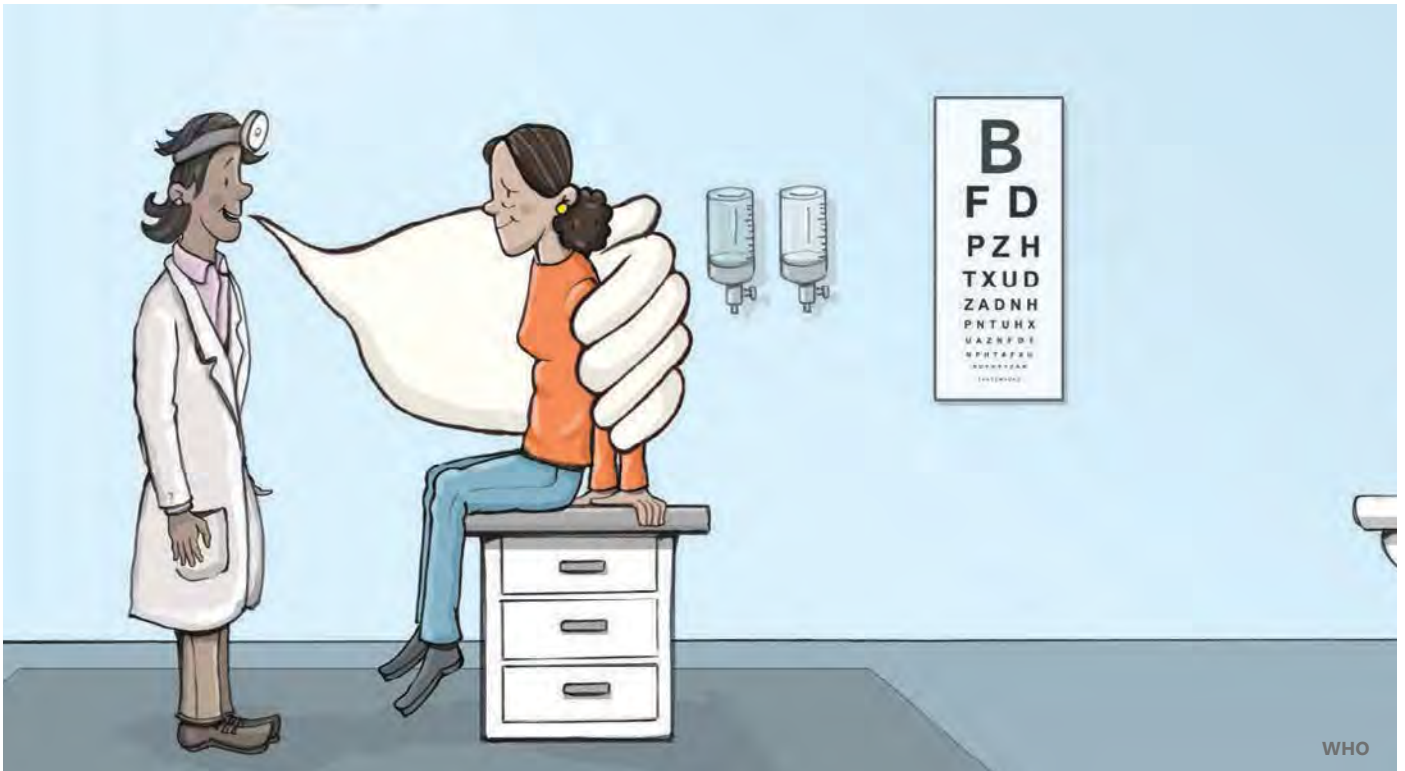
For many young people, the teenage years are a time of exploring new opportunities and freedoms, but they can also be a time of anxiety about academic performance, relationships and the future. You can create a safe place for your children and listen to them without any judgement. **#LetsTalk**



WHO

**Play your role: police, firefighters and other emergency responders**

Connecting people to the necessary mental health or medical care is very important. **#LetsTalk**



### Play your role: health workers

As a health worker, it is important to recognize, assess and support people who are at risk of suicide. **#LetsTalk**



### Play your role: people working in jails and prisons

People who are serving time in prison or who are detained in jail have higher rates of suicide than the general population. It is therefore important that effective suicide prevention strategies are implemented in correctional facilities. **#LetsTalk**



## Positive affirmations



**i AM STRONG  
ENOUGH TO  
ASK FOR HELP**

WHO



i FEEL WANTED,  
LOVED AND RESPECTED



WHO





HELP IS ALWAYS  
AVAILABLE TO ME.  
I JUST HAVE TO  
REACH OUT

WHO



MY CHILDREN KNOW THEY ARE  
LOVED AND CAN CONFIDE IN ME



WHO





**i GIVE TIME TO THE ELDERLY AND  
SHOW THEM LOVE AND RESPECT**

WHO



SEEKING HELP MADE A BIG  
DIFFERENCE; I AM GRATEFUL TO  
KNOW THAT I AM NOT ALONE



WHO



i TAKE CARE OF MYSELF SO THAT i  
CAN TAKE CARE OF THOSE i LOVE



WHO



i CAN DO A  
LOT TO HELP  
MY LOVED ONES



WHO





i RESPECT LIFE.  
i RESPECT MYSELF.  
i ASK FOR HELP  
TO HELP MYSELF

WHO



i NEED TO FOCUS ON THINGS  
THAT MAKE ME FEEL GOOD



WHO



i CHOOSE THOUGHTS THAT MAKE ME  
FEEL CONFIDENT AND HAPPIER





I CREATE JOY AND SUPPORT  
FOR MY LOVED ONE'S



WHO



# Resource bank

## Time for action – What each of us can do

1. Campaign handouts: What emergency workers, health workers, teachers, prison officers, media professionals and employers can do to help prevent suicide – <https://www.who.int/health-topics/suicide/campaign-materials-handouts>
2. Suicide Prevention: Toolkit for engaging communities – <https://www.who.int/publications/i/item/suicide-prevention-toolkit-for-engaging-communities>
3. E- Learning course on Engaging communities on preventing suicide – <https://accesswho.campusvirtualsp.org/engaging-communities-preventing-suicide>
4. A resource on responsible reporting by the media to prevent suicide by WHO and IASP – [https://apps.who.int/iris/bitstream/handle/10665/43954/9789241597074\\_eng.pdf?sequence=1](https://apps.who.int/iris/bitstream/handle/10665/43954/9789241597074_eng.pdf?sequence=1)
5. Preventing suicide: a community engagement toolkit Pilot version 1.0 – [https://www.who.int/mental\\_health/suicide-prevention/community\\_engagement\\_toolkit\\_pilot/en/](https://www.who.int/mental_health/suicide-prevention/community_engagement_toolkit_pilot/en/)
6. Preventing Suicide: a resource for general physicians – [https://apps.who.int/iris/bitstream/handle/10665/67165/WHO\\_MNH\\_MBD\\_00.1.pdf?sequence=1](https://apps.who.int/iris/bitstream/handle/10665/67165/WHO_MNH_MBD_00.1.pdf?sequence=1)
7. Preventing suicide: a resource for media professionals, update 2017 – [https://www.who.int/mental\\_health/suicide-prevention/resource\\_booklet\\_2017/en/](https://www.who.int/mental_health/suicide-prevention/resource_booklet_2017/en/)
8. Preventing Suicide: a resource for teachers and other school staff – [https://apps.who.int/iris/bitstream/handle/10665/66801/WHO\\_MNH\\_MBD\\_00.3.pdf?sequence=1](https://apps.who.int/iris/bitstream/handle/10665/66801/WHO_MNH_MBD_00.3.pdf?sequence=1)
9. Preventing Suicide: a resource for primary health care workers – [http://apps.who.int/iris/bitstream/handle/10665/67603/WHO\\_MNH\\_MBD\\_00.4.pdf?sequence=1](http://apps.who.int/iris/bitstream/handle/10665/67603/WHO_MNH_MBD_00.4.pdf?sequence=1)
10. Preventing Suicide in Jails and Prisons (update 2007) – [https://apps.who.int/iris/bitstream/handle/10665/43678/9789241595506\\_eng.pdf?sequence=1](https://apps.who.int/iris/bitstream/handle/10665/43678/9789241595506_eng.pdf?sequence=1)
11. Preventing Suicide: How to Start a Survivors' Group (update 2008) – [https://apps.who.int/iris/bitstream/handle/10665/44801/9789241597067\\_eng.pdf?sequence=1](https://apps.who.int/iris/bitstream/handle/10665/44801/9789241597067_eng.pdf?sequence=1)
12. Preventing Suicide: a resource for counsellors – [https://apps.who.int/iris/bitstream/handle/10665/43487/9241594314\\_eng.pdf?sequence=1](https://apps.who.int/iris/bitstream/handle/10665/43487/9241594314_eng.pdf?sequence=1)
13. Preventing Suicide: a resource at work – [https://apps.who.int/iris/bitstream/handle/10665/43502/9241594381\\_eng.pdf?sequence=1](https://apps.who.int/iris/bitstream/handle/10665/43502/9241594381_eng.pdf?sequence=1)
14. Preventing Suicide: a resource for police, firefighters and other first line responders – [https://apps.who.int/iris/bitstream/handle/10665/44175/9789241598439\\_eng.pdf?sequence=1](https://apps.who.int/iris/bitstream/handle/10665/44175/9789241598439_eng.pdf?sequence=1)
15. Preventing Suicide: a resource for suicide case registration – [https://apps.who.int/iris/bitstream/handle/10665/44757/9789241502665\\_eng.pdf?sequence=1](https://apps.who.int/iris/bitstream/handle/10665/44757/9789241502665_eng.pdf?sequence=1)
16. Preventing Suicide: a resource for non-fatal suicidal behaviour case registration – [https://apps.who.int/iris/bitstream/handle/10665/112852/9789241506717\\_eng.pdf?sequence=1](https://apps.who.int/iris/bitstream/handle/10665/112852/9789241506717_eng.pdf?sequence=1)
17. Preventing suicide: a resource for establishing a crisis line – <https://apps.who.int/iris/bitstream/handle/10665/311295/WHO-MSD-MER-18.4-eng.pdf?ua=1>
18. Preventing suicide: a resource for pesticide registrars and regulators – <https://www.who.int/publications/i/item/preventing-suicide-a-resource-for-pesticide-registrars-and-regulators>

19. Preventing suicide: a resource for filmmakers and others working on stage and screen – <https://www.who.int/publications/i/item/preventing-suicide-a-resource-for-filmmakers-and-others-working-on-stage-and-screen>
20. Preventing suicide: A resource for filmmakers and others working on stage and screen – <https://apps.who.int/iris/rest/bitstreams/1254417/retrieve>
21. Preventing suicide at work: information for employers, managers and employees – [https://www.youtube.com/watch?v=COiQLEwABpc&feature=emb\\_logo](https://www.youtube.com/watch?v=COiQLEwABpc&feature=emb_logo); <https://www.who.int/docs/default-source/mental-health/suicide-prevention-employers.pdf>
22. Preventing suicide: information for teachers – [https://www.youtube.com/watch?time\\_continue=1&v=Le7n6i0dpTI&feature=emb\\_logo](https://www.youtube.com/watch?time_continue=1&v=Le7n6i0dpTI&feature=emb_logo); <https://www.who.int/docs/default-source/mental-health/suicide-prevention-teachers.pdf>
23. Preventing suicide: information for police, firefighters and other emergency responders – [https://www.youtube.com/watch?time\\_continue=22&v=ECarCNxgM-4&feature=emb\\_logo](https://www.youtube.com/watch?time_continue=22&v=ECarCNxgM-4&feature=emb_logo); <https://www.who.int/docs/default-source/mental-health/suicide-prevention-first-responders.pdf>
24. Preventing suicide: information for health workers – [https://www.youtube.com/watch?time\\_continue=21&v=Fy7n8SfwS\\_A&feature=emb\\_logo](https://www.youtube.com/watch?time_continue=21&v=Fy7n8SfwS_A&feature=emb_logo); <https://www.who.int/docs/default-source/mental-health/suicide-prevention-health-workers.pdf>
25. #308conversations: A grassroots campaign spearheaded by the Mental Health Commission of Canada (MHCC) in May 2014, inviting each of Canada's 308 Members of Parliament (MPs) and other community leaders to lead a conversation in their community about suicide prevention – <https://www.mentalhealthcommission.ca/English/308conversations>
26. World Mental Health Day 2019: 40 seconds of action for suicide prevention – <https://www.who.int/bangladesh/news/detail/10-10-2019-world-mental-health-day-2019-40-seconds-of-action-for-suicide-prevention>
27. World Mental Health Day – 2019 – Focus on suicide prevention – <https://www.who.int/news-room/events/detail/2019/10/10/default-calendar/world-mental-health-day-2019-focus-on-suicide-prevention>
28. Take 40 seconds of action, this is how – [https://www.who.int/docs/default-source/mental-health/suicide/flyer-40seconds-web.pdf?sfvrsn=5ba643c\\_2](https://www.who.int/docs/default-source/mental-health/suicide/flyer-40seconds-web.pdf?sfvrsn=5ba643c_2)
29. Message from WHO Director-General for #40seconds suicide prevention campaign – [https://www.youtube.com/watch?v=P6D5Vgyl\\_Ms&feature=emb\\_logo](https://www.youtube.com/watch?v=P6D5Vgyl_Ms&feature=emb_logo)
30. Live life: Preventing Suicide – [https://www.who.int/docs/default-source/mental-health/suicide/live-life-brochure.pdf?sfvrsn=6ea28a12\\_2](https://www.who.int/docs/default-source/mental-health/suicide/live-life-brochure.pdf?sfvrsn=6ea28a12_2)
31. Handouts on depression – <https://www.who.int/campaigns/world-health-day/2017/handouts-depression/en/>





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