Strategic Plan 2023 –2026

CASP CANADIAN ASSOCIATION FOR SUICIDE PREVENTION

ACPS ASSOCIATION CANADIENNE POUR LA PRÉVENTION DU SUICIDE

Suicide Prevention

Actions that support envisioning a Canada without suicide.

🎗 Educating and heightening awareness to vulnerable groups

🎗 Facilitating access to mental health services and highlighting mental health promotion

🎗 Supporting the provision of youth prevention efforts that are relevant, meaningful, effective, and evidence-based

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Life Promotion

Actions that change the way we think about suicide prevention: through education and awareness of life promotion.

- Demonstrating leadership in adopting the life promotion paradigm to avoid pre-mature and unnatural death

- Securing financial support for research specifically relating to life promotion as an approach to suicide prevention
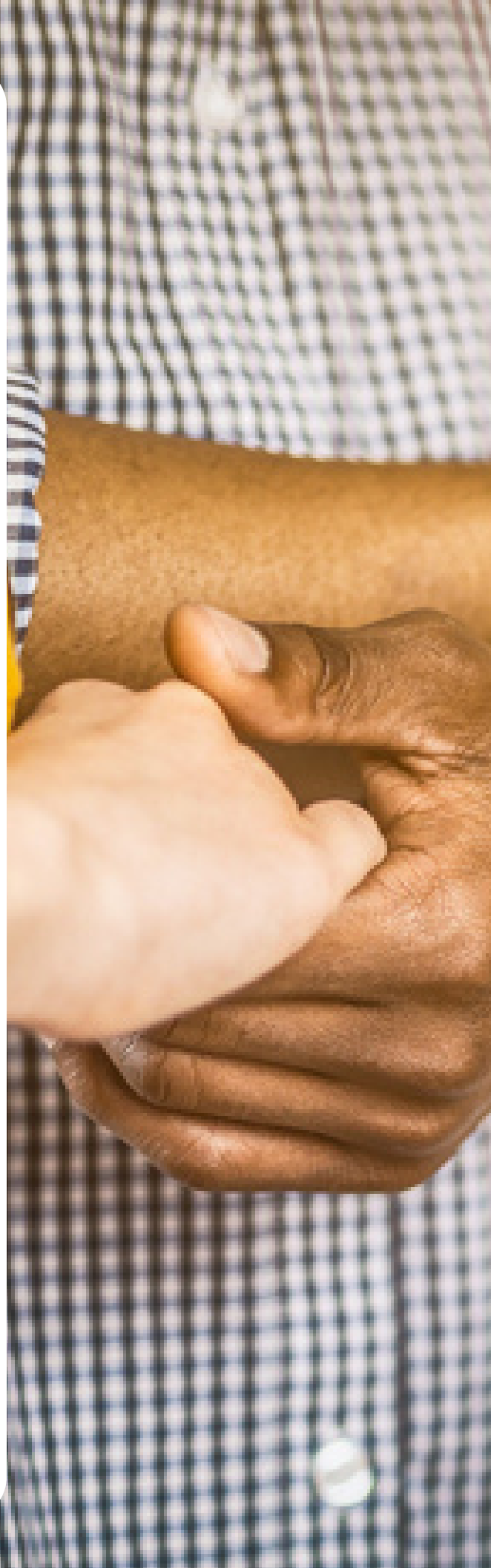
- Strengthening the reconciliation framework for life promotion

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Public Awareness & Engagement

Actions to activate strategic advocacy, communications, and education at a national level for the prevention of suicide.

- Increasing visibility and awareness of CASP through strategic communications outreach, public relations efforts, and public engagement

- Refreshing marketing diversity and increasing attention through social media and contemporary marketing efforts

- Leveraging the success of CASP conferences and other events to engage target demographics and build momentum in suicide prevention and life promotion movements

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Fund Development & Sustainability

Actions to strengthen CASP's financial well-being to advocate, communicate, and educate for suicide prevention, intervention, postvention and life promotion in Canada.

- Diversifying funding through corporate giving, fundraising partnerships, and social media activities

- Strengthening and building relevancy, profile and importance of work accomplished by CASP and connecting it to financial partnerships

- Actively building the connection between the value of CASP's work and financial viability

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Learn more

visit our website

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