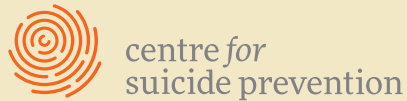


BUDDY UP PLAN



Organization:

Date of
planning:



About Buddy Up

Centre for Suicide Prevention (CSP) is an education centre and an office of the Canadian Mental Health Association. For over 40 years, we've been equipping Canadians with the information, knowledge, and skills necessary to respond to people considering suicide. CSP's Buddy Up communications campaign focuses on men's suicide prevention. Men die by suicide 3 times more often than women, and middle-aged men (45-64) die by suicide more than anyone else. Buddy Up empowers men to have authentic conversations with each

other through an evidence-based, expert-vetted campaign. Everyone has a role to play and knowing how to have a conversation with someone considering suicide can save a life.

We spend upwards of 60% of our waking hours at work; workplaces have an important role to play in promoting employee wellness. Creating a healthy work environment where people are encouraged to pay attention to how others are doing, feel safe having mental health conversations with each other, and know they will be supported, is suicide prevention.

Championing Buddy Up

The campaign is brought to workplaces by Champions who are the internal face of the campaign. Workplaces can participate at the level that's right for them and there is no cost to participate. Learn more about how to be a Champion: buddyup.ca.

If you have any questions, concerns, feedback, or success stories, we'd love to hear from you!
Email Seth McVeity at seth@suicideinfo.ca.

LONG-TERM PLANNING

Take a moment to understand your long-term goals. Before each activity, review the questions below to ensure consistency in your delivery of Buddy Up and suicide prevention messaging in your workplace. These questions will serve as a guide to assessing long term goals and available resources, and may lead to changes that can impact or enhance the activity you will plan.



What are your goals? See the examples below.

Notes:

Participate in the year-round campaign and drive connection within your organization.

Promote the campaign within your organization and in your sector to raise awareness and reduce stigma.

Learn more about suicide prevention, access Buddy Up Skills Training, and bring it to your organization.

Support the campaign through donations and help Buddy Up reach a larger audience.



Who are the existing champions for mental health and suicide prevention in the organization? Does this include leadership?



Are there available resources and capacity (e.g., Champion's time, employee time) available to adopt Buddy Up?



Have you implemented Buddy Up in the past? If so, have there been any organizational changes?



ACTIVITY #1

Activity:

Date:

Goal:

Implementation

Measurement

Evaluation

Reflection



ACTIVITY #2

Activity:

Date:

Goal:

Implementation

Measurement

Evaluation

Reflection



ACTIVITY #3

Activity:

Date:

Goal:

Implementation

Measurement

Evaluation

Reflection



CONGRATULATIONS ON CREATING A BUDDY UP PLAN!

CSP and other Buddy Up Champions can learn so much from your feedback and experience. If you would like to share your experience and photos, email Seth McVeity at seth@suicideinfo.ca.

Share your activity on social. Tag @CSPYYC and use the hashtag #BuddyUp.

Self Care – do something nice for yourself.

