



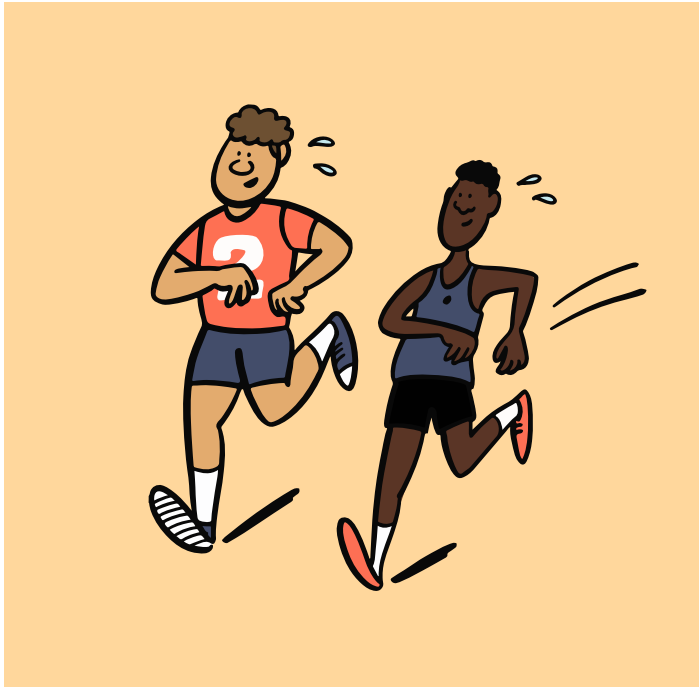
# BUDDY UP CAMPAIGN

Promote mental wellbeing and drive connection with others by participating in the Buddy Up Campaign year-round. The activities provide great opportunities to check in and ask your buddy, “How are you *really* doing?”

**Connecting with buddies, paying attention to how they're doing, giving them space to share, and supporting them is suicide prevention. We all have a role to play.**

# QUARTERLY ACTIVITIES

These activities take place during specific times throughout the year.



## POWER UP

### Strengthen your body and mind

September 18–24, 2023

Buddy Up is about helping buddies but it's important to take care of ourselves, too. Building 'strength' and resilience is key. Building strength within helps work through emotions, relieve stress, and remember to simply enjoy life. Whichever aspect of your health you're choosing to strengthen – physical, mental, emotional, spiritual – take this week to focus on that.

Examples:

- Exercising
- Journaling
- Meditating
- Playing with a pet or kids



## BUILD UP

### Work on a project

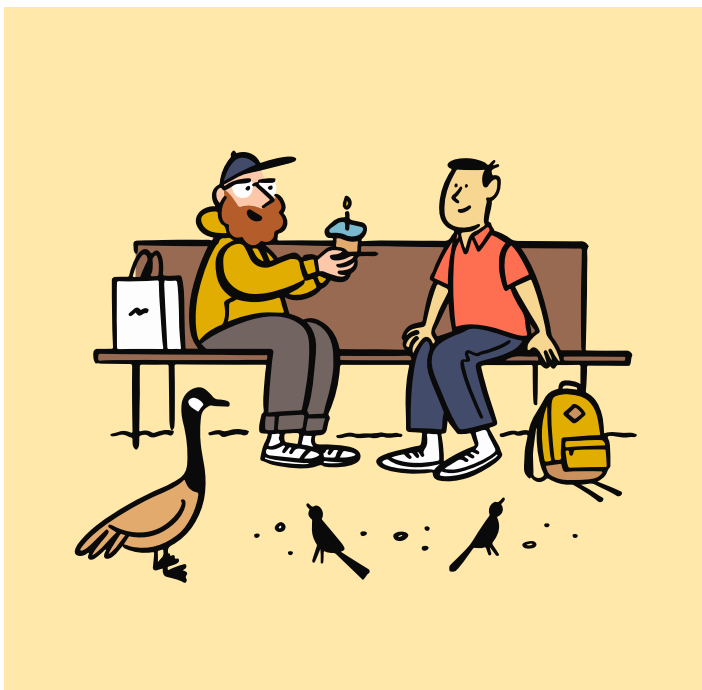
December 3–10, 2023

Some of our most authentic conversations and deepest connections happen while we're working with others. This week work on a project with a buddy. While you're working, you might ask how they're really doing, or you might just have a good time working together. Either way, spending time together can deepen connections.

Examples:

- Build a birdhouse
- Go to a pottery class
- Help with a buddy's home improvement project





## LIFT UP

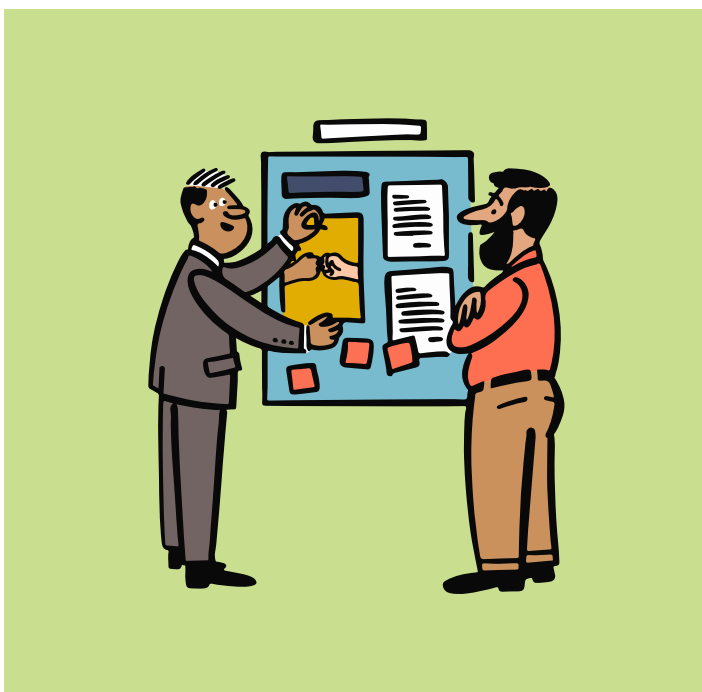
### Acts of kindness

Feb 12–18, 2024

Kindness drives connection – this week, do something thoughtful for a buddy or for others in your life. This is a tangible way to show them you care and that you're there for them when they need you.

Examples:

- Take a buddy for coffee
- Volunteer for a charity (e.g., the food bank)
- Bring snacks to work



## BUDDY UP MONTH

June 1–30, 2024

June is Buddy Up Month! Join us in June to promote authentic conversations among men and their buddies and raise awareness for the issue of men and suicide. There are lots of ways to get involved!

### Become a Champion

You don't need to be a Champion to participate in Buddy Up month – everyone is welcome! But if you'd like to order free Buddy Up swag including wallet cards, air fresheners, posters, and stickers, sign up to become a Champion today. There are no minimum expectations.

During the month of June, complete as many Challenge Card activities as you can to promote mental wellbeing and drive connection throughout the month. Enter to win amazing prizes by submitting your card at the end of the month or start your own competition within your group! [Sign up to become a Champion](#) and receive all the details as the month approaches.

# ANYTIME ACTIVITIES

These activities can be done 'anytime' in the year.



## ORDER SWAG

All Buddy Up Champions get free swag to promote the campaign – and you can always order more! It's a great way to promote men's suicide prevention. Put an air freshener in your car, a sticker on your hardhat, a toolkit on your desk or a wallet card in your back pocket to start the conversation about men's suicide prevention.

[Order now](#)



## EXERCISE

Do something active with a buddy; it's a great way to connect and, if you're not breathing too hard, start a meaningful conversation by asking how they're doing.

Examples:

- Start a company sports team
- Hit the gym with an old friend
- Join a fundraising walk/run (like the [Run for Life!](#))



## INCORPORATE BUDDY UP INTO AN EVENT

Promote Buddy Up during an event you're already part of. Suicide prevention involves us all and community conversations help erode stigma.

Examples:

- Hand out stickers at a workplace potluck
- Do a school project on men's suicide prevention
- Talk about Buddy Up in a safety meeting



## VOLUNTEER

Volunteer with a buddy or with a group for a feel-good activity that drives connection with buddies and with your community.

Examples:

- Pack food at the food bank
- Plant and tend vegetables in a community garden
- Clean up litter in parks





## RECRUIT A NEW CHAMPION

Share the Buddy Up campaign and encourage others you know to become Champions by signing up at [buddyup.ca](https://buddyup.ca).

Examples:

- Post about Buddy Up on social media
- Have a conversation about Buddy Up
- Ask a friend to do a Buddy Up activity with you



## LEARN A NEW SKILL

Learn a new skill with a buddy. Strengthen your relationship with a new challenge together. Connect and ask how they're really doing.

Examples:

- Cook a new recipe
- Check out an art class
- Try a new sport



## HOST A GAMES NIGHT

Hosting a games night is a great way to bring people together to connect and have fun!

Examples:

- Host a board game night
- Play video games with a distant buddy
- Have buddies over to watch sports



## LEARN ABOUT SUICIDE PREVENTION

Learning about men's suicide and its prevention can help you in your role as a Champion. Find out more about what contributes to suicide, how to talk to people considering it and how we work together to prevent it.

Examples:

- Read the [men and suicide toolkit](#)
- [Watch this video](#) about how to talk to someone thinking about suicide
- Visit the [Together to Live website](#) for a deep dive into suicide prevention
- Check out a [Buddy Up webinar](#)

# ACTIVITY CHECKLIST

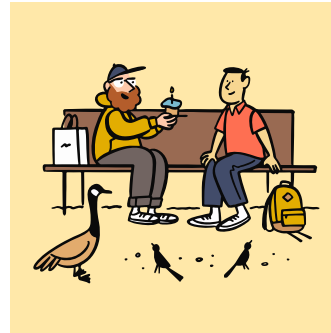
Track your progress to see how you've checked in with a buddy.

## QUARTERLY ACTIVITIES



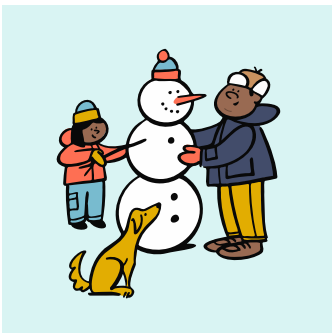
### Power Up

I strengthened my body and mind



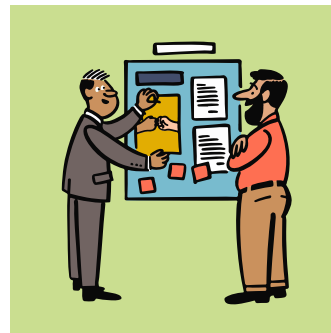
### Build Up

I did something nice for someone



### Lift Up

I worked on a project



### Buddy Up Month

I participated in Buddy Up Month

## ANYTIME ACTIVITIES



I ordered swag



I recruited a new Champion



I exercised with a buddy



I learned a new skill



I incorporated Buddy Up into an event



I hosted a games night



I volunteered



I learned about suicide prevention



buddyup.ca



Buddy Up is a suicide prevention campaign by men for men, encouraging them to have real conversations with their buddies and to support them if they're struggling with thoughts of suicide.

**Learn more at [buddyup.ca](http://buddyup.ca)**



We are the Centre for Suicide Prevention, a branch of the Canadian Mental Health Association. For 40+ years we have been equipping Canadians with knowledge and skills to respond to people considering suicide.

**We educate for life.**  
**[suicideinfo.ca](http://suicideinfo.ca)**