



## You Can't Be A Celebrity Overnight – Medical and Dental wing.

**Event name:** World Suicide Prevention 2020

**Event nature:** Online campaign

**Mode of delivery:** via. Social media applications like Facebook, Instagram, WhatsApp and Twitter.

**Event Date:** 10.09.2020

**Organised by:** You Can't Be A Celebrity Overnight – Trainers Wing ®

### CAMPAIGN SUMMARY

An online campaign was organized by Trainers Wing of You Can't Be A Celebrity Overnight on 10<sup>th</sup> September, 2020, on **World Suicide Prevention 2020**. An initiative by the members of YCBACO. On this note a **self-designed poster** was circulated on the **social media platforms** like WhatsApp, Facebook, Instagram and Twitter

**YOU CAN'T BE A CELEBRITY OVERNIGHT**

**WORLD SUICIDE PREVENTION DAY**

Sept -10 , 2020

**SAY NO TO SUICIDE**

@celebrity.overnight celebrityofficial2014@gmail.com @ycbaco

The theme this year — ‘**working together to prevent suicide**’ — focused on bringing together government organisations, healthcare professionals, NGOs, family, friends, coworkers and closed ones. The purpose of this day is to raise awareness around the globe that suicide can be prevented. There is a growing awareness of suicide as a major public health problem, even though there is a taboo in many societies against discussing it openly. Worldwide, suicide rates have increased by 60% over the last 50 years, and the increase has been particularly marked in developing countries. Although reported suicide is now among the three leading global causes of death among young people aged 15-34 years, the majority of suicides are reported in adults and older adults (60 years and older). For people who are feeling vulnerable or distressed, having a strong sense of connection is an important part of suicide prevention. Connection can come in many forms: we can connect with friends and family, have connections through activities, or with nature and the arts.

World Suicide Prevention Day is an opportunity for people worldwide to unite in commitment and action to ensure that suicides are prevented, that people living with mental illness receive adequate treatment, that community-based care and close follow-up are available to people who attempt suicide. This Campaign was well appreciated and received by the people.

**Verified by:** Dr. Jeff Walter Rajadurai M.S (ortho), MIMSA, MIPHA, FMERC, MSc (Psy), MBA. (CEO& Founder of YCBACO)

**Event Report prepared by:** Sara Yeldhos (Co-ordinator of internal affairs) Event reported on date: 7.10.2020

**Authorised by:** Mr. Cilvan, Director of Trainers Wing – You Can’t Be A Celebrity Overnight.