

# Talking about Suicide: reaching our community with the *Setembro Amarelo* campaign

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- *Setembro Amarelo* (translation: *Yellow September*) is a Suicide Prevention campaign created in Brazil in 2015.
- In Portugal, Beja has one of the country's highest suicide rates.
- This fact made the local hospital's Psychiatry Service and *ARIS da Planície* association promote the *Setembro Amarelo* campaign for the first time in Portugal in September 2017.



## Activities held



Four conferences held by psychologists and psychiatrists.  
Weekly interviews on a local radio station.



Booklets on suicide awareness distributed in the city with help of college students.



Yellow bands on the ULSBA's buildings to symbolise the suicide prevention



Workshop on suicide risk assessment for healthcare professionals



**On September, 10th, Internation Suicide Prevention Day**  
Bike ride for the *Cycle Around the Globe* campaign from International Association for Suicide Prevention. Four local gyms also contributed to this activity.

## Conclusions

Suicide awareness campaigns are very important in a region who is specially affected by this problem. The campaign "Setembro Amarelo" was very well recieved by the local authorities, business and media. These partners were found to be very helpful and important allies when promoting mental health in the community.