



## Media Notice

Proposal for an International Workplace-Based Campaign  
for Suicide Prevention To Be Unveiled at Calgary Symposium

**Bill Wilkerson will be available to the media on March 6<sup>th</sup>**

**Calgary, Alberta (March 2, 2012)** - One of the world's leading advocates for mental health in the workplace - whose mission was launched in Calgary more than a decade ago – brings a series of dramatic proposals for suicide prevention in a speech (March 7) to a joint symposium of the Alberta Centre for Injury Control and Research and the Centre for Suicide Prevention.

Bill Wilkerson, 69, Canadian Co-Founder of the Global Business and Economic Roundtable on Addiction and Mental Health, has received national and international recognition for putting mental health on the agenda of major employers not only in the corporate sector but in government, law enforcement and the military. He is a sworn civilian mental health adviser to the RCMP.

In his Calgary speech, Wilkerson will describe a workplace-based suicide prevention strategy and specific numerical targets for 'saving lives from suicide' as part of a 10-year campaign to find a cure for depression which is present in upwards of 70% of all suicides.

Wilkerson will unveil a slate of 'guidelines for working parents to protect their children against the risks of suicide' and will examine the 'lack of hope and self-perceived competence to cope' as key variables in suicides and suicide attempts.

He will discuss what can be learned from the recent suicides of major sports figures including the NHL where Wilkerson served as an adviser to the Commissioner and Board of Governors as well as to the CFL and Toronto Blue Jays.

Wilkerson will reflect on the perspective on suicide gained from letters to families by those who took their own lives and an Ontario innovation to assist families and funeral service provider 'celebrate the life of a loved one lost to suicide. Wilkerson will call for workplace strategies to protect police and military personnel

Suicide is now the leading cause of violent death in the world today surpassing automobile collisions and homicides.

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### Contact Information:

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