

Media release:
For immediate release

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‘Sock it to Suicide’ campaign launched in Murrumbidgee

Eight Australians every day lose their life to suicide. Suicide rates are more than double the national road toll.

Mental health organisation Wellways Australia is a community leader in suicide prevention and awareness raising activities in Murrumbidgee. On 10 September, World Suicide Prevention Day, Wellways invites the local Murrumbidgee communities to join their new ‘Sock it to Suicide’ campaign to raise awareness of the scale of suicide within our community and the role that each of us can play to help prevent it.

Suicide affects many Australians, with over 3,000 people taking their lives each year. Every suicide leaves many loved ones and communities affected by these losses.

Wellways Murrumbidgee Regional Manager Zoe Evans supported the campaign launch stating increased awareness, education, information, and support can help make a difference in the lives of those experiencing thoughts of suicide, their families and friends.

‘Suicide impacts family, friends and local communities. The impact of a suicide death is far reaching. Research indicates that at least 60 people are directly affected, however these numbers may be far greater in small, rural communities.

“For each life lost to suicide, the impacts are often felt beyond our region and include family members, work colleagues, friends and first responders,” said Ms Evans.

Sock it to Suicide campaign highlights include encouraging local Murrumbidgee residents, together with family and friends, businesses and community organisations to photograph themselves wearing their brightest and colourful socks and share the image across their social media pages using the Hash Tag #sockittosuicide to help raise awareness of suicide prevention.

In launching its new Sock it to Suicide campaign throughout the Murrumbidgee region, Wellways continues the important work it has been undertaking alongside the Murrumbidgee Primary Health Network (MPHN), the Murrumbidgee Local Health District (MLHD), NSW Police and the greater Murrumbidgee community to implement the Murrumbidgee Suicide Prevention Program.

Wellways has also been funded by the NSW Ministry of Health to deliver the new Suicide Prevention Community Gatekeeper Training initiative throughout the Murrumbidgee region.

-ENDS-

About [Wellways Australia](#)

Wellways Australia is a leading not-for-profit organisation dedicated to ensuring all Australians lead active and fulfilling lives in their community. We work with individuals, families and the community to help them imagine and achieve better lives.

We advocate for change to make sure people can access the best possible care and information when they need it. We provide a wide range of services and assistance for people with mental health issues, disabilities, youth, those requiring community care and carers.

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