

Roots of Hope Early Adopters Backgrounder

Addiction and Mental Health Services, Department of Health, Government of New Brunswick



Why New Brunswick is participating

We take suicide prevention very seriously. As we continue to develop goals on suicide prevention, we appreciate the structure and resources the Mental Health Commission of Canada can provide. We value the research that has been done already and look forward to drawing on it in the future. The five Roots of Hope pillars are internationally relevant and represent best practice. With the province supporting our participation, we want to draw on our communities' expertise and address issues in a contextually relevant manner.

What New Brunswick wants to get out of the program

We hope to see an impact on suicide prevention in our communities. Our aim is to build capacity through linkages and partnerships and better convey that everyone has a role in preventing suicide. We also want to draw attention to the needs of those in high-risk groups and raise awareness about risk and protective factors across populations.

Why other communities should consider becoming an Early Adopter

Other communities could benefit by learning about the complexity of suicide prevention, as reflected in the five-pillar model. By becoming part of the community of practice, they could (1) learn from and be inspired by like-minded individuals and groups across the country (thereby gaining strength in numbers), (2) draw on lessons learned and have a venue for sharing their own ideas and innovations, and (3) learn how to get more buy-in from community partners.

Why it's important to address suicide prevention at the community level

Some risk factors for suicide arise within communities. Suicide prevention draws on community strengths and can benefit from strong community involvement. Many people who experience suicidal ideation do not come to the attention of those in health care. Therefore, it is essential that the community become the eyes and ears for the early identification of risk factors and ensure that protective factors are in place. They can address issues like the social determinants of health across settings while identifying gaps and developing relevant services. Communities have many avenues for getting messages across and can leverage a wide range of resources and educational opportunities.

Why it's important for New Brunswick to combat stigma around suicide and mental health

It is important that people feel more comfortable talking about mental health, long before suicidal ideation emerges. While stigma can arise in many contexts, it can be especially prevalent in small communities with less exposure to diversity. The fear of its negative connotations makes it even harder for people to speak out. Addressing stigma overtly can help diversify services, create more client-focused approaches, and support innovation in mental health care.

Contact information

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