



Buddy Up – Contest Details

The [Buddy Up](#) campaign was created for men by men, encouraging them to have real conversations with their buddies and to support them if they are struggling with thoughts of suicide.

September is our Buddy Up launch month, to coincide with September 10, World Suicide Prevention Day. Centre for Suicide Prevention will be highlighting the campaign throughout the month and we are calling on our Champions to help us promote the campaign in their setting (e.g. workplace, social media, personal connections).

As a Champion, would you consider participating in a contest?

What would a campaign be without a contest? Settings can compete from Sept 1-30 to have the greatest impact on their stakeholders (uptake and fundraising). The winning setting will be determined by a draw, and the Grand Prize, worth over \$2500 will include:

- Free [safeTALK](#) workshop (max 30 people)
- Pizza party (max 100 people), and
- Buddy Up trophy complete with bragging rights

Contest Details

Each participating setting will receive 1 free draw ticket. Earn more draw tickets through:

1. Social media – share and create posts about Buddy Up on social media. A social media kit will be emailed prior to September and each shared or created post will count for 1 additional draw ticket (max of 10 extra tickets).
2. Internal communications – share the campaign on the Intranet, send an email to members, and discuss the campaign during safety meetings. Each internal share means 1 additional draw ticket (max of 10 extra tickets).
3. Referrals – refer new settings to become a Champion. For every new setting that becomes a Champion because of your referral, you will receive 1 additional draw ticket.
4. Reaching out – reach out to your buddies. For instance, each time you check in on a friend or help someone with a task, you will receive 1 additional ticket (max of 10 extra tickets).

The captain of each setting will be responsible for keeping track of all additional tickets. At the end of the month, the captain will be asked to send information to the Centre for Suicide Prevention and a draw will be held in early October.

Want to learn more? Please contact Akash Asif at akash@suicideinfo.ca or (403) 245-3900 ext. 242