

## PRESS RELEASE

# Suicide Prevention Week 2026 – Lend a Hand, Foster Hope

*36<sup>th</sup> edition – 1<sup>st</sup> to the 7<sup>th</sup> of February, 2026*

Quebec, 30<sup>th</sup> of January, 2026 – This year, for the 36<sup>th</sup> edition of Suicide Prevention Week (SPW) in Quebec, the Association québécoise de la prévention du suicide (AQPS) is launching a new campaign, Lend a Hand, Foster Hope. For a third year running, comedian Jonathan Roberge is once again showing his support for suicide prevention as SPW’s ambassador.

### #DareToTalkAboutSuicide

This Suicide Prevention Week, AQPS hopes to see people throughout the population, as well as companies, public and political figures, and community organisations dare to talk about suicide. In the context of the “Lend a Hand, Foster Hope” campaign, daring to talk about suicide becomes a preventative act in and of itself: a way of reaching out and lending a hand. “Let’s have the audacity to break taboos,” encourages Hugo Fournier, chairman and executive director of the organisation. “That very audacity is what represents the spirit of our new campaign. Myths surrounding suicide are deep-rooted: suicide prevention starts with being able to talk about psychological distress and suicide. Lending a hand to loved ones and colleagues opens up the conversations that help break the stigma.” For more information, visit [daretotalkaboutsuiicide.com](https://daretotalkaboutsuiicide.com).



That’s why a hand is at the heart of the new campaign. A symbol of help, solidarity, and connection, the image of a hand reminds us that help can be asked for, as well as offered, in all its different forms.

## **In the real world**

Jonathan Roberge, ambassador for SPW for the past three years, highlights how important an outstretched hand can be. “A few years ago, a friend came by my house to ask me if I was okay. There was a before and an after that moment. It changed everything,” the comedian says.

## **And for loved ones?**

« It’s crucial for loved ones to know that they can also use the helpline, chat and text services, » Fournier reaffirms. “Be it for getting support or tools to help others, professionals are there for loved ones too.” In Quebec, suicide prevention resources offer support to people considering suicide as well as those who may be worried for someone else. These services are free, confidential, and available at all times (365 days a year and 24 hours a day). A list of resources are listed at the end of this press release in the **24/7 Resources** section.

## **About the 36th Suicide Prevention Week**

*The ministère de la Santé et des Services sociaux commissions the Association québécoise de la prévention du suicide to help lead SPW on a provincial level. To do so, the Association has set up a microsite, [daretotalkaboutsuicide.com](http://daretotalkaboutsuicide.com), in line with the new campaign’s message, “Lend a Hand, Foster Hope”, is launching a social media campaign in concertation with several organisations, and is organizing [free webinars](#) about Suicide Prevention Week. Many organisations, including several suicide prevention centres throughout Quebec will be holding [related activities](#) between February 1st and 7th.*

*A [free kit](#) is offered for promoting this week in different contexts: visuals, templates, and posters.*

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## **Spokespeople available for interviews**

- Hugo Fournier, chairman and director of AQPS (in Quebec City and Montreal, depending on timing)
- Jonathan Roberge, comedian and suicide prevention ambassador for AQPS (in Montreal)

## **Information**

Camille Lachapelle De Serres and Laurent Deslauriers

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[media@aqps.info](mailto:media@aqps.info)

## **24/7 Resources**

By phone : 1 866 APPELLE (277-3553)

By text : 535353

Chat, information, and tools: [suicide.ca](https://suicide.ca)

Visit AQPS' [website](#) for more information on how to talk about suicide in media (in French only).