

MEIJT. Launches Pride Campaign Focused on Suicide Prevention

In honor of Pride Month, MEIJT., in collaboration with Kadeem van de Pol, is launching a thought-provoking campaign focused on suicide prevention: Tell Me About It. This campaign, running from June 1 to August 25, 2024, aims to break the taboo around discussing suicide among (young) adults within the rainbow community.

Talking Helps: A Message of Hope and Support

The core of the campaign is the distribution of colorful pins shaped like speech bubbles, available in Pride colors, Trans flag colors, Non-binary flag colors, and neutral colors. These pins are not only a symbol of solidarity but also an invitation to have open conversations about suicide. With the message "Talking Helps," MEIJT. wants to emphasize that open dialogue plays a crucial role in suicide prevention.

Shocking Statistics and the Need for Action

Recent studies show that suicidal thoughts and attempts are significantly higher among members of the LGBTQ+ community compared to the general population. This campaign is a direct response to these alarming figures and aims to create a supportive network where individuals feel safe and understood to talk about their struggles.

A Comprehensive Campaign

The campaign includes various activities, such as distributing informative flyers, posting inspiring content on social media, and organizing events at iconic locations in Dutch cities like Utrecht, Rotterdam, Nijmegen, Tilburg, and Amsterdam.

Join Us

MEIJT. invites everyone to participate in this important campaign. By wearing a pin, you show your willingness to talk about suicide and support the fight against the stigma that often surrounds it. Pins can be requested via tellmeaboutit.meijt.nl. For more information about the campaign and how you can help, visit tellmeaboutit.meijt.nl.

End of Press Release

Note to the Editor, Not for Publication: For interview requests, images, or more information about the campaign, please contact Kadeem van de Pol at kadeem@meijt.nl or +31645760973.