

Young Health Programme in Korea

Mental health and suicide have emerged as serious problems in Korea. Suicide remains the highest cause of death among young people - even exceeding the numbers killed in car accidents. Socially, mental health issues and suicide are perceived as a personal matter and a shame to the family; therefore adolescents do not seek professional help or medical treatment.

The Young Health Programme in Korea is focused on increasing awareness of mental health and helping prevent young suicide.

The Programme is a partnership between AstraZeneca and the Korean Association for Suicide Prevention (KASP).



AstraZeneca 

Young Health Programme

A global community investment initiative

in partnership with



한국자살예방협회
Korean Association for Suicide Prevention



What do we want to achieve through the Programme?

Objectives:

- Develop a society with greater respect for life
- Change the public perception of suicide so that it is considered a preventable health problem and increase awareness about the importance of mental health among young people
- Train young gatekeepers to provide practical support to young people in a crisis

What activities are taking place locally?

- Managing a website (keepintouch.co.kr) to promote mental health, provide online consulting and information to the public and high-risk groups and enable young gatekeepers to exchange information and support each other in their activities
- Training young gatekeepers to identify and provide practical emergency support to peers in crisis at school
- Proactive media campaigns promoting the Young Health Programme and the importance of mental health, helping to reduce the stigma around this condition

What has achieved been achieved so far?

The Programme launched in September, 2011 achieving extensive media coverage that helped raise awareness around the campaign.

More than 58,000 people have visited the Hope Touch website. Furthermore, 24 columns have been posted by key opinion leaders, and more than 2,000 people have left hopeful messages on the website.

To date, over 1,169 young gatekeepers and 733 teachers have been trained on how to deal with students at risk of suicide

through role play with 94% saying that they would recommend the Programme to others. This has led to increased awareness around the needs of suicide prevention.

“safeTALK” was designed to train youth ‘gatekeepers’. Conducted in phases: Talk, Ask, Listen and Keep Safe, it used methods such as videos, role-playing and discussion to train youths to act as peer supporters, by identifying those at risk of suicide and refer them to suicide prevention experts.

Local Partner

Korean Association for Suicide Prevention

Founded in 2004, the Korean Association for Suicide Prevention (KASP) is a Korean non-governmental organisation (NGO) supported by the Korean government (Ministry of Health & Social Welfare).

It aims to promote respect for life among the public and prevent suicide by helping people who have attempted or are at risk of suicide.

KASP has implemented various programmes such as an anti-suicide forum to share professional information and hazardous website monitoring to block harmful information.

KASP promotes mental health and suicide prevention through:

1. Education such as giving lectures, developing education programmes and training experts and volunteers
2. Raising the awareness of the issue through PR and campaigns
3. Research and policy development

www.suicideprevention.or.kr