Project 84: Charity CALM calls for action on male suicide

20:00, UK, Monday 26 March 2018



Project 84 is part of a campaign to start a conversation about male suicide

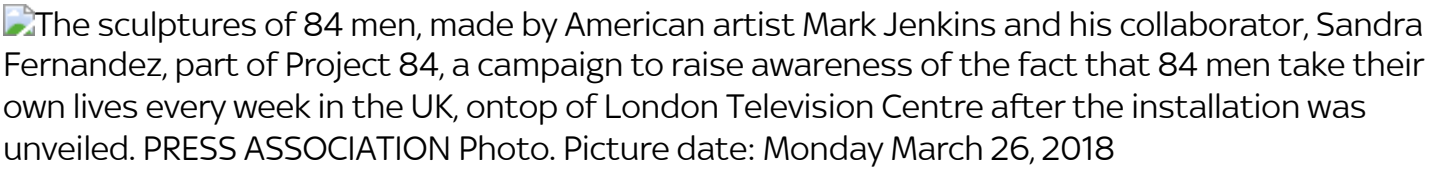
By Sharon Marris, News Reporter

Suicide is one of the leading causes of death among men in Britain - and yet it is rarely talked about by the country's leaders.

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But it would be difficult to walk past the 84 sculptures standing on top of the This Morning studios and ITV's headquarters on London's South Bank without noticing.

They are part of a campaign by CALM (Campaign Against Living Miserably) to start a conversation about male suicide in a bid for improved suicide prevention and bereavement support.


The sculptures of 84 men, made by American artist Mark Jenkins and his collaborator, Sandra Fernandez, part of Project 84, a campaign to raise awareness of the fact that 84 men take their own lives every week in the UK, ontop of London Television Centre after the installation was unveiled. PRESS ASSOCIATION Photo. Picture date: Monday March 26, 2018

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CALM wants to raise awareness of the fact that 84 men take their own lives every week

I'm rarely taken aback by a awareness stunt but my god this was chilling to the bone to see.

As someone who has been on that ledge before - thank you @theCALMzone for the services you run.
⭐ #Project84 https://t.co/blkjI8DuOy

— Alexander Morgan (@alexjaymorgan) March 26, 2018

Each represents a man who took their own life and their family and friends worked with American artist, Mark Jenkins, and his collaborator Sandra Fernandez to create each figure.

On the project's website are the names and details of each of the men, with stories told by those close to

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They are from different backgrounds, of different ages and races, but what many of them have in common is that they tried to keep their struggles from those close to them.

As one daughter says of her father: "He hid it all too well".

> My dad, Daniel Mulhall, is one of these 84 statues by #project84 which tell the stories of 84 men lost to suicide, representing the 84 men who take their own lives every week in the UK. Miss you dad ❤️ @theCALMzone @ITV @thismorning #Project84 https://t.co/IPtJzhM9dJ pic.twitter.com/TpM3OaS0aH
>
> — Aaron Ellis (@byAaronEllis) March 26, 2018

> It was a privilege to take part in @theCALMzone's #Project84 in memory of my son, Kristian, who took his own life in 2002. An amazing charity & project. ❤️ pic.twitter.com/FOeKCcQVfr
>
> — Jan Andersen (@JanAndersen888) March 26, 2018

The sculptures were unveiled on Monday, as CALM's chief executive Simon Gunning said the support organisation "has been campaigning and providing support services for 11 years but, try as we might, it isn't enough to tackle the enormous problem of male suicide".

He said: "Project 84 is all about making the scale of the situation very clear to everyone who sees the sculptures, and we hope that, by working with the families and friends of real men who have taken their lives, we can face the enormous issue of suicide together and strive for change."

> Every week, 84 men in the UK take their own lives. This week we launch #Project84 and ask you to join us to take a stand against male suicide.
>
> ➡ https://t.co/vrxD4voB8R pic.twitter.com/6T7Df7TEVh
>
> — CALM (@theCALMzone) March 26, 2018

> I took part in @theCALMzone's #Project84 in memory of my older brother Simon

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You can find out more here, or by watching @thismorning this week.https://t.co/w7dAQenNSO pic.twitter.com/AycuAQ3zgM

— Jonny Sharples (@JonnyGabriel) March 26, 2018

The project is also being run alongside a **petition calling for a Government minister to take on official responsibility** for suicide prevention and bereavement support.

The petition, started by Matthew Smith, who lost his brother to suicide, has more than 82,000 signatures.

On Twitter, the project was described as "bold", "hard-hitting" and "powerful", but some said it was too much.

Clare Whitby wrote on Twitter: "Powerful and necessary campaign but the image is too close home for me, and many others I'm sure. Difficult, because I wholeheartedly believe in the campaign itself."

Ollie DG wrote: "It's great for the awareness but it is a little dark and haunting."

Our charity was stated after Daniel O'Hare took his own life aged 19. Today he is represented on the ITV studios as part of the #project84 campaign to highlight male suicide.

Remember that it's a sign of strength to reach out if you're struggling.@theCALMzone@thismorning pic.twitter.com/QDzPdIIiui

— If U Care Share Foun (@IFUCARESHARE) March 26, 2018

Mr Gunning said: "With Project 84, we wanted to make the scale of the situation very clear to everyone that sees the sculptures.

"By working with the families and friends of men who have taken their own lives to highlight individual stories, we hope to make the impersonal thoroughly personal."

#Project84
As someone who has attempted suicide in my life, I know how it can feel like there is no hope out there. But there is. There is help, you just need to ask &that's the hard part. Men who are struggling need to know there is always someone willing to be there for you!

— Paul Gannon Esq. (@PaulGannonShow) March 26, 2018

:: If you feel suicidal or vulnerable, if you're worried that someone you know may be feeling suicidal or if you need support after losing a loved one to suicide, go to CALM for advice, support lines and webchat.

You can also contact the Samaritans or call 116 123. In the US call the Samaritans branch in your area or 1 (800) 273-TALK.

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