

How did it come about?

In **September** 1994, in the United States, 17-years old- Mike Emme committed suicide. He had a **yellow** Mustang 68 and, on the day of his wake, his parents and friends decided to distribute cards tied in **yellow** ribbons with support phrases to people who might be facing emotional problems. The idea ended up triggering a suicide prevention movement and even today the campaign symbol is a **yellow** ribbon.

Inspired by the Emme case, the **“Yellow September”** was adopted in 2015 in Brazil by the Life Valuation Center (CVV), the Federal Council of Medicine (CFM) and the Brazilian Psychiatric Association (ABP).

Campaign importance

In addition to bringing this issue to the fore, the campaigns provide information and treatment options to the public, aiming to reduce the taboo that makes many people avoid talking about suicide and seeking help.

The fact that many feel that suicide is something distant and that it affects few people - which the WHO shows is not true - also prejudices further discussions that would be beneficial for those in need.

Yellow September, remember: you are bigger than your pain.

Don't give up on love, don't give up on love, don't give in to pain, because it will pass ...

