

8 CHOOSE LIFE (AN 332-2005)

Proposals for the implementation of the Choose Life strategy were approved by the Social Work Committee on 16th February 2004 (Report No 150-2004). The report detailed Scottish Executive funding allocated specifically for the implementation of Choose Life in Dundee and highlighted that a Sub Group of Healthy Dundee has been established to oversee the ongoing development and implementation of the local suicide prevention strategy.

The Sub Group has now approved an additional payment for Choose Life Funding as follows:

Dundee Samaritans	£15,192.00
To cover recruitment, advertising and awareness raising and purchase of equipment.	

The intention is to release funding to Samaritans who will use some of the money to raise public awareness with a specific focus on Suicide Awareness Week in September through to the festive period, which is traditionally a peak time for those contemplating suicide. Part of the money will be used for high visibility advertising in the form of a taxi advertising the Samaritans.

The Committee is asked to approve the release of Choose Life Funding.