

Your invitation

Launch of Images Matter: Mindframe Guidelines for Image Use

Join Everymind and the National Mental Health Commission for launch of *Images Matter: Mindframe Guidelines for Image Use*.

The Commission funded Everymind to develop new guidelines focused on image and language use related to mental health and wellbeing, mental ill-health, suicide and self-harm and alcohol and other drugs (AOD).

The images we use to communicate about these issues, can have either a positive or negative impact on a person's life. Indeed, certain images of mental illness, suicide and alcohol and drug use, can contribute to, and reinforce negative stereotypes and stigma experienced by the people who are affected.

The new guidelines for image use are a practical, research-informed, user-friendly resource, designed to inform, support and empower media and others publicly communicating on the above themes, to use images in ways that minimise harm, stigma and discrimination while maximising diversity of representation and help-seeking behaviour. Launch of these guidelines is being complemented by an additional piece of work on updated language guidelines to be announced later in the year.

Learn about *Images Matter: Mindframe Guidelines for Image Use* by attending this live webinar hosted by Sophie Scott, national medical reporter for the ABC, who will be joined by a panel of guest speakers, including:

- Christine Morgan, CEO of the National Mental Health Commission
- Stefani Caminiti, founder and CEO of The Inner Ninja Foundation
- Dr Zac Seidler, Director of Mental Health Training at Movember
- Dr Jaelea Skehan OAM, Director of Everymind.

Presentations will be followed by a Q&A session.

When: 12:30 - 1:30pm AEDT, Thursday, 6 October 2022

Learn more and register: mindframe.org.au by 5:00pm Wednesday, 5 October 2022

Delivered in partnership with:



Australian Government

National Mental Health Commission



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