



# Mindframe toolkit for Primary Health Networks

## Why a toolkit?

This toolkit has been created to support suicide prevention work in Primary Health Networks (PHN). The toolkit includes information on how to communicate safely about suicide, including undertaking *Mindframe Plus* training, templates to support the development of communication strategies and media protocols, and a collation of resources to support the suicide prevention activities of PHNs.

## What is in the toolkit and how is it used?

The toolkit's step-by-step process and tools will support planning, implementation and evaluation of communication-based suicide prevention activities in PHNs.

The table on the following page links to an online version of this document and outlines the purpose of the resource. If you have any questions about how to use this toolkit, please reach out using the contact details below.

This toolkit is designed to be used in conjunction with existing *Mindframe* guidelines which can be [accessed here](#).

## Contact *Mindframe*

02 4924 6900

[Mindframe@health.nsw.gov.au](mailto:Mindframe@health.nsw.gov.au)

[www.mindframe.org.au](http://www.mindframe.org.au)

[X@MindframeMedia](#)

# Mindframe Plus approach



# What is included in this toolkit?

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## FAQ sheet for suicide prevention coordinators

A list of the most frequently asked questions from PHN about:

- Communicating safely about suicide
- What is the *Mindframe Plus* workshop
- How to facilitate [Mindframe Plus training](#).

## *Mindframe Plus* proposal document

The proposal document provides an overview of the value of *Mindframe Plus* workshop for PHNs.

## *Mindframe Plus* sample workbook and scenario sheet

This is a sample of the workbook that will be provided to participants undertaking the *Mindframe Plus* workshop. The scenario sheet presents a range of scenarios that can be used in the workshop to ensure it meets the specific needs and challenges that each PHN may come across.

## *Mindframe* help-seeking card

The [Mindframe help seeking card](#) lists support services we recommend using in communications and providing to your networks. We recommend also incorporating regional-specific help seeking services in your communications. You can also print a copy to put up in the office.

## Quick reference guides for people lived experience speakers engaging with the media

It is important to consider the support needs of those with lived and living experience of mental health concerns or suicide who wish to share their stories. These [quick reference guides](#) can be shared with your networks, and with those sharing their stories, to support their engagement with the media.

## Media protocol template

This media protocol template is designed to support PHNs in planning for media engagement and enquiries related to suicide.

## Communication strategy template

This template is based on *Mindframe* recommendations on how to safely communicate about suicide. This template can be used to assist in developing an external and internal suicide-specific communications strategy.

## Intervention communication quick reference guides

*Mindframe*, in partnership with the Black Dog Institute, created several [intervention-based resources](#) for PHNs to help guide public communications if their community is experiencing, or is at risk of, distress.



# What is included in this toolkit? (cont)

## Social media quick reference guide

This [quick reference guide](#) is based on *Mindframe* recommendations on how to safely communicate about suicide, but has been adapted to be specific to social media.

## *Our words matter* guidelines and resources

*Our words matter: Guidelines for language use* is a practical, research-informed, and user-friendly suite of resources designed for media, researchers, service providers and other communicators.

## *Images matter* guidelines and resources

*Images matter: Mindframe guidelines for image use* is a practical suite of resources designed for media and other communicators. It seeks to inform, support and empower people to select and use images in ways that minimise stigma and harm, and maximise diversity of representation.

