Mindframe summary

July - December 2023

Mindframe supports safe media reporting, portrayal and communication about suicide, mental health concerns, and alcohol and other drugs.

Guidelines and supporting resources

Released four new resource documents to support implementation of the *Mindframe* guidelines in a range of contexts:

- Quick reference guides for: conferences and events; communicating safely about suicide and self-harm data (supported by the Australian Institute of Health and Welfare); public communication about alcohol and other drugs.

- A First Nations guide for truth-telling about suicide, developed in partnership with the Centre of Best Practice in Aboriginal and Torres Strait Islander Suicide Prevention and co-designed with Aboriginal and Torres Strait Islander community members.

Images matter online reach

- **11,101** page views
- **1,629** website visitors
- **1,563** image downloads.

Our words matter online reach

- **3,539** page views
- **2,507** website visitors
- **1,413** reads of *Our words matter* guidelines via Issuu (7 minutes, 23 seconds average read time).

Mindframe online reach

During this period the *Mindframe* website recorded:

- **66,389** page views
- **29,029** visitors
- **1,201** downloads
- **1,128** reads of digital guidelines documents via Issuu (7 minutes 24 seconds average read time).

ABS Causes of Death data release

Supported the Australian Bureau of Statistics with its annual Causes of Death dataset release (specifically regarding statistics on suicide deaths) to encourage safe, accurate media reporting.

- 219 unique views of online event
- 265 page views on dedicated *Mindframe* website (165% increase in traffic compared to previous year)
- 84 reads of the *Mindframe* data summary via ISSUU.

Professional development

Delivered a range of professional development opportunities across 41 unique sessions, reaching more than 1,018 individuals. These included:

- Six open online webinars
- 25 bespoke sessions for organisations that communicate about suicide, mental health concerns, and alcohol and other drugs
- Five *Mindframe Plus* workshops for Primary Health Networks
- Four conference presentations
- Four in-house sessions for media outlets
- One guest lecture.

Of participants who completed pre and post training surveys, **89%** were completing their first *Mindframe* training session.

Survey responses also indicated

- **62%** increase in confidence utilising the *Mindframe* guidelines
- **99%** of respondents were satisfied with the training provided
- **90%** of respondents intend to adopt the *Mindframe* guidelines into their communication practice.

Thanks for the training. It was great that you included very up-to-date information and were also able to respond to some tricky questions and include 'grey-area' discussion!

- Training participant

Mindframe

Real-time support

- Provided real-time support on 124 occasions, including:
  - Media outlets on 31 occasions
  - Mental health and suicide prevention organisations on 43 occasions
  - Government and government agencies on 17 occasions
  - Stage and screen companies on 17 occasions
  - Academic institutions and universities on 17 occasions.

> "
> *Thank you so much for this, it's incredibly helpful and I really appreciate the consideration of your advice and how thorough it is.*
> "
>
> **- Real time support recipient**

- Funded the SANE StigmaWatch program, a reporting platform for the community providing responsive advice to media based on community concerns about unsafe or stigmatising reporting.
- Community engagement with the StigmaWatch program included more than 6,100 StigmaWatchers from across Australia.

37 journalists were commended for safe reporting utilising the *Mindframe* guidelines and principles.

72 problematic articles were amended following contact from StigmaWatch or *Mindframe*

- Media outlets were contacted regarding 328 articles that did not adhere to the *Mindframe* guidelines.
- Four *Mindframe* alerts issued to provide real-time advice on communicating about an emerging story.
  - Received by 1,870 individuals
  - Emails achieved a 42.2% overall open rate.

Collaborative partnerships

- Continued work internationally to improve public communication about mental health concerns and suicide, including engagement with stakeholders in Indonesia, Uganda, New Zealand and Brunei. Attended the International Association of Suicide Prevention Media special interest group meeting.
- Provided input to the World Health Organization's updated guide *Preventing suicide: a resource for media professionals*.
- Sponsored the Journalism Education and Research Association of Australia conference and judged two of its journalism education awards.
- The *Mindframe* submission to the Community Radio Broadcasting Codes of Practice Review was included in the draft revision to the codes.
- Contributed to collaborative meetings with the sector, such as the National Suicide Prevention Leadership and Support Program Alliance, and Suicide Prevention Australia's Communications Round-up.

Research and Evaluation

- Two evidence reviews completed:
  - Homicide-related suicides
  - Communicating about the suicide deaths of Aboriginal and Torres Strait Islander people.
- One research paper and one book chapter published, three research papers submitted for publication, and a further paper was in progress.
- Conference presentations and posters:
  - Presented on the *Images Matter* project and collaboration outcomes between Everymind and the Brunei Ministry of Health at the International Association for Suicide Prevention in Slovenia
  - Presented on *Mindframe* research and new guidelines at five Australian conferences
- Seven research papers cited *Mindframe* guidelines, referring to them as best practice or using them as part of research methodologies to assess media reporting quality.

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> *Although this study was not designed to identify why certain regions may have had reporting that adhered better to guidelines, it is worth considering potential reasons why AUS/NZ journalists appeared to perform better than other regions. One potential explanation is that Australia has Mindframe, among the most longstanding and, arguably, best-developed national programs supporting safe media reporting.*
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> **- Ekstein, et al., 2023**

An **EVERYMIND** program