

Mindframe Snapshot January-June 2021

Mindframe aims to encourage safe and sensitive public communication about suicide, mental ill-health and alcohol and other drugs.

This snapshot summary highlights the key program achievements of the *Mindframe* team for the January to June 2021 reporting period.

Mindframe is managed by Everymind and funded by the Australian Government Department of Health under the National Suicide Prevention Leadership and Support Program.

Providing leadership

Mindframe continues to be the national voice on responsible, accurate and safe representation of suicide, mental ill-health and alcohol and other drugs in the news media and other communication such as fictional and factual portrayals, campaigns and public messaging in advertising, social media, website and reports.

Building capability

Mindframe builds the capability of targeted sectors to apply best practice principles for reporting and public communication about suicide, mental ill-health and alcohol and other drugs. *Mindframe* does this by providing support during critical suicide or mental ill-health incidents, training and upskilling the sector and delivering ongoing support to new and emerging partners.

Mindframe provided advice and support to:

- 41 media organisations
- 45 Mental Health and Suicide Prevention sector organisations
- 7 national film and television productions
- 16 universities across Australia

SANE StigmaWatch received 104 StigmaWatch reports resulting in contact with 76 journalists across 40 media organisations.

In this period the *Mindframe* team:

- Provided advice and support to 109 organisations
- Disseminated four media alerts and three website articles
- Delivered 52 training or professional development sessions to approximately 600 people across media, mental health and suicide prevention sectors, universities and government
- Attended five conferences (two sponsored by *Mindframe*) where we gave seven presentations and were on two panels

Mindframe conducted 52 training and professional development sessions, training approximately 600 people.



The *Mindframe* team provided support for 16 of the 31 Primary Health Networks (PHNs) across Australia as part of its approach to building capabilities in regional areas.

This included work for PHNs to be better prepared for proactive suicide prevention communication and to respond to high-profile suicides or clusters.

SANE Australia speakers was supported to provide expert comment and lived experience narrative to the Australian media. Eighteen SANE Peer Ambassadors with lived experience of mental ill health and two SANE expert representatives took part in media engagements including proactive activity for World Bipolar Day (30 March) and Schizophrenia Awareness Week (23-29 May).



Innovating and disseminating

Mindframe innovates and disseminates using technology to increase the reach of the program and link national and regional approaches. The webpages with information and resources for communicating about suicide and mental ill-health were the most visited pages for communicators seeking guidance from the *Mindframe* website.

The *Mindframe* Twitter account received more than 2,700 engagements on posts promoting *Mindframe* training and activities, resources for safe communications, and regular reminders about safe reporting of mental ill-health and suicide.



Increasing research

Mindframe increases research to understand program impacts. The work of the *Mindframe* team to promote safe messaging and communications guidelines continues to be recognised internationally and forms an important part of scholarly and policy discussions globally.

Mindframe guidelines have been cited and referred to as best practice in the six peer-reviewed journal articles during the past six months.

These articles were:

- viewed more than 2,475 times
- tweeted over 1,000 times
- referenced by six news outlets and one Facebook page
- two were rated in the top 25% for international research attention, compared to all research outputs
- one was rated in the top 5% for international research attention
- cited in further peer reviewed publications five times.

