

Mindframe snapshot: January-June 2022

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

This snapshot summary highlights the key program achievements of the *Mindframe* team for the January to June 2022 reporting period.

The program aims to build collaborative relationships with the media and other stakeholders including universities, MHSPs, emergency services and the stage and screen industry. *Mindframe* activities include national leadership, training program development and delivery, resource development and national dissemination, capability building and ongoing contribution to the evidence base.

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

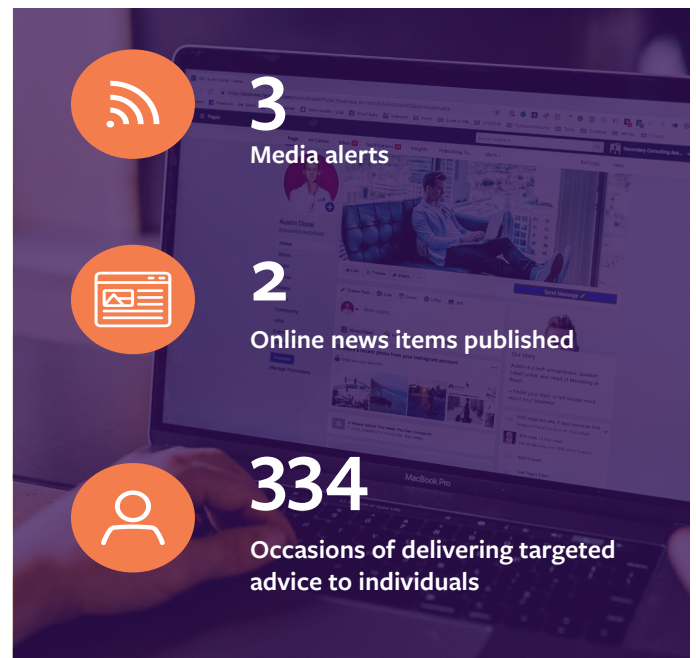
Leadership

- Provided responsive national leadership with three media alerts and publication of two online news items
- Provided targeted advice on an additional 334 occasions to organisations and individuals in: the media, MHSP, entertainment/film industry, and AOD sector
- Provided advice to 13 universities including support for organisational comms and media, journalism and communications educators, and supervision to a research higher degree student
- Provided safe communications support for police managing suicide incidents, and government departments and agencies involved in the Royal Commission into Defence and Veteran Suicide
- Sponsored the Sydney Film Festival with creators and industry professionals receiving *Mindframe* packs and the promotion of *Mindframe* guidelines in the industry e-news and social media channels
- StigmaWatch received 160 reports and contacted 142 journalists.

Mindframe training attendances

1 January - 30 June 2022

	Drop in		Requested	
	Orgs	Attendees	Orgs	Attendees
Media	1	3	8	75
Gov	15	33	4	162
PHN	4	9	1	1
MHSP sector	27	99	8	100
Stage and Screen	1	1	1	4
TOTAL	48	145	22	342



Building capability

- *Mindframe* training was delivered via 36 individual training sessions (10 online drop-in sessions to approximately 145 people and 26 requested training sessions to approximately 342 people), including people working in the media, the MHSP sector, government, education, and other target sectors
- Presented and engaged with stakeholders at the International Association for Suicide Prevention (IASP) 10th Asia Pacific Conference
- Support to build capacity for suicide prevention activities for 10 of the 31 Primary Health Networks (PHN) across Australia
- Worked closely with Black Dog Institute as part of the ongoing implementation of *Mindframe Plus* to national and state-based suicide prevention trial sites.

Resources

- Guidelines and other resources were downloaded 2,087 times
- Launched refreshed *Mindframe* guidelines for communicating safely about disordered eating, developed in collaboration with the National Eating Disorders Collaborative (NEDC) and Butterfly Foundation
- Partnered with the Black Dog Institute to develop five new resources to address an emerging need in its national suicide prevention trial site network.

Research

- *Mindframe* guidelines were cited in two academic journals
- Supported emerging research and researchers through the provision of training, and supervision of a University of Melbourne research higher degree student
- Consulted with Mr Alan Woodward, an evaluation expert in the mental health and suicide prevention sector
- Analysed needs assessment results to evaluate the quality, impact and reach of *Mindframe* training, resources, and engagement across target sectors.

Priority populations

- Worked with the Centre for Best Practice in Aboriginal and Torres Strait Islander Suicide Prevention to progress a project aimed at supporting Aboriginal and Torres Strait Islander communities, Aboriginal and Torres Strait Islander journalists, and media more broadly, to report safely on Aboriginal and Torres Strait Islander suicide
- Collaborated with and provided expert guidance to LBGTIQ+ Health Australia and its MindOut Sector Professionals Advisory Group
- Provided support to organisations and programs including the Centre for Rural and Remote Mental Health, the Rural Adversity Mental Health Program, and regional PHNs following suicide attempts or deaths in rural and remote communities.

