

Mindframe Snapshot: July-December 2021

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 July to December 2021 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.

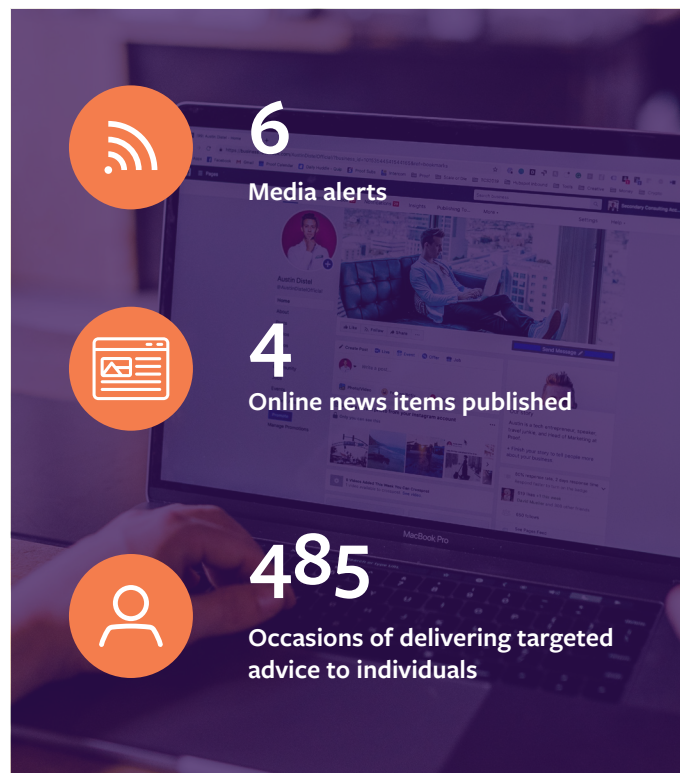
Mindframe is managed by Everymind and funded by the Australian Government Department of Health under the National Suicide Prevention Leadership and Support Program.

Leadership

- Provided responsive national leadership with six media alerts and publication of four online news items
- Provided targeted advice on an additional 485 occasions to organisations and individuals in: the media, MHSP, entertainment/film industry, and AOD sector
- Provided advice to nine universities including support for wellbeing committees, 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 two ‘Ossie Awards’ as part of the Journalism Education & Research Association of Australia annual conference awards
- Sponsored the Sydney Film Festival with attendees receiving *Mindframe* resources

Mindframe training attendances 1 July - 31 December 2021

	Drop in		Requested	
	Orgs	Attendees	Orgs	Attendees
Emerging communicators	0	0	3	63
Media	1	3	3	14
Gov	8	15	3	207
PHN	2	8	1	28
MHSP sector	37	81	1	25
Research/data sources	4	9	2	45
Stage and Screen	0	0	1	9
TOTAL	52	116	14	391



Building capability

- *Mindframe* training was delivered via 37 individual training sessions (23 online drop-in sessions to approximately 116 people and 14 requested training sessions to approximately 391 people), including people working in the media, the MHSP sector, government, education, and other target sectors
- Presented at four conferences including Australia and New Zealand Communication Association (ANZCA), International Association for Suicide Prevention (IASP), Journalism Education & Research Association of Australia (JERAA) and The Mental Health Services (TheMHS)
- Support to build capacity for suicide prevention activities for eight 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 3,332 times
- Launched refreshed *Mindframe* guidelines for communicating safely about disordered eating, developed in collaboration with the National Eating Disorders Collaborative (NEDC) and Butterfly Foundation
- Created tailored *Mindframe* resources for multiple government departments that included customised help-seeking cards and a tip-sheet for safe public communication ahead of the Royal Commission into Defence and Veteran Suicide

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
- Completed a needs assessment 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.
- *Mindframe* Lead Dr Elizabeth Paton worked as a member the Queensland Transcultural Mental Health Centre CALD Suicide Prevention Project Steering Committee providing support and expert guidance.
- Presented on the *Lived Experience Project* at multiple conferences and provided advice and support around safe communication of lived experience to ReachOut Australia for its national 'Laps for Life' campaign which raises funds for youth mental health and suicide prevention.

