

# Mindframe summary

July – December 2022

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

## Guidelines and supporting resources

- Released new evidence-informed fact sheets, made in partnership with the Black Dog Institute, on communicating about issues or events that may impact mental health and wellbeing such as financial hardship, natural disaster, and homelessness.

## Mindframe online impact

1 July - 31 December 2022

- 69,457 pageviews
- 26,583 visitors
- 1,061 downloads



2,551

reads of digital guidelines document (7 minutes, 49 seconds average read time).

- Launched 'Images Matter: Mindframe Guidelines for Image Use', along with supporting resources including an online image collection on 6 October 2022.

## Images Matter online impact

6 October - 31 December 2022

mindframeimages.org.au website recorded:

- 8,087 pageviews
- 895 visitors
- 490 image downloads
- 150 downloads of guidelines and supporting resource cards.



## Professional development

- Delivered a range of professional development opportunities, reaching more than 1,100 individuals. These included:
  - Three guest lectures
  - Three conference presentations
  - Five Mindframe Plus workshops for Primary Health Networks
  - Six open online webinars
  - Six in-house sessions for media outlets
  - 28 other bespoke sessions for organisations that communicate about suicide, mental ill-health, and alcohol and other drugs.

Participants who completed pre and post training surveys reported:

- 38% increase in confidence when communicating about mental ill-health
- 58% increase in confidence when communicating about suicide
- 83% increase in utilising Mindframe guidelines, resources and other supports.



- Partnered with the Centre of Best Practice in Aboriginal and Torres Strait Islander Suicide Prevention (CBPATISIP) to co-develop and co-facilitate a pilot training program to support Aboriginal and Torres Strait Islander communities to talk publicly about suicide.

“

*Thank you for this great workshop. The group was really positive about the learnings they gained and it led to great discussion and networking opportunities afterwards.*

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## Real-time support

- Provided real time support on **358** occasions, including:
  - Media outlets on 112 occasions
  - Mental health and suicide prevention organisations on 75 occasions
  - Primary Health Networks on 70 occasions
  - Government and government agencies on 59 occasions
  - Stage and screen companies on 15 occasions
  - Academic institutions and universities on 13 occasions.

### Mindframe alerts

1 July - 31 December 2022

Alerts issued to provide real-time advice on communicating about an emerging story:

- Seven alerts issued
- 5,162 recipients
- 38.76% open rate.



- Analysed 10% (n.37) of media stories related to a critical incident to assess adherence to *Mindframe* guidance and found that 97% of the media coverage adhered to the *Mindframe* guidelines.

“

*I had never really considered the influence that media reporting has on the broader community. Very interesting and definitely something to be aware of.*

”

- 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.

242

articles that did not adhere to the *Mindframe* guidelines, where media outlets were contacted.

104

problematic articles that were amended following SANE StigmaWatch or *Mindframe* contact.

## Collaborative partnerships

- Provided *Mindframe* advice on the development of a Tasmania-based Local Media Action Plan, working to embed *Mindframe* guidelines in media practice across the state.
- Engaged with Community Broadcasting Association of Australia (CBAA) ahead of consultation for updating Codes of Practice for community broadcasters.
- Co-designed and delivered a mental health workshop with Brunei Ministry of Health as a part of a bilateral agreement between Australia and Brunei.

“

*We are happy with the outcome of the workshop as we have received positive comments and it went smoothly. We greatly appreciated the opportunity to co-host this event together with Everymind.*

”

- Sponsored the Public Relations Institute of Australia, Australia and New Zealand Communication Association, First Nations Media Australia and the Journalism Education and Research Association of Australia annual conferences.
- Contributed to collaborative meetings including National Suicide Prevention and Leadership Support Program Alliance and Suicide Prevention Australia Communications Round-up.

## Research and evaluation

- Cited and referred to as best practice in the following reports and publications:
  - Scoping Report: News media reporting on mental health, mental illness and suicide in Tasmania (Mental Health Council of Tasmania, Jul 2022)
  - Suicide in Queensland Annual Report 2022 (AISRAP)
  - Foster Youth in the Mediasphere: Current Research and Future Directions (Book Chapter, Nov 2022).
- Presented on Images Matter guidelines at Australian and New Zealand Communications Association and at the Journalism Education and Research Association of Australia conferences.

Everymind co-authored and published a cost-effectiveness study of *Mindframe* with the University of Melbourne. Over five years, *Mindframe* was associated with:

- Cost savings of **\$569 million**
- **139** suicides prevented.

