

# Life in Mind summary

January – June 2023

*Life in Mind is a knowledge exchange portal providing translated evidence, policy, data and resources in suicide prevention, and host of the National Communications Charter.*

## Sector collaboration

- Established and continued collaborative relationships with 24 Primary Health Networks.
- Disseminated and amplified best practice examples of suicide prevention, working in partnership with a range of key stakeholders including The Men's Table, Centre of Best Practice in Aboriginal and Torres Strait Islander Suicide Prevention, MATES in Construction, ACON and Parents Beyond Breakup.
- Shared key findings from the National Suicide Prevention Conference 2023 and the Lived Experience of Suicide Summit via *Life in Mind* social media channels.
- Supported three suicide prevention campaigns including RUOK?'s 'Be a mate, it's worth it', Men's Health Week, and World Pride LGBTQ+ suicide prevention.
- Partnered with the Australian Institute of Health and Welfare (AIHW) to translate and host data presented in the Suicide and Self-harm Monitoring System on the *Life in Mind* portal.
- Established a relationship with the Black Dog Institute to support the Community of Practice and identify ways to best support Primary Health Networks.
- Reached over 20,888 people through social media.

## Life in Mind eNewsletter

- Disseminated monthly eNewsletters to over 2,600 subscribers containing a total of 30 sector and research news items.
- The *Life in Mind* eNewsletter has continued to attract subscribers, with a 6% increase this reporting period.
- Produced two special priority population editions focused on suicide prevention for men and LGBTQ+ communities.



## Knowledge translation

- Translated 10 recently published suicide-related research papers to plain language summaries hosted on the portal.
- Published summaries of AIHW National Suicide and Self-harm Monitoring System updates, including:
  - Suicide among people who use disability services
  - Burden of disease studies for suicide and self-inflicted injuries
  - Impact of suicide among Aboriginal and Torres Strait Islander peoples
  - Ambulance attendances for suicidal and self-harm behaviours
  - COVID-19 psychological distress.
- An updated translated research studies template was developed for the *Life in Mind* eNewsletter.
- Formalised the use of the Knowledge to Action Framework to inform the *Life in Mind* evidence-based knowledge translation and exchange process.

## Top five most viewed *Life in Mind* news items

1. Our words matter: new guidelines to enact positive language change - **472** pageviews
2. Australian-first Suicide Prevention Guidelines for LGBTQA+ Young People - **221** pageviews
3. New report released by Suicide Prevention Australia provides snapshot of suicide prevention reform in Australia - **160** pageviews
4. National Suicide Prevention Office appoints 14 members to its Lived Experience Partnership Group - **144** pageviews
5. Transcultural Mental Health Centre launches Australia's first multicultural mental health line - **137** pageviews.

**31**  
news items  
**2,825**  
pageviews

## Digital portal

- The *Life in Mind* portal underwent structural review to improve navigation of information based on user feedback.

### *Life in Mind* digital portal analytics



- 97,196 pageviews
  - 10,428 return users
  - 58,448 sessions
- Traffic sources:
- 40,661 organic search
  - 11,165 direct
  - 4,377 referral
  - 522 social
  - 94 email

- *Life in Mind* portal received over 97,000 pageviews, with 18% of users returning to access content.
- Of the priority population pages on the *Life in Mind* portal, the Aboriginal and Torres Strait Islander communities suicide prevention content page was the most frequently viewed (2,243 views).
- Community specific *Life in Mind* content pages supporting communities who have experienced adverse events received 435 views. The COVID-19 support page received 194 views.
- The *Life in Mind* regional approaches pageviews increased by 96% in this reporting period.

### *Life in Mind* most viewed portal pages



1. Homepage - 6,549 pageviews
2. Self-care - 2,440 pageviews
3. The Charter - 2,398 pageviews
4. ABS Causes of Death - 2,160 pageviews
5. #YouCanTalk - 1,949 pageviews

## National Communications Charter

- New signatories of the National Communications Charter (The Charter) included 26 organisations and 90 individuals.



- New signatories of The Charter included:
  - Lake Macquarie Council
  - LivingWorks
  - Local Government NSW
  - Stride Mental Health.
- A 2023 formative evaluation of The Charter identified that:
  - 94% of respondents agreed The Charter is easy to understand
  - 88% of respondents agreed The Charter is a credible source of information
  - 88% of respondents agreed that The Charter is easy to action
  - 82% of respondents agreed that The Charter and its supporting resources are useful.

### The Charter resource downloads

1. The Charter: 276
2. Action guide: 136
3. Language guides: 122
4. Action worksheet: 81
5. Infographic: 58

**338**  
reads of The  
Charter booklet  
on the portal