

Mindframe summary

January – June 2023

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

Guidelines and supporting resources

- Launched 'Our Words Matter: Guidelines for language use', along with supporting resources for service providers and researchers, via a webinar in April 2023 to 487 attendees. Of the surveyed attendees, 96% stated the new resources will be useful for them in the future.

Our words matter online impact

April - June 2023

- 6,469 pageviews
- 1,454 downloads of guidelines and supporting resources



1,284
reads of
Our words matter
guidelines
(6 minutes, 19 seconds
average read time)

- Released four new quick reference guides tailored to a range of sectors. These included guides on court reporting and communicating about suicide on social media.
- In a survey of training participants, 96% (n=248) agreed that the *Mindframe* guidelines and accompanying resources were relevant and user-friendly.

Mindframe online impact

1 January - 30 June 2023

During this period the *Mindframe* website recorded:

- 49,354 pageviews
- 19,785 visitors
- 2,087 downloads
- 2,573 reads of digital guidelines documents (6 minutes 43 seconds average read time).



Professional development

- Delivered a range of professional development opportunities, reaching more than **700** individuals. These included:
 - Three conference presentations
 - Four Mindframe Plus workshops for Primary Health Networks
 - Five open online webinars
 - Six guest lectures and tutorial activities
 - Seven in-house sessions for media outlets
 - 14 other bespoke sessions for organisations that communicate about suicide, mental health concerns, and alcohol and other drugs.

Of participants who completed pre and post training surveys, 93% had encountered *Mindframe* training for the first time and 98% expressed their intention to incorporate the guidance into their communication practices. Additionally, the survey of participants indicated:



- **34%** increase in confidence when communicating about mental health concerns
- **40%** increase in confidence when communicating about suicide
- **51%** increase in confidence utilising *Mindframe* guidelines, resources and other supports.

”

*This training was extremely helpful
- clear, concise and easy to process.
I will be utilising going forward.
Thank you!*

- Training participant

”

Real-time support

- Provided real time support on **118** occasions, including:
 - Media outlets on 45 occasions
 - Mental health and suicide prevention organisations on 26 occasions
 - Primary Health Networks on 21 occasions
 - Government and government agencies on 24 occasions
 - Stage and screen companies on 15 occasions
 - Academic institutions and universities on six occasions.

“

I wanted to thank you and your team for your help this week in difficult circumstances. I appreciated your willingness to engage with those media outlets who approached us after the death of a young person. In particular, your active engagement with a major regional daily guided them to a constructive approach.

- Real-time support recipient

”

- Provided advice on nine stage and screen productions, including the review of two draft scripts and working with local support services and venues to support public releases.
- 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.
- Community engagement with the StigmaWatch program included more than 6,000 StigmaWatchers from across Australia.

255

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

- Continued work internationally to improve public communication about mental health concerns and suicide, including engagement with existing networks across the Asia Pacific region and stakeholders in Indonesia, New Zealand and Brunei.
- Mindframe and SANE's joint submission relating to suicide, intentional self-harm and mental illness was referenced in the Review of Australian Classification Regulation (the Stevens Review) released March 2023.

“

Given the contemporary awareness and concerns raised in the joint submission by Everymind and SANE Australia, and the incidence of suicide in this country, further consideration of the treatment of suicide in classification is warranted.”

- The Stevens Review

”

- Sponsored the National Suicide Prevention Conference 2023 and judged media awards for The Mental Health Services Conference (TheMHS).
- Contributed to collaborative meetings including the National Suicide Prevention and Leadership Support Program Alliance, and Suicide Prevention Australia's Communications Round-up.

Research and evaluation

- One research paper was published, one was accepted for publication and a further three were in progress.
- Authored communication chapter in Austroads research report on preventing suicides in the road transport network.
- Three conference abstracts accepted.
- Three publications referred to the *Mindframe* guidelines as best practice including two peer-reviewed papers, and one government report.
- Presented on *Mindframe*'s research and new guidelines (*Images matter* and *Our words matter*) at conferences and learning events including National Suicide Prevention Conference 2023, Healthy Minds Summit and the 2023 Suicide Prevention Summit.

Everymind co-authored the research paper, *Media reporting on alcohol and other drugs in Australia and the Mindframe guidelines: Baseline data*, published in *Drug and Alcohol Review*. Researchers assessed 2,007 media articles published between July 2016 and June 2017, and found that most media articles about alcohol and other drugs focused on crime and justice.

