

# Mindframe summary

January – June 2024

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

## Guidelines and supporting resources

- Finalised and disseminated *A First Nations guide for truth telling about suicide* through conferences, social media, Aboriginal and Torres Strait Islander organisations and First Nations media.
- Released three new quick reference guides to support application of the *Mindframe* guidelines in a range of contexts: public communication about crystal methamphetamine (in partnership with Cracks in the Ice), reducing stigma in the media (in partnership with SANE), and a self-care guide for news personnel covering traumatic news (in partnership with the Dart Centre Asia Pacific).
- Published three redeveloped journalism and public relations educator curriculum resources to the *Mindframe* Educator Resource Library.
- *Our words matter: Glossary of terms* annual update completed, including review by the Everymind Lived Experience Advisory Group and addition of important emerging terms.

## Mindframe online reach

During this period the *Mindframe* website recorded:

- 63,550 page views
- 29,812 visitors
- 1,574 downloads
- 4,223 reads of digital guidelines documents via Issuu (6 minutes 48 seconds average read time).



## Words & Images matter online reach

- 15,561 page views
- 6,850 website visitors
- 375 image downloads
- 1,478 reads of *Our words matter* and *Images Matter* guidelines via Issuu (6 minutes, 52 seconds average read time).



## Professional development

Delivered a range of professional development opportunities across 42 unique sessions, reaching more than 1,233 individuals. These included:

- Five open online webinars.
- 28 bespoke sessions for a range of organisations to support safe communication. This included for Lifeline National, Department of Defence, Tracksafe and EY.
- Two conference presentations.
- Two in-house sessions for media outlets.
- Four university guest lectures.

Of participants who completed pre and post *Mindframe* training surveys, responses indicated:



- 94% were satisfied with the training provided.
- 97% intended to adopt the *Mindframe* guidelines into their communication practice.
- 79% reported having applied what they had learned to their work during the six months post-training.
- 90% achieved 70% or above in a *Mindframe* guidelines knowledge test six months after completing their training.

## Collaborative partnerships

- Sponsored the Local & Independent News Association (LINA) Summit 2024.
- Judged the 2024 TheMHS Journalism Media & Storytelling Awards.
- Established a partnership with the Melbourne Press Club and Dart Centre for Journalism and Trauma to co-write four articles over the next 12 months that will promote new *Mindframe* resources to Australian media. The first piece promoting the *Mindframe* and Dart Centre media self-care guide is due for publication in July 2024.

“  
*Very insightful - the use of examples made it relevant and easy to understand the harmful effects of insensitive reporting.*  
”

- Training participant

## Real-time support

- Provided real-time support on 117 occasions. Key workforce groups that received support included:
  - Media outlets on 29 occasions including specific advice or reviews for journalists after critical incidents.
  - Mental health and suicide prevention organisations on 40 occasions including advice on responses for Headspace, Orygen and Tracksafe.
  - Government and government agencies (including PHNs, the AIHW and the Royal Commission into Defence and Veteran suicides) on 23 occasions.
  - Stage and screen companies on nine occasions.
  - Academic institutions and universities on 15 occasions.

“  
Thanks so much for all the information contained in the email you sent me this morning. Great to know you are also available to review any public communication as well. That’s quite an amazing service and I will definitely keep it in mind.  
”

- Real time support recipient

- 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 almost 7,000 StigmaWatchers across Australia. Of the articles referred to StigmaWatch, media outlets were contacted on 328 occasions where articles were identified as not adhering to the *Mindframe* guidelines.

40

journalists were commended for safe reporting utilising the *Mindframe* guidelines and principles

140

problematic articles were amended following contact from StigmaWatch or *Mindframe*

- Four *Mindframe* alerts were issued to provide real-time advice on communicating about an emerging story.
  - Received by 3,209 individuals.
  - Alert emails achieved a 46.6% overall open rate.

## Case study: Bondi Junction incident report



Following the attack at Bondi Junction Westfield on 13 April, Everymind undertook the following response to support safe and sensitive portrayal of mental illness:

- X (formerly Twitter) post Sunday 14 April (via the *Mindframe* account), linking to *Mindframe* guidelines for reporting on complex mental illness in the context of violence and crime (11.6K views, 68 likes, 44 retweets and 2 comments).
- Media alert issued on Monday 15 April, sent directly 798 journalists or newsrooms and promoted via an X post (1,310 views, 20 likes, 18 retweets).
- X post Tuesday 16 April linking to violence and crime guidelines (471 views, 10 likes, 8 retweets).

A post-alert media analysis was conducted which found the majority of articles adhered to the guidelines, with framing more neutral or including information to dispel ideas that schizophrenia causes violent attacks.

The *Mindframe* violence and crime guidelines were read or downloaded 331 times between 13-27 April.

## Research and Evaluation



- Distribution of the *Mindframe* lived experience of suicide national research survey, which received a total of 354 responses.
- One evidence review was completed on research related to best practice communication for sharing stories of lived experience of suicide.
- One paper was accepted for publication with another two research papers submitted for publication. A fourth paper is in progress.
- Conference presentations and posters:
  - Co-presented on the development of *A First Nations guide for truth-telling about suicide* with the Centre for Best Practice in Aboriginal and Torres Strait Islander Suicide Prevention at the National Suicide Prevention Conference in Adelaide.
  - Presented on research behind quick reference guide for reporting on LGBTIQ+ suicide at the Health in Difference conference in Canberra.
  - Presented at Local & Independent News Association (LINA) Summit on *Mindframe* guidance for reporting on suicide, mental health concerns and alcohol and other drugs.
- Seven research papers were published that cited the *Mindframe* guidelines, either referring to them as best practice or using them as part of research methodologies to assess media reporting quality.