

Life in Mind summary report

July – December 2024

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 (the Charter)*.

Sector collaboration

- Shared live findings from the Manna Symposium via *Life in Mind* social media channels, reaching over 1,400 people.
- Amplified national suicide prevention campaigns via *Life in Mind* eNews and social media channels, including RUOK? Day, World Suicide Prevention Day, Wear it Purple Day and Changing the Landscape.
- Over 35,000 impressions through social media.

eNews

- Delivered six eNews campaigns to over 2,800 subscribers
- Produced a special edition focused on suicide prevention for Australian Defence Force (ADF) members and Veterans
- 29 news items
- 21,299 article pageviews
- 38% open rate

Top three articles

1. R U OK? Day 2024 theme announced
2. New suicide prevention training videos
3. New lived experience guidelines for suicide prevention services



Knowledge translation

Data

- Published summaries of the 2023 Causes of Death Data released by the Australian Bureau of Statistics, reaching over 1,600 pageviews.
- Published summaries from the Australian Institute of Health and Welfare, including:
 - Suicide and self-harm among people in contact with the justice system.
 - Suicide and self-harm among older Australians.
 - Ex-serving ADF members hospital admissions and suicide monitoring.
 - Ambulance attendances and intentional self-harm hospitalisations.

Research

- Translated 12 recently published suicide-related research papers on the portal.
- Translated research studies received over 850 combined pageviews.

Suicide prevention implementation hub

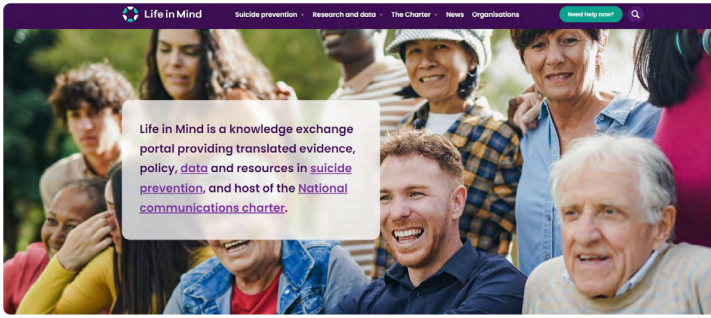
Launched the *Suicide prevention implementation hub (the Hub)*, designed to help the suicide prevention sector better understand and leverage implementation science.

The Hub was developed through Everymind's partnership with the University of Melbourne supporting the LIFEWAYS project.

In the month following the launch, the Hub received 1,834 pageviews, 4,270 social media impressions and 349 interactions with tools and resources.



Digital portal



- The *Life in Mind* portal received over 100,000 pageviews, including:
 - 74,536 sessions
 - 57,741 users.
- Feedback received from portal users:

84% Considered the portal to be useful

83% Considered the portal to be easy to navigate

Love to read relevant, up-to-date information

Very informative

- Developed new content on populations disproportionately impacted by suicide and factors contributing to suicidal distress, including:
 - People with harmful use of alcohol and other drugs
 - Financial distress
 - Adverse childhood experiences.

Top five pages

1. R U OK? Day 2024 theme announced
2. Populations disproportionately impacted by suicide: Men
3. #YouCanTalk
4. National communications charter
5. A guide to self-care

The Charter



- New signatories of the Charter included:
 - The Tasmanian Government
 - Carers Tasmania
 - Tasmanian Treatment and Assessment Services
 - Murray Primary Health Network.
- Everymind presented on the Charter at the UNSW Tackling Stigma Conference, highlighting it as an initiative to reduce stigma around mental health concerns and suicide.
- The Charter booklet and resources combined were accessed over 1,000 times.
- Over 60 new learners completed the Charter online modules:
 - 93% intended to apply the knowledge they learned
 - 91% thought content was easy to understand
 - 85% thought the principles would be easy to action.

Scenarios were good to put the training into a practical situation.

I really liked the quiz's at the end to show that I had understood the modules.

Very educational in a practical systematic way, it made a very challenging subject easier to understand.