

Mindframe summary

July – December 2024

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

Guidelines and supporting resources

Launched *Our stories matter*, a suite of resources co-created with people who have a lived and living experience of suicide, and is designed to support others who wish to share their own stories publicly.

Complementing *Our stories matter*, the *Sharing our stories* guidelines and video resource were also developed to provide guidance to media and public communication professionals working with people with a lived and living experience of suicide to share their stories safely and respectfully.

- Released two new quick reference guides to support the application of the *Mindframe* guidelines in the context of public communication about suicide and communicating in ways that reduce weight stigma.
- In collaboration with the Centre of Best Practice in Aboriginal & Torres Strait Islander Suicide Prevention (CBPATISIP), Everymind finalised and disseminated a quick reference guide for media reporting on Aboriginal and Torres Strait Islander suicide.
- Worked with expert advisory group members to develop new case studies with activities for use in university-based journalism and public relations classes.

Mindframe online reach

During this period the *Mindframe* website recorded:

- 73,379 page views.
- 33,607 unique visitors.
- 1,814 resource downloads.
- 3,789 reads of digital guidelines documents (8 minutes 23 seconds average read time).



Professional development

Delivered a range of professional development opportunities across 44 unique sessions, reaching more than 1,800 individuals. These included:

- Six open online webinars.
- 21 bespoke sessions for organisations from a range of sectors.
- Six conference presentations.
- Nine *Mindframe Plus* workshops for Primary Health Networks and their commissioned services.
- Two university guest lectures.

Surveying of participants who completed *Mindframe* training indicated that:



- 94% were satisfied with the training.
- 93% intended to adopt the *Mindframe* guidelines into their communication practice.
- 64% reported having applied what they had learned to their work during the six months post-training.
- 94% achieved 70% or above in a *Mindframe* guidelines knowledge test three months after completing their training.

"This training helped me to view suicide communication through a different lens. It was great and worthwhile training."

- Training participant

Real-time support

- Provided real-time support on 90 occasions. Key workforce groups that received support included:
 - Media outlets 32 times including advice or reviews for journalists at publications including Guardian Australia, News.com.au and The Sunday Telegraph.
 - Mental health and suicide prevention organisations 19 times including sector-wide advice and targeted support for Headspace, Wellways, Prevention United and Mates In Construction.
 - Government and government agencies including support on suicide data releases and policy and planning on 15 occasions. This included the Australian Institute of Health and Welfare, Preventative Health SA and the Tasmanian Department of Health.
 - Stage and screen companies on six productions.

“
The work *Mindframe* does is so important, and I reference it often in my teaching and practice.
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- 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. Media outlets were contacted on 223 occasions where articles did not adhere to the *Mindframe* guidelines.

16

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

73

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

- Three *Mindframe* alerts were issued to provide real-time advice on communicating about emerging stories.
 - Alerts were received by a total of 2,589 individuals.
 - Alert emails achieved an average 43.9% open rate.

Collaborative partnerships



- Continued collaborative relationship and resource development with CBPATISIP and a number of First Nations media organisations.
- Sponsored the Journalism Education and Research Association of Australia conference and judged two student journalism awards.

Other highlights

- The *Mindframe* program was awarded formal accreditation by Suicide Prevention Australia for achieving the peak body's Standards for Quality Improvement.
- Supported the Australian Bureau of Statistics with its annual Causes of Death dataset release (relating to statistics on suicide deaths) including hosting a live webinar briefing to encourage safe and accurate media reporting.
 - More than 240 participants from the media and suicide prevention sectors attended.
 - Dedicated web page featuring data summaries was viewed 533 times.
- The *Mindframe Images* website recorded 7,697 views by more than 1,800 unique visitors who downloaded a total of 588 images.

Research and Evaluation



- Three papers were published:
 - 'Words and Images Matter: Perspectives on suicide, mental health concerns and alcohol and other drug use depiction', *Healthcare*.
 - 'Our words matter: Finding consensus on evolving and personal language around suicide, mental health concerns and alcohol and other drug use', *Media International Australia*.
 - 'Experiences reporting on mental illness and suicide: Findings from interviews with Australian news professionals', *Journalism*.
- Five 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.