## Life in Mind summary

### July - December 2023

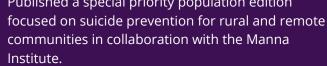
Life in Mind is a knowledge exchange portal providing translated evidence, policy, data and resources in suicide prevention, and host of the National Communications Charter.

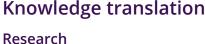
#### Sector collaboration

- · Collaborated with relevant key stakeholders including the Centre of Best Practice in Aboriginal and Torres Strait Islander Suicide Prevention, when translating Aboriginal and Torres Strait Islander suicide data
- Updated Life in Mind portal pages for groups disproportionately impacted by suicide, in collaboration with the Life in Mind Champions and other experts.
- · Collaborated with The University of Melbourne to assess the knowledge translation needs of the suicide prevention sector.
- Presented at the Rural Mental Health Conference. highlighting the ways Life in Mind can connect rural communities to suicide prevention information, organisations, data and research.
- Shared key findings from the International Association for Suicide Prevention's 32nd World Congress through Life in Mind social media channels – with live tweeting reaching over 33,000 people.
- · Supported five suicide prevention campaigns including Wear it Purple Day, World Suicide Prevention Day, R U OK?Day, World Mental Health Day, and R U OK?'s Holiday campaign.
- Reached over 66,000 impressions through social media.

#### Life in Mind eNewsletter

- · Disseminated monthly eNewsletters to over 2,700 subscribers with an average open rate of 34%.
- Published a special priority population edition communities in collaboration with the Manna





- Translated 15 recently published suicide-related research papers on the Life in Mind portal.
- Redeveloped the translated research studies template to improve knowledge translation.
- The translated research studies portal page received over 1,600 combined pageviews, a 72% increase in the past 12 months.

#### Data

- Published summaries of national data releases from the Australian Bureau of Statistics (ABS), including: Causes of Death 2022 and National Study of Mental Health and Wellbeing 2020-22.
- Summaries of the 2022 ABS Causes of Death data release were read 278 times in the week following the release with an average read time of seven minutes.
- Published summaries of the Australian Institute of Health and Welfare (AIHW) National Suicide and Selfharm Monitoring System updates on the Life in Mind portal, including: Suicidal thoughts and behaviours amongst LGBTIQ+ Australians; Australian Youth Self-Harm Atlas; Suicide among refugee and humanitarian entrants and other permanent migrants; and Australian Defence Force suicide monitoring.
- · Published downloadable fact sheets and data snapshots on the Life in Mind portal to assist with safe and accurate interpretation and reporting of data.

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

1. AIHW releases LGBTIQ+ National Suicide Data - 238 pageviews

2. Seasons for Life program aims to reduce the impact of exposure to suicide in high schools - 213 pageviews

- 3. An updated and improved Life in Mind portal 203 pageviews
- 4. Suicide Prevention Australia releases 2023 State of the Nation Report - 180 pageviews
- 5. Special journal edition on suicide bereavement and postvention research showcases global studies and advancements - 172 pageviews







#### **Digital portal**

- In August, the updated and improved Life in Mind portal went live following a review to improve navigation based on user feedback.
- A 569% increase in portal traffic was observed on the day of the update.

I believe this is a really positive step forward for getting up-to-date information to our sector and promoting best practice in suicide prevention.

- Bronwen Edwards CEO, Roses in the Ocean and *Life in Mind* Champion

#### Life in Mind digital portal analytics

- **80,264** pageviews
- 37,980 users
- 51,308 sessions



Traffic sources:

- 23,029 organic search
- 10,049 direct
- 2,700 referral
- **734** social
- 27 email
- 'People who have experienced a suicide attempt' was the most frequently viewed page for populations disproportionately impacted by suicide (1,405 pageviews), followed by older people (1,011 pageviews).
- Life in Mind's campaign amplifying mental health support for flood affected communities generated a 616% increase in pageviews after promotion on social channels.
- A Guide to Self-Care was downloaded over 640 times, and underwent a redevelopment in December in collaboration with the Champions.

# Life in Mind most viewed portal pages



- 1. #YouCanTalk: 2,073 pageviews
- 2. The Charter 1,922 pageviews
- 3. Organisation directory 1,884 pageviews
- 4. Suicide prevention approaches 1,501 pageviews
- People who have experienced a suicide attempt -1,405 pageviews

#### **National Communications Charter**

- Redevelopment of the National Communications
   Charter (The Charter) commenced in this period with support from the *Life in Mind* Champions.
- A total of 14 new organisations and 78 new individuals signed The Charter.



- New signatories of The Charter consisted of other National Suicide Prevention Leadership and Support Program-funded organisations, including:
  - The Healthy Communities Foundation Australia
  - The Men's Table
  - Batyr
  - Villy Australia
  - ReachOut.
- The Charter was read 342 times on the Life in Mind portal, with an average read time of six minutes.

# The Charter top five resource downloads

1. The Charter: 139

2. Language guides: 134

3. Action guide: 122

4. Action worksheet: 76

5. Infographic poster: 64

583

total downloads of The Charter resources

