

Life in Mind summary report

January – June 2025

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

- Worked with key stakeholders to share data, research, policy and best practice suicide prevention approaches with the Australian suicide prevention sector.
- Refreshed the *Life in Mind* Champions group, confirming 16 sector experts to support cross-sector collaboration, knowledge exchange and continuous program improvement.
- Shared live findings from the Lived Experience Summit and National Suicide Prevention Conference via the *Life in Mind* social media channels, reaching more than 3,600 people.
- Collaborated with Queensland Centre for Mental Health Research to develop content on the Australian Suicide Prevention Planning Model.
- Reached more than 36,500 impressions through social media.

eNews

- Delivered five eNews campaigns to more than 2,800 subscribers.
- Produced a special edition of eNews focused on the influence of alcohol and other drug use on suicide.



19 news items



2,891 article views

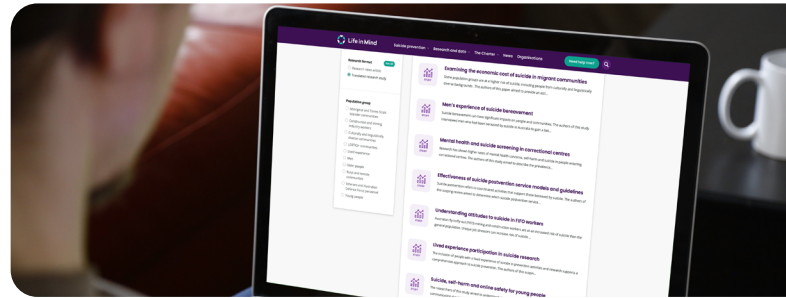


41% open rate

Knowledge translation

Data

- Translated 12 recently published suicide-related papers in the *Life in Mind* research directory, receiving more than 1,700 combined pageviews.



Research

- Updated translations of the revised 2023 Causes of Death data by the Australian Bureau of Statistics, reaching more than 1,800 pageviews.
- Published updated data snapshots in collaboration with the Australian Institute of Health and Welfare.
- Published data summaries from the Australian Institute of Health and Welfare Suicide and Self-harm Monitoring System, including:
 - Suicide among people receiving Specialist Homelessness Services
 - Ambulance attendances for suicidal and self-harm behaviours
 - Suicide and self-harm among older Australians.

Top 5 eNews articles

1. New self-harm prevention program for young people
2. Next steps for the National Suicide Prevention Strategy
3. Suicide prevention for seniors
4. Q&A with Dr Nicole Lee: Suicide co-occurring with AOD use
5. Q&A with Dr Timothy Piatkowski: Drug-induced suicide deaths in Queensland



Life in Mind

lifeinmind.org.au

Digital portal

- The *Life in Mind* portal received more than 68,000 pageviews from more than 44,800 users between January and June 2025.
- Summarised and amplified the release of two suicide prevention strategies, including the:
 - National Suicide Prevention Strategy, and
 - Aboriginal and Torres Strait Islander Suicide Prevention Strategy.
- Enhanced the Suicide prevention implementation hub (the Hub) with videos from sector experts:
 - Dr Robyn Mildon on why implementation science matters
 - Dr Lennart Reifels on advancing implementation science in suicide prevention.
- *The Hub* received more than 2,200 pageviews with more than 1,100 interactions with tools and resources. Of users surveyed:

95%

agreed the content is useful

90%

agreed content is easy to understand

85%

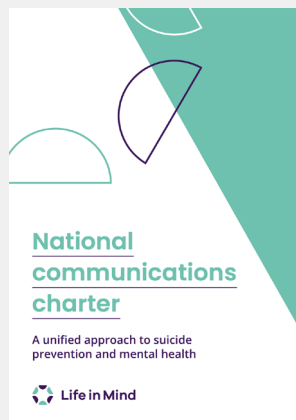
agreed the Hub easy to navigate.

- *Life in Mind* remains a key source of information, with content on populations disproportionately impacted by suicide receiving more than 10,000 pageviews.

Top 5 most visited pages on populations disproportionality impacted by suicide

1. Men
2. People who have experienced a suicide attempt
3. People living in rural and remote areas
4. Older adults
5. Young people

The Charter



A total of 21 new organisations and 30 new individuals signed The Charter

- New signatories of The Charter included:
 - Butterfly Foundation
 - 13 YARN
 - Australian Men's Shed Association
 - Central and Eastern Sydney PHN
 - Gold Coast PHN.
- Collaborated with the Lake Macquarie and Newcastle Suicide Prevention Network to support an event during the National Hope Week, which encouraged individuals and service providers to sign the Charter.
- The Charter booklet and resources combined were accessed more than 900 times.
- A total of 35 new learners completed the Charter online learning modules.

