

# Life in Mind Impact Report: July-December 2022

*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 The University of Melbourne to update and share COVID-19 and suicide research papers on the *Life in Mind* portal.
- Disseminated and amplified best practice examples of suicide prevention, working in partnership with a range of key stakeholders including The University of Melbourne, Suicide Prevention Australia, ReachOut and MATES in Construction.
- Amplified key findings from the Black Dog Institute's Summit on Self-Harm via *Life in Mind* social media channels.
- Promoted the *Life in Mind* portal and the National Communications Charter at The Australian & New Zealand Mental Health Association's Workplace Mental Health Symposium.
- Supported four suicide prevention campaigns including *Life in Mind's* own 'Keeping mentally healthy this festive season' campaign, which saw a 739% increase in pageviews during December compared to the month prior.
- Welcomed a new *Life in Mind* Champion, Darren Black, the new CEO of SuperFriend, and Rebecca Wood, Marketing Manager at R U OK?. The addition of these two Champions will ensure continued representation of a cross-section of mental health and suicide prevention sectors, industry and lived experience.
- *Life in Mind* Facebook and Twitter engagements have increased by 51% and 30%, respectively.



## Knowledge translation

- Disseminated monthly eNewsletters to over 2,500 subscribers containing a total of 31 sector and research news items.
- The *Life in Mind* eNewsletter has continued to attract subscribers, with a 14% increase this reporting period.
- The eNewsletters received a 31-35% open rate, higher than the generally accepted percentage for email campaign success of 15-25%.

*"The newsletter is one of [the] best that I'm subscribed to."*

- Translated and published seven recently released suicide-related research papers on the Latest Research Studies page on the portal.

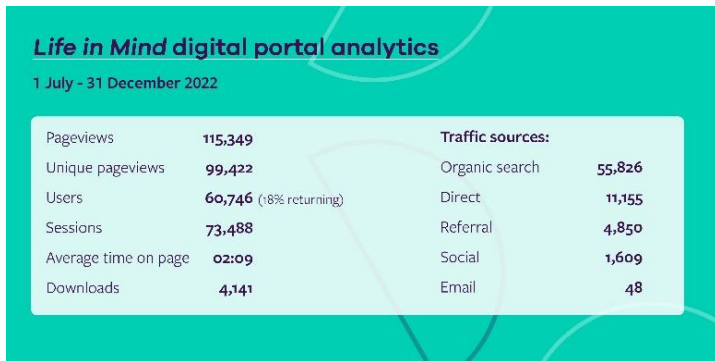


- Translated and published four national suicide data releases on the portal with 5,545 combined total pageviews. This includes:
  - ABS National Study of Mental Health and Wellbeing 2020-21
  - ABS Causes of Death 2021
  - AIHW National Suicide and Self-harm Monitoring System data updates
  - AIHW suicide monitoring: ex-serving Australian Defence Force members suicide monitoring 1997 to 2020
- In July, the ABS National Study of Mental Health and Wellbeing 2020-21 was the highest viewed page on the portal after the homepage.
- In October and November, the ABS Causes of Death 2021 data page was the most viewed page on the portal.



## Digital portal

- *Life in Mind* portal engagement increased by 26% in July to December period compared with January to June 2022.



- Most frequently accessed pages on the *Life in Mind* digital portal relate to The Charter and national suicide data.
- #YouCanTalk, information about suicide, and help-promoting pages were also among the highest performing pages.



- A formative evaluation of the *Life in Mind* portal identified that:
  - 93% of respondents agreed that content on the *Life in Mind* portal was useful
  - 95% of respondents agreed that content on the *Life in Mind* portal is easy to understand
  - 88% of respondents agreed that content on the *Life in Mind* portal is accurate
  - 86% of respondents agreed that *Life in Mind* is a trusted source.

“As a Lived Experience Peer Worker in the Suicide Prevention field I find access to the Portal useful to help update my knowledge.”

“Keep up the great work - it's such a valuable resource.”

## The Charter

- Reached over 1,000 total individual and organisational signatories of The Charter.



- Some new notable signatories included:
  - The Australian and New Zealand Mental Health Association (ANZMHA)
  - The National Road Safety Partnership Program
  - Australian Institute of Health and Welfare (AIHW)

“The Institute will be guided by The Charter in the way we talk about mental ill-health and suicide, with each other and in our products, services and releases in order to better support those that are represented in our data.”

– Rob Heferen, CEO of AIHW

- Actioning The Charter’s principles continues to be a priority for signatories, with thousands viewing and downloading The Charter booklet and accompanying resources.

