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.

1 July - 31 December	2022		
Pageviews	115,349	Traffic sources:	
Unique pageviews	99,422	Organic search	55,826
Users	60,746 (18% returning)	Direct	11,155
Sessions	73,488	Referral	4,850
Average time on pag	e 02:09	Social	1,609
Downloads	4,141	Email	48

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

July - 31 December 2022	ecember 2022					
1. Homepage	5,716	6. A guide to self-care	2,270			
2. The Charter	3,249	 People who have experienced a suicide attempt 	2,146			
3. ABS National Study of Mental Health and Wellbeing, 2020-21	2,583	 What we know about suicide for Aboriginal and Torres Strait Islander 	1,817			
4. #YouCanTalk	2,422	peoples				
5. ABS Causes of Death data	2,330	9. Organisations/MATES in Construction	1,637			
		10. Need help now	1,579			

- 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.

1,039

Total number of National Communications Charter signatories to date

230

New individual signatories of The Charter between July and December 2022

24

New organisational signatories of The Charter between July and December 2022

- 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.

National Commun	lication	s Charter	
1 July - 31 December 2022			
Pag	geviews	Downloads	
The Charter	3,249	344	The Charter booklet
Sign The Charter	699	and the second se	
Language guides	692	112	received a
Champions	442	No. of Concession, Name of Con	total of 453 reads through ISSUU, with an average read
Action guide and worksheet	et 262	274	
Principles	160		
Infographic	-	106	time of 7 min