

Life in Mind snapshot: January-June 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.

Leadership and Collaboration

- Supported the International Association for Suicide Prevention's 10th Asia Pacific Conference through highlights, summaries and presenter Q&As published on the portal and social media channels.
- Disseminated and amplified best practice examples of suicide prevention, working in partnership with a range of key stakeholders, including The University of Melbourne, R U OK?, OzHelp Foundation, Orygen and Roses in the Ocean.
- Partnered with Suicide Prevention Australia for the Knowledge Exchange webinar series.
- Continued collaborative work with The University of Melbourne to update and share the COVID-19 suicide research pages on the *Life in Mind* portal.
- Collaborated with suicide prevention organisations and Primary Health Networks to provide a collection of mental health resources to support communities affected by the NSW floods.

The Charter

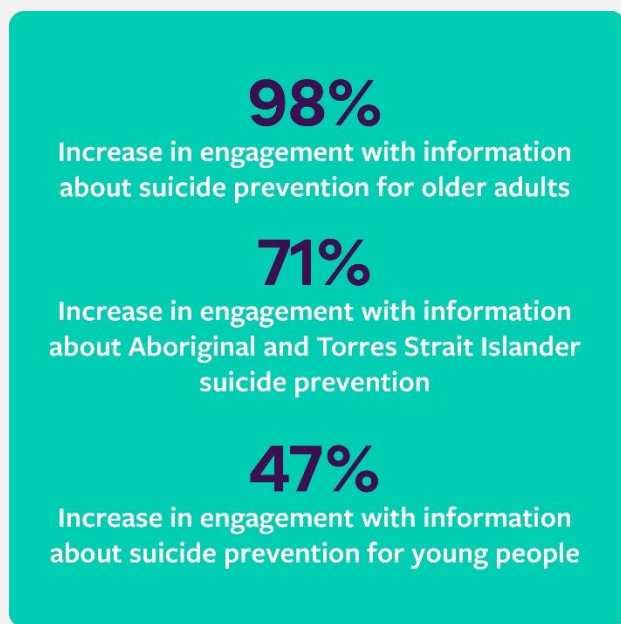
- Gained 58 new signatories of the National Communications Charter, including 49 individuals and nine organisations.



- Welcomed a new *Life in Mind* Champion, Dr Zac Seidler, Clinical Psychologist and Director of Mental Health Training at Movember, to ensure continued representation from a cross-section of the mental health and suicide prevention sectors, including representatives from organisations who work closely with priority population groups.

Priority populations and lived experience

- Shared best practice resources, new evidence, data and initiatives to support suicide prevention work with priority populations. For example, Aboriginal and Torres Strait Islander communities, young people, rural and remote communities, and boys and men.



- Supported dissemination of the *Close the Gap Campaign Report 2022*, supporting mental health and suicide prevention of First Nations Australians.
- To coincide with Harmony Week, translated and shared the *Culturally and Linguistically Diverse (CALD) Lived Experience Final Report* prepared for the National Suicide Prevention Advisor and Taskforce.
- Published a Q&A news item with Joe Ball, CEO at Switchboard Victoria, highlighting issues relating to suicide prevention for LGBTIQ+ communities.
- Updated the Veterans and Australian Defence Force personnel page on the *Life in Mind* portal with information about the Royal Commission into Defence and Veteran Suicide.
- Shared information about Roses in the Ocean's *Lived Experience of Suicide Informed and Inclusive Culture Change* suite of resources.
- In support of Men's Health Week, new research and mental health resources were shared through the *Life in Mind* portal and social media channels.



Digital portal

- The Australian Bureau of Statistics Causes of Death data page (last updated September 2021) remained the fourth most visited page on the portal despite no major national data releases this reporting period. This demonstrates that the portal is a valuable reference for data throughout the year.

Life in Mind top 10 pages and pageviews
1 January - 30 June 2022

1. Homepage	5,498	6. #YouCanTalk	1,874
2. People who have experienced a suicide attempt	2,312	7. Need help now	1,658
3. The Charter	2,224	8. Priority populations - young people	1,333
4. ABS Causes of Death data	2,196	9. Aboriginal and Torres Strait Islander suicide prevention	1,318
5. A guide to self-care	2,085	10. Priority populations - older adults	1,290

Most frequently accessed pages on the *Life in Mind* digital portal relate to data, The Charter and community help-seeking information.



- Patterns of portal use showed that users engaged with the *Life in Mind* portal for current data and information on issues that are at the forefront of the sector and suicide prevention landscape.
- Most users accessed the *Life in Mind* portal through an organic search, demonstrating the relevancy of the content and that the portal is appearing in targeted keyword searches in external search engines.
- A review of *Life in Mind* digital portal analytics and user experience is underway to inform a restructure of the portal that aims to ensure that users can easily find the information they require.

Life in Mind digital portal analytics
1 January - 30 June 2022

Pageviews	91,394	Traffic sources:	
Unique pageviews	75,736	Organic search	38,725
Sessions	54,154	Direct	8,480
Users	42,461 (21% returning)	Referral	4,865
Downloads	2,561	Social	1,077
Average time on page	02:02	Email	6

Knowledge translation

- Continued to disseminate a monthly eNewsletter to over 2,300 subscribers, covering the latest suicide prevention research and sector initiatives.
- The average open rate of the eNewsletter has increased by 12%, and link clicks have increased by 38%. The number of subscribers to the *Life in Mind* eNews has increased by 17% since the previous reporting period with 2,215 subscribers as of the end of June 2022.



Life in Mind eNews

Edition	Total opens	Total clicks
January research update	1,476	493
February eNews	1,768	542
March research update	2,363	629
April eNews	1,649	435
May research update	1,883	500
June eNews	2,233	722

- Summarised and translated recently published suicide-related research studies, hosted on the Latest Research Studies portal page.
- Three Q&A news items with researchers in the field of mental health and suicide prevention were published on the portal.
- Pageview analytics showed an increase in engagement in news items published on the *Life in Mind* portal.

Life in Mind news items
1 January - 30 June 2022

Total news items	37
Total pageviews	3,859
Top five viewed news items:	
1. High rates of farmer suicides highlighted in research from the National Rural Health Alliance	583 pageviews
2. The link between homelessness and suicide risk	544 pageviews
3. New report reveals rise in suicide rates of Victorian Indigenous population	220 pageviews
4. Study reveals mental health impacts of Black Summer bushfires on volunteer firefighters	181 pageviews
5. Q&A with Life in Mind's newest Champion, Mark Leopold	177 pageviews

- Commenced a partnership with the Australian Institute of Health and Welfare to develop a dedicated communication and education program to support the safe and effective use of data within the National Suicide and Self-harm Monitoring System by the suicide prevention sector. The program will be hosted on *Life in Mind*, demonstrating that the portal is seen as a trusted source of data within the suicide prevention sector.

