

Life in Mind snapshot July-December 2021

Life in Mind is a national communication initiative, knowledge exchange digital portal and hosts the National Communications Charter, to advance suicide prevention practice in Australia.

The Charter

- Continued to promote the National Communications Charter, with 45 new individuals and 12 new organisation signatories.
- Notable new signatories included Eastern Health Mental Health Program, Corporate Mental Health Alliance Australia, and Bunnings Group. This demonstrates The Charter's expanding influence outside of the traditional mental health and suicide prevention sector.
- Welcomed three new *Life in Mind* Champions, representing a cross-section of the mental health and suicide prevention sector, including representatives from organisations who work closely with priority population groups.
- Launched an updated and redesigned Action Guide to support implementation of The Charter, and a new suite of promotional collateral, including a website badge, social media tile and email signature banner.



National Communications Charter			
1 July - 31 December 2021			
The Charter	2,288 pageviews	↑ 35%	Signatories
Language guide	952 pageviews	↑ 153%	Individual signatories
Action guide	273 pageviews	↑ 225%	Organisation signatories
Champions	524 pageviews	↑ 59%	45
Sign The Charter	300 pageviews	↑ 71%	12
Principles	181 pageviews	↑ 138%	

Digital portal

- Provided access to the most up to date suicide data. This included working with the Australian Institute of Health and Welfare to provide a contextualised snapshot of data updates from the National Self-harm Monitoring System.



Most frequently accessed pages on the *Life in Mind* digital portal included suicide data and COVID-19 related suicide research.

- Patterns of portal use and resource engagement showed that users engage 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.
- Continued support for the role of lived experience in suicide prevention through updates on the *Life in Mind* portal, including linking the community and suicide prevention sector to best-practice information, lived experience organisations and speakers.

715%

Increase in engagement with Australian COVID-19 suicide research information

116%

Increase in engagement with national suicide data page

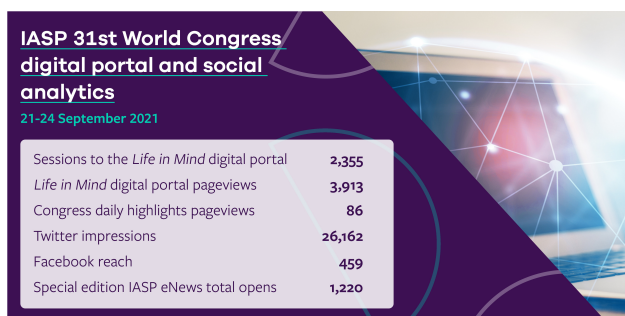
47%

Increase in engagement with men's mental health and suicide prevention information

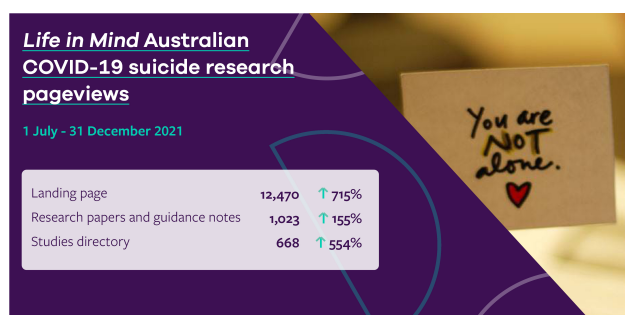


Leadership and Collaboration

- Partnered with Suicide Prevention Australia for the Knowledge Exchange webinar series.
- Supported the International Association for Suicide Prevention's 31st World Congress through delegate reflections and daily highlights published on the portal and social media.



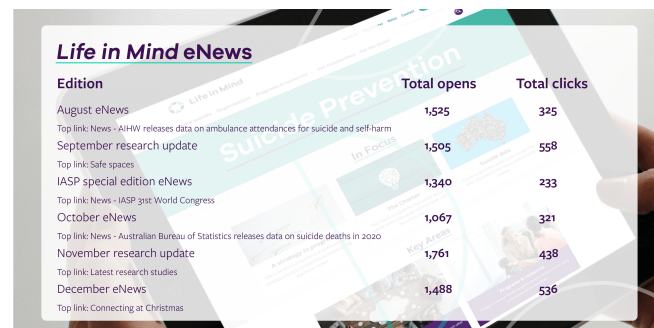
- Disseminated and amplified best practice examples of suicide prevention, working in partnership with a range of key stakeholders, including Suicide Prevention Australia, StandBy, R U OK?, Roses in the Ocean, and LGBTIQ+ Health Australia.
- Continued collaborative work with The University of Melbourne to update and share the COVID-19 suicide research pages on the *Life in Mind* portal.



- Supported Roses in the Ocean's Lived Experience Summit with workshop facilitation, and published content on the digital portal and social media channels.
- Collaborated with suicide prevention organisations and Primary Health Networks to further develop the communities section on the digital portal in support of regional approaches to suicide prevention and to improve community awareness and access to a range of suicide prevention resources and research.

Knowledge translation

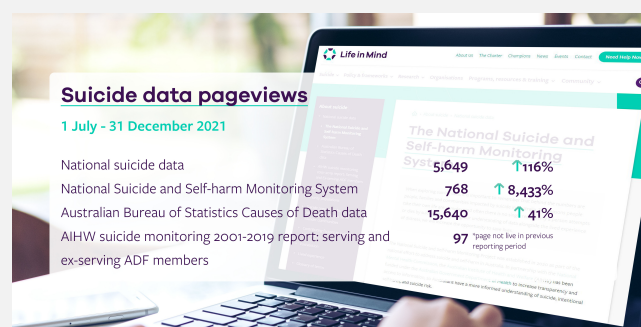
- Established a regular research edition of the monthly eNewsletter focused on research translation and connecting the sector to best-practice.



- Disseminated and translated *The Role of Housing Insecurity and Homelessness in Suicidal Behaviour* Supplementary Research Report prepared for the National Suicide Prevention Advisor and Taskforce.

Priority populations

- Provided access to and supported the dissemination of national suicide data for priority populations, including members of the Australian Defence Force and veterans.



- Launched the Buoy Project page in collaboration with The University of Melbourne, linking to the trials and research investigating suicide in boys and men.
- Supported the launch of the *Beyond Urgent: National LGBTIQ+ Mental Health and Suicide Prevention Strategy 2021-26*.
- Supported the launch of LivingWorks' evidence-informed I-ASIST suicide prevention training for Aboriginal and Torres Strait Islander communities with content on the *Life in Mind* portal.

