

Life in Mind summary

January – June 2024

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

- Collaborated with key stakeholders to share data, research, reform priorities and best practice suicide prevention approaches with the sector.
- Attended and presented at the National Suicide Prevention Conference as part of the LIFEWAYS symposium on the knowledge translation needs of the suicide prevention sector.
- Shared key findings from the National Suicide Prevention Conference via *Life in Mind* social media channels, including live coverage reaching over 4000 people.
- Fostered collaboration across the sector - the *Life in Mind* Champions group met to drive continuous program improvement. The program also welcomed a new Champion, Lisa Clarke, from Mental Health Australia.
- Supported the RUOK? #FriendBetter campaign via *Life in Mind* eNews and social channels.

eNews

- Six campaigns distributed to over 2,700 subscribers
- 29 sector and research news items
- 4,450 news item pageviews
- 36% open rate.



Knowledge translation

Research

- Launched new research directory including suicide prevention-related research news and translated studies. Portal visitors can now browse the information and also search by population groups in one convenient location.
- Translated 16 recently published suicide-related research papers on the portal.
- Translated research studies received over 2,700 combined pageviews; a 111% increase in the past 12 months.

Data

- Published summaries of national data releases from the Australian Bureau of Statistics (ABS) on the mental health findings for LGBTQ+ Australians.
- Published summaries of AIHW National Suicide and Self-harm Monitoring System updates on the portal, including:
 - Suicide among Centrelink income support recipients
 - Social and economic factors and suicide
 - LGBTQ+ Australians: suicidal thoughts and behaviours and self-harm.

News

Top five news items on portal:

1. Updated National communications charter released
2. NHMRC invests \$7.8 million in groundbreaking mental health and suicide prevention research
3. ABS shares findings on mental health of LGBTQ+ Australians
4. Support hub for LGBTQIA+ people who have lost someone to suicide
5. New interactive map to support access to Safe Havens in NSW.

Portal feedback

User feedback following refresh of the portal late 2023 revealed:

- 90% considered it useful
- 88% considered it easy to navigate.



Analytics

Overall

- 81,687 pageviews
- 40,132 users
- 52,937 sessions

Traffic sources

- 25,002 organic search
- 10,593 direct
- 3,753 referral

Top five pages and pageviews

1. Men - 4,099
2. #YouCanTalk - 2,659
3. Organisation - 2,249
4. A guide to self-care - 2,014
5. Safe spaces - 1,762

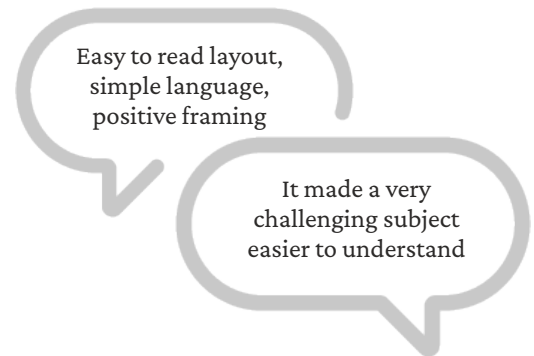
Resources

- Created a new downloadable resource to support wellbeing following natural disasters.



The Charter

- Updated the Charter and supporting tools and resources to reflect the latest recommended safe language guidelines. Guiding principles were consolidated with the voice of lived experience central. A new principal relating specifically to Aboriginal and Torres Strait Islander peoples is also now included.
- Developed two online learning modules to help signatories understand the Charter and apply the guiding principles across a range of diverse settings.
- After completing the online learning modules:
 - 93% of users intended to apply the knowledge they learned.
 - 87% reported it would be easy to action the Charter principles.
 - 84% reported that they felt confident in their ability to action the seven principles.



- Distributed the Charter booklet to over 330 people, with an average online read time of five minutes. Supporting tools and resources were accessed over 900 times.
- 67 individuals and 16 organisations signed the Charter.

