

Life in Mind summary

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 Black Dog Institute's Summit on Self-Harm through the *Life in Mind* social 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 the *Life in Mind* 'Keeping mentally healthy this festive season' campaign, which saw a 739% increase in page views during December compared to the month prior.
- Welcomed new *Life in Mind* Champions, Darren Black, CEO of SuperFriend and Rebecca Wood, Marketing Manager at R U OK?. The addition of these 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 increased by 51% and 30%, respectively.

Life in Mind eNewsletter

- 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%.



Knowledge translation

- 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. Including:
 - 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.

Life in Mind news items

July - December 2022

Top five viewed news items:

- New report highlights the relationship between financial wellbeing and mental health - **248** pageviews
- Australia's first suicide prevention guidelines to support LGBTQA+ youth - **192** pageviews
- Q&A with David Pointon about The Men's Table and supporting male mental health - **168** pageviews
- New framework released to support whole-of-community response to suicide prevention in NSW - **113** pageviews
- Black Dog Institute report shares insights for suicide prevention efforts in veteran communities - **107** pageviews

31
news items
9,609
pageviews



Digital portal

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

Life in Mind digital portal analytics

July - December 2022



- 115,349 pageviews
 - 99,422 unique pageviews
 - 60,746 users (18% returning)
 - 73,488 sessions
 - 4,141 downloads
 - 2.09 average time on page
- Traffic sources
- 55,826 organic search
 - 11,155 direct
 - 4,850 referral
 - 1,609 social
 - 48 email

- Most frequently accessed pages on the *Life in Mind* digital portal related to the National Communications Charter and national suicide data.
- #YouCanTalk, information about suicide, and help-promoting pages were also among the highest performing pages.
- Other top pages and pageviews included:
 - A guide to self-care - 2,270 pageviews
 - People who have experienced a suicide attempt - 2,146 pageviews
 - What we know about suicide for Aboriginal and Torres Strait Islander peoples - 1,817 pageviews
 - Organisations/MATES in Construction - 1,637 pageviews
 - Need help now - 1,579 pageviews.

Evaluation

A formative evaluation of the *Life in Mind* portal identified:



- 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.

National Communications Charter

- Reached over 1,000 total individual and organisational signatories of the National Communications Charter (The Charter).



National Communications Charter

July - December 2022

- The Charter: 3,249 pageviews, 344 downloads
- Language guides: 692 pageviews, 112 downloads
- Action guide and worksheet: 262 pageviews, 274 downloads

The Charter booklet received 453 reads through ISSUU, with an average read time of seven minutes.

- Some new notable signatories of The Charter 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.