

Life in Mind summary

July – December 2023

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 relevant key stakeholders including the Centre of Best Practice in Aboriginal and Torres Strait Islander Suicide Prevention, when translating Aboriginal and Torres Strait Islander suicide data
- Updated *Life in Mind* portal pages for groups disproportionately impacted by suicide, in collaboration with the *Life in Mind* Champions and other experts.
- Collaborated with The University of Melbourne to assess the knowledge translation needs of the suicide prevention sector.
- Presented at the Rural Mental Health Conference, highlighting the ways *Life in Mind* can connect rural communities to suicide prevention information, organisations, data and research.
- Shared key findings from the International Association for Suicide Prevention's 32nd World Congress through *Life in Mind* social media channels – with live tweeting reaching over 33,000 people.
- Supported five suicide prevention campaigns including Wear it Purple Day, World Suicide Prevention Day, R U OK? Day, World Mental Health Day, and R U OK?'s Holiday campaign.
- Reached over 66,000 impressions through social media.

Life in Mind eNewsletter

- Disseminated monthly eNewsletters to over 2,700 subscribers with an average open rate of 34%.
- Published a special priority population edition focused on suicide prevention for rural and remote communities in collaboration with the Manna Institute.



Knowledge translation

Research

- Translated 15 recently published suicide-related research papers on the *Life in Mind* portal.
- Redeveloped the translated research studies template to improve knowledge translation.
- The translated research studies portal page received over 1,600 combined pageviews, a 72% increase in the past 12 months.

Data

- Published summaries of national data releases from the Australian Bureau of Statistics (ABS), including: Causes of Death 2022 and National Study of Mental Health and Wellbeing 2020-22.
- Summaries of the 2022 ABS Causes of Death data release were read 278 times in the week following the release with an average read time of seven minutes.
- Published summaries of the Australian Institute of Health and Welfare (AIHW) National Suicide and Self-harm Monitoring System updates on the *Life in Mind* portal, including: Suicidal thoughts and behaviours amongst LGBTIQ+ Australians; Australian Youth Self-Harm Atlas; Suicide among refugee and humanitarian entrants and other permanent migrants; and Australian Defence Force suicide monitoring.
- Published downloadable fact sheets and data snapshots on the *Life in Mind* portal to assist with safe and accurate interpretation and reporting of data.

Top five most viewed *Life in Mind* news items

1. AIHW releases LGBTIQ+ National Suicide Data - 238 pageviews
2. Seasons for Life program aims to reduce the impact of exposure to suicide in high schools - 213 pageviews
3. An updated and improved *Life in Mind* portal - 203 pageviews
4. Suicide Prevention Australia releases 2023 State of the Nation Report - 180 pageviews
5. Special journal edition on suicide bereavement and postvention research showcases global studies and advancements - 172 pageviews

29
news items
4,406
pageviews

Digital portal

- In August, the updated and improved *Life in Mind* portal went live following a review to improve navigation based on user feedback.
- A 569% increase in portal traffic was observed on the day of the update.

“ I believe this is a really positive step forward for getting up-to-date information to our sector and promoting best practice in suicide prevention. ”

**- Bronwen Edwards
CEO, Roses in the Ocean
and Life in Mind Champion**

Life in Mind digital portal analytics

- 80,264 pageviews
 - 37,980 users
 - 51,308 sessions
- Traffic sources:
- 23,029 organic search
 - 10,049 direct
 - 2,700 referral
 - 734 social
 - 27 email



- ‘People who have experienced a suicide attempt’ was the most frequently viewed page for populations disproportionately impacted by suicide (1,405 pageviews), followed by older people (1,011 pageviews).
- *Life in Mind's* campaign amplifying mental health support for flood affected communities generated a 616% increase in pageviews after promotion on social channels.
- A Guide to Self-Care was downloaded over 640 times, and underwent a redevelopment in December in collaboration with the Champions.

Life in Mind most viewed portal pages

1. #YouCanTalk: 2,073 pageviews
2. The Charter - 1,922 pageviews
3. Organisation directory - 1,884 pageviews
4. Suicide prevention approaches - 1,501 pageviews
5. People who have experienced a suicide attempt - 1,405 pageviews



National Communications Charter

- Redevelopment of the National Communications Charter (The Charter) commenced in this period with support from the *Life in Mind* Champions.
- A total of 14 new organisations and 78 new individuals signed The Charter.



- New signatories of The Charter consisted of other National Suicide Prevention Leadership and Support Program-funded organisations, including:
 - The Healthy Communities Foundation Australia
 - The Men’s Table
 - Batyr
 - Villy Australia
 - ReachOut.
- The Charter was read 342 times on the *Life in Mind* portal, with an average read time of six minutes.

The Charter top five resource downloads

1. The Charter: 139
2. Language guides: 134
3. Action guide: 122
4. Action worksheet: 76
5. Infographic poster: 64

583
total downloads
of The Charter
resources