

Mindframe summary

January – June 2025

Mindframe supports safe media reporting, portrayal and communication about suicide, mental health concerns, and alcohol and other drugs.

Guidelines and supporting resources

Launched *Mindframe: A guide for reporting on child and youth suicide*, to support safe and sensitive public communication about this topic. The resource was created with the support and input from batyr, headspace, Orygen, ReachOut, Prevention United and Kids Helpline.

In partnership with LGBTIQ+ Health Australia, developed *Mindframe: A guide for reporting on suicide and mental health concerns in LGBTIQ+ communities*, to support safe and sensitive public communication about this topic.

Worked with expert advisory group members to finalise a suite of case studies and supporting materials for use in university-based journalism and public relations classes.

Mindframe online reach

During this period the *Mindframe* website recorded:

- 70,389 page views
- 34,421 unique visitors
- 1,585 resource downloads
- 3,149 reads of digital guidelines documents (9 minutes 21 seconds average read time).



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Primary Health Networks (PHN) have received *Mindframe* training since July 2022

Professional development

Delivered a range of professional development opportunities to support communication about suicide, mental health concerns, and alcohol and other drugs across 40 unique sessions, reaching 978 people. These included:

- Four open online webinars
- 20 bespoke sessions for organisations from a range of sectors.
- Five conference presentations.
- 12 *Mindframe Plus* workshops for PHNs and their commissioned services
- Two university guest lectures.

Surveying of participants who completed *Mindframe* training indicated that:

- 96% were satisfied with the training
- 96% intended to adopt the *Mindframe* guidelines into their communication practice
- 64% reported having applied what they had learned to their work during the six months post-training
- 94% achieved 70% or above in a *Mindframe* guidelines knowledge test three months after completing their training.



96%

Believed that public communication about suicide or mental health concerns has the potential to cause harm.

An increase of 22% from pre-training.

“

Thank you - I feel that I have skills I didn't have before the training. The guidelines are useful, helpful and I will use them.

”

- Training participant

Real-time support

- Provided real-time support on 105 occasions. Key workforce groups that received support included:
 - Media outlets 43 times, including advice or reviews for journalists at publications such as Australian Associated Press (AAP) and Community Broadcasting Association of Australia (CBAA)
 - Mental health and suicide prevention organisations 17 times, including sector-wide advice and targeted support for organisations such as Neami National, headspace, Anglicare and Australian Red Cross
 - Government and government agencies including support on suicide data releases and policy and planning on 14 occasions. This included the Queensland, Tasmania and South Australia state governments, the ACT Human Rights Commission, the Australian Bureau of Statistics (ABS) and the Australian Institute of Health and Welfare (AIHW)
 - Stage and screen organisations on six productions including consultation with writers and producers, and review of scripts (e.g. The Australian Film Television and Radio School and Stan).

“

Thank you so much for your timely response. I am extremely grateful and appreciate your expertise and advice.

”

- Real time support recipient

- Funded the SANE StigmaWatch program, a reporting platform for the community providing responsive advice to media based on community concerns about unsafe or stigmatising reporting
- Community engagement with the StigmaWatch program included almost 7,000 StigmaWatchers across Australia
- Media outlets were contacted on 207 occasions where articles did not adhere to the *Mindframe* guidelines.

23

journalists were commended for safe reporting utilising the *Mindframe* guidelines and principles

88

problematic articles were amended following contact from StigmaWatch or *Mindframe*

- Two *Mindframe* alerts were issued to provide real-time advice on communicating about emerging stories
 - Alerts were received by a total of 1,722 individuals.
 - Alert emails achieved an average 39% open rate.

Collaborative partnerships

- Continued collaborative relationships and resource development with LGBTIQ+ Health Australia as well as youth-focused organisations
- Sponsored the Local & Independent News Association (LINA) Summit 2025
- Judged the 2025 TheMHS Journalism Media and Storytelling Awards.



Research and Evaluation

- Two papers were published:
 - ‘Truth-telling about suicide: Empowering Aboriginal and Torres Strait Islander people to engage with the media’, *Australian and New Zealand Journal of Psychiatry*
 - ‘What factors influence Australian media professionals’ level of agreement with guidelines for reporting suicide?’, *Media International Australia*.
- Everymind staff presented on the *Mindframe* program at four conference events:
 - The Mental Health Community Coalition ACT ATOD-MH Alliance Workshop (January)
 - A workshop based on the Our Stories Matter guidelines and resources at the Tasmanian Suicide Prevention Community Network’s Suicide Prevention Forum (March)
 - An overview of the *Mindframe* guidelines and supports, with Q&A, at the Local Independent News Association Summit (April)
 - A workshop and an oral presentation on the *Our stories matter* guidelines and resources at the National Suicide Prevention Conference in Perth (May).
- 13 research papers were published that cited the *Mindframe* guidelines, either referring to them as current best practice or using them as part of research methodologies to assess media reporting quality.

