

Mindframe Summary

January–June 2026

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

Guidelines and supporting resources

Launched guidance including:

- *Communication Professionals Working in Suicide Prevention: A Guide for Working with Media*
- *Mindframe: Quick Reference Guide for Depicting Suicide on Stage and Screen*
- *Mindframe: Quick Reference Guide for Parliamentarians Discussing Suicide or Self-harm*
- *Mindframe: Quick Reference Guide for Inclusion of Content Warnings and Advice.*

Released a [suite of resources](#) to support culturally and linguistically diverse community broadcasters to discuss mental health, mental health concerns and suicide safely and respectfully.



Mindframe online reach

- 64,460 page views
- 32,199 unique visitors
- 3,245 resource and image downloads
- 2,609 reads of digital guidelines documents.



Professional development

The *Introduction to Mindframe* online learning module received 106 enrolments, with a course completion rate of 52%.



A variety of professional development opportunities were delivered across 41 unique sessions supporting communication about suicide, mental health concerns, and alcohol and other drugs.

1,842

people were trained in utilising *Mindframe* guidelines and principles

Training included open online webinars, bespoke sessions for organisations, conference presentations and university guest lectures.

99%

of people were satisfied the training they recieved

98%

intended to adopt the *Mindframe* guidelines into their communication practice

“

Great training and good reminders of how to communicate effectively and safely in this space.

”

- Training participant

Real-time support

Provided real time support on 61 occasions in a range of settings including Primary Health Networks, schools and universities, and supporting safe lived experience story telling opportunities for individuals and organisations.

Other key workforce groups receiving support included:

- Media outlets on **10** occasions including specific advice or reviews for journalists.
- Mental health and suicide prevention organisations on **14** occasions including sector-wide advice and targeted support.
- Government and government agencies including support on reporting, policy and practice on **7** occasions.
- Stage and screen professionals on **10** occasions including consultation with writers and producers, and review of scripts.

“
Thank you so much for providing this thoughtful review of the podcast. I really appreciate the time you’ve taken to listen and write this up for us - these will be so helpful.
”

- 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.

24

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

45

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

- Community engagement with the StigmaWatch program included almost **8,083** StigmaWatchers across Australia.
- StigmaWatch contacted various media outlets regarding **227** articles that did not adhere to the *Mindframe* guidelines.

Collaborative partnerships



- Progressed strategic partnerships with Screen Australia to embed safe communication guidance into screen content development.
- Sponsored the Local & Independent News Association (LINA) Summit 2026 and judged entries for the TheMHS Learning Network's Journalism Media & Storytelling Awards.
- Provided feedback to government consultations and national partners, including:
 - Inquiry into the relationship between domestic, family and sexual violence and suicide (Australian Government)
 - Modernising and Harmonising Classification Standards (Australian Government)
 - The next Tasmanian Mental Health Strategy (Tasmanian Government).

17

research papers were published citing the *Mindframe* guidelines as best practice or used as part of research methodologies

Won

Suicide Prevention Australia's NSW LiFE Award for outstanding contribution

Research and evaluation



Contributed to **3** published papers:

- If it bleeds does it lead?: Lived experience of media engagement for families of missing persons, *International Journal of Missing Persons*
- Australian media professionals' views on reporting suicide and evidence-informed guidelines: A qualitative study, *Health Promotion International*
- Our stories matter: a mixed methods survey of lived and living experience perspectives of media and public communication of suicide in Australia, *BMJ Public Health*.

Presented at **3** conference events:

- Preventive Mental Health Conference
- LINA Summit
- National Suicide Prevention Conference.