

CENTRE FOR MENTAL HEALTH

Seminar Series

The University of Melbourne



MELBOURNE SCHOOL OF
POPULATION
& GLOBAL
HEALTH

Evaluation of SANE's StigmaWatch program

Presenter: Dr Anna Ross

**Thursday 27 October 2022
2.00pm—3.00pm**

Via Zoom

**[https://unimelb.zoom.us/j/88193591354?
pwd=eVhTWktETHhUZUNHVXNzdUJJZFV5QT09](https://unimelb.zoom.us/j/88193591354?pwd=eVhTWktETHhUZUNHVXNzdUJJZFV5QT09)**

Password: 239238



Anna is a Research Fellow in the Centre for Mental Health, Melbourne School of Population and Global Health. She recently completed her PhD on media-based stigma towards people with complex mental illness. Anna is now building on her work in this field through her collaboration with SANE's Anne Deveson Research Centre to evaluate their programs that aim to reduce stigma in the media.

Anna is also the coordinator of the 'Conversations about Suicide' Mental Health First Aid trial, which is being conducted in Men's Sheds across Victoria as part of the Buoy Project. Her research experience includes the development of Mental Health First Aid guidelines, which has enabled her to develop specific expertise in the Delphi methodology. Anna has also been involved with a number of suicide prevention campaign evaluations conducted by the Centre, and enjoys undertaking teaching and supervision roles within the School.

SANE's StigmaWatch program promotes responsible reporting of mental illness and suicide in the Australian media. It aims to reduce stigma and other harms stemming from problematic media portrayals of suicide and mental illness by holding the media accountable for portrayals that breach the Mindframe guidelines. Members of the public can report media coverage that potentially breaches media guidance to StigmaWatch through the SANE website. Reports of media coverage that breaches media guidance are actioned by the StigmaWatch team who provide constructive feedback to journalists and media outlets for revising the media item to ensure it is consistent with Mindframe guidance.

Our evaluation used data that was routinely collected through StigmaWatch over a 5-year period to determine the program's impact on breaches of media guidelines. Findings demonstrate the substantial impact of the StigmaWatch program, and have important implications for improving StigmaWatch practices and for future research. This seminar will explore these findings, and provide an overview of our broader research program with SANE on their programs to address stigma in the media.

These seminars are free. Visitors are welcome to attend.
For more information contact the Centre for Mental Health +61 3 8344 0908