

CENTRE FOR MENTAL HEALTH

PHD Completion Seminar

The University of Melbourne



MELBOURNE SCHOOL OF
POPULATION
& GLOBAL
HEALTH

Media campaigns as a means of preventing suicide among young people

Presenter: Dr Maria Ftanou

Supervisors: Prof Jane Pirkis, Prof Nicola Reavley and A/Prof Matt Spittal

**Wednesday 31 March 2021,
4pm-5pm - Via Zoom**

[https://unimelb.zoom.us/j/87597196116?
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Maria is a PhD candidate and Research Fellow in the Centre for Mental Health. She is also the Head of Clinical Psychology at Peter MacCallum Cancer Centre. Maria has a Doctor of Clinical Psychology and a Bachelor of Applied Science (Hons).

Her research has focused on the use of media campaigns as a means of preventing suicide and evaluating Australia-wide government-funded mental health programs.

Suicide is a serious public health problem that affects young people, their families, their social networks and the broader community. Media campaigns are receiving increasing attention as an intervention for combating suicide, however they have been subject to minimal evaluation. The overall aim of Maria's thesis was to build the evidence base to support effective suicide prevention media campaigns that promote awareness of suicide, improve attitudes towards suicide and encourage help-seeking behaviour among young people, without causing distress or other forms of harm.

To address this aim, four studies were conducted. The first three studies were designed to inform the development of three youth suicide prevention public service announcements and the fourth study tested their effectiveness. The findings from these studies suggest that there is a lack of consistent and robust evidence regarding the effectiveness of media campaigns. Recommendations were made to inform any future development of suicide prevention media messages targeting young people.

These seminars are free. Visitors are welcome to attend.

For more information contact the Centre for Mental Health +61 3 8344 0908 or the Centre for Health Policy +61 3 8344 9111