

CENTRE FOR MENTAL HEALTH

Seminar Series

The University of Melbourne

Communicating safely and sensitively about mental illness and suicide

Presenter: Dr Elizabeth Paton

Thursday 11 August 2022
12.00noon—1.00pm

Via Zoom

[https://unimelb.zoom.us/j/81378473469?
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Elizabeth is a Project Lead at Everymind, working on the Mindframe program, which supports safe media reporting, portrayal and communication about suicide, mental ill-health, alcohol and other drugs.

Prior to joining Everymind, Elizabeth worked as a science communication researcher and as an education and outreach officer for a neuroscience research centre.

She holds a PhD in Communication and has taught and published across areas such as suicide prevention, responsible research and innovation, media, communication and the creative industries.

She has also worked as a broadcast journalist and freelance writer.

Mindframe is a population-wide suicide prevention and stigma-reduction program that works to encourage safe and responsible media reporting and public communication about suicide and mental ill-health. *Mindframe* does this by building collaborative relationships with the media and other sectors that influence the media.

Since the implementation of *Mindframe*, the quality of reporting on mental ill-health and suicide in the Australian media has significantly improved (Pirkis et al., 2008). *Mindframe's* work has resulted in Australia being recognised by the World Health Organisation as one of only two countries to achieve behaviour change for media reporting on suicide (WHO, 2014).

This presentation will provide an overview of the *Mindframe* program, which simultaneously targets media and communication professionals, as well as those who work with the media and develop community messaging. This is achieved through a suite of program activities including education and training, the development and dissemination of tailored resources, the provision of real-time support as incidents occur, responding to community concern about media reporting through StigmaWatch (a collaboration with SANE Australia), and contributing to the evidence base.

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