

Wednesday, 20 February 2019

## Integrated suicide prevention initiatives aim to save lives

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Plans for new multimedia public awareness campaigns will be revealed tomorrow at Brisbane North PHN's launch of local initiatives under the National Suicide Prevention Trial targeting high-risk populations in the North Brisbane and Moreton Bay region.

While the trial has been running locally since March last year, Brisbane North PHN Chief Executive Officer Abbe Anderson says the campaigns will greatly increase community awareness and access to services.

"We have identified three priority population groups whose rate of suicide is higher than average and who are therefore the focus of these campaigns," Ms Anderson said.

"The priority groups include LGBTIQ+ communities, Aboriginal and Torres Strait Islander communities, and young adult to middle aged men aged between 25 and 55 years," she said.

"Our launch will provide more detail about the forthcoming campaigns and an opportunity for sector professionals to hear about the integrated initiatives we're implementing under the trial.

"Like a number of the other trial sites around the country, we have adopted the [Black Dog Institute's LifeSpan Framework](#) for our local trial implementation.

"This framework incorporates nine interrelated strategies, which when implemented at the same time, are more likely to lead to a reduction in suicide.

"Access to counselling services, support and follow up care are key elements of the framework, but other strategies include training, community engagement and improving safety, including the safe and purposeful media reporting of suicide.

"It is also important to note that we are conducting this trial within the broader context of our five-year [regional plan for mental health, suicide prevention and alcohol and other drugs treatment services](#).

"We are determined to bring down the rate of suicide in our region and we think the LifeSpan Framework is the most effective way to achieve this among our priority population groups," Ms Anderson said.

Agencies funded under the Brisbane North trial will be implementing activities that include:

- improving emergency and follow up care after suicide attempts
- advanced suicide prevention training for practitioners, including building connection to community and care pathways
- developing a regional media protocol for best practice reporting

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- increasing cultural responsiveness around suicide prevention
- establishing communities of practice for people with a lived experience of suicide
- promoting help-seeking, mental health and resilience in schools
- Aboriginal and Torres Strait Islander specialist support
- LGBTIQ+ specialist support
- GP capacity building.

For each priority group, a collaborative co-design process is guiding the work. Stakeholder consultations are community driven with cultural governance and informed by people with a lived experience.

Brisbane North PHN is partnering with a number of agencies to deliver its local implementation of the trial, including: [Centre for Human Potential](#), [Kurbingui Youth Development Ltd](#), [Queensland AIDS Council](#), [Open Doors Youth Service](#), [Diverse Voices \(QLife\)](#), [True Relationships](#), [Brook RED](#), [Wendybird](#), [Roses in the Ocean](#), [y2K \(Youth 2 Knowledge\)](#), [Beacon Strategies](#), [Wesley Mission](#), [the Australian Institute of Suicide Research and Prevention \(Griffith University\)](#), [Indigilez](#) and the [gar'ban'djee'lum network](#).

### ENDS ###

#### Editor's note:

The National Suicide Prevention Trial launch will commence at 9:30am on 21 February 2019 at the Brisbane International Virginia Conference Centre, 21 Zillmere Road, Boondall (Brisbane). Google Maps link: <https://goo.gl/maps/Y4wtUijc7Pz>. Images from the launch will be uploaded to Dropbox after the event here: <https://www.dropbox.com/sh/5rw3q58afe0tr33/AABRIImBpsk2eNTcBRWX5XY3ha?dl=0>.

### About Brisbane North PHN

Brisbane North PHN is one of 31 Primary Health Networks nationwide and supports clinicians and communities within North Brisbane, Moreton Bay and parts of the Somerset region. The PHN covers approximately 4,100 km<sup>2</sup> of urban, regional and rural areas, with a population of over 960,000.

The key objectives of the PHN are:

- increasing the efficiency and effectiveness of medical services for patients, particularly those at risk of poor health outcomes, and
- improving coordination of care to ensure patients receive the right care in the right place at the right time.

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