

MEDIA RELEASE

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WELCOME INVESTMENT FOR NEW SUICIDE PREVENTION CAMPAIGN

SANE Australia welcomes the Australian Government's announcement of a \$1.2m investment for a new suicide prevention campaign, led by SANE in collaboration with other leading mental health organisations.

SANE Australia Chief Executive Officer Jack Heath explained the funds will see the development of a pilot suicide prevention campaign targeted specifically at people contemplating suicide.

"The campaign plans to share the stories of real Australians who have survived a suicide attempt in an effort to connect those at risk with appropriate resources and support," Mr Heath said.

"The concept has been developed off the back of international evidence that reveals a sense of burdensomeness plays a significant part in the thinking of people who are at risk of suicide."

In its initial phase, the campaign will be trialed in three locations nationally.

"The number of Australians dying by suicide every year is tragically high, with the latest figures revealing 2866 people took their life in 2016," Mr Heath said.

"Suicide is the leading cause of death for people aged 14 to 44 years and the third leading cause of death for people aged 45 to 55.

"We are very pleased that the Government has recognised the need to invest in new and innovative approaches to prevent suicide.

"This campaign will allow us to connect with vulnerable Australians who believe that the world is better off without them."

The campaign will be underpinned by a rigorous research and development phase and will be designed with learnings from people who have contemplated suicide

"We expect these real stories will resonate strongly with vulnerable viewers as they're coming first hand from someone who has walked their path and understands what they're feeling," Mr Heath said.

"We want people to know that reaching out and asking for help isn't easy, but it's worth it."

Anyone looking for information, support and guidance from mental health professionals can contact the SANE Help Centre on 1800 187 263 or helpline@sane.org from 10am-10pm weekdays AEST.

If you or someone you know is thinking about suicide, contact the following 24/7 crisis support services:

- Lifeline 13 11 14
- Suicide Call Back Service 1300 659 467
- Mensline 1300 789 978

SANE AUSTRALIA

- Kids Helpline 1800 551 800

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To organise an interview with SANE Australia Chief Executive Officer Jack Heath, please contact:

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