

# Midwest Suicide Prevention Trial

## Stakeholder Update #3 - September 2019

### Mental Health First Aid

Mental Health First Aid (MHFA) training teaches participants to recognise the signs of depression, suicidal ideation and other mental illnesses. This two-day course also equips participants with the skills to be able to assist family, friends, or neighbours to seek help for mental health issues.

Three training courses have been run for 2019 so far, as well as one MHFA Instructor course, upskilling a total of 43 participants. A total of eight training sessions have been run across the course of the Trial so far with a total of 100 participants. Ninety three of these participants were community members and six were health professionals.

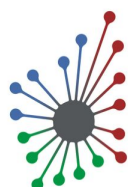
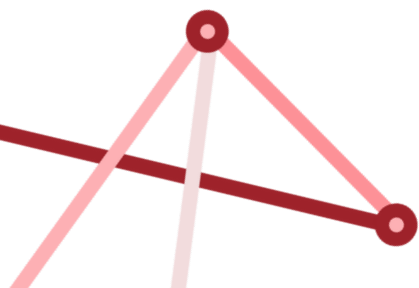


### Question, Persuade, Refer

Question Persuade Refer (QPR) training, provides suggestions on how to ask the difficult question "are you thinking of suicide?", how to persuade people to seek help, and how and where to refer them. These short one-hour sessions are designed to give participants the confidence to talk to people they may be concerned about.

Twenty three QPR training sessions have been run for 2019 so far, upskilling a total of 162 participants. A total of 28 training sessions have been run across the course of the Trial so far, with a total of 198 participants.

MHFA and QPR training sessions have been run in Kalbarri, Northampton, Mingenew, Geraldton, Three Springs, Carnamah, Carnarvon, Denham, Exmouth and Meekatharra, with more planned for Morawa and other centres in the Midwest in 2019.



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Men's Mental Health Initiative

Our vision is to equip rural communities to be able to provide information and support for men and their families.



## Community Events



### Ningaloo Whale Shark Festival

WA Primary Health Alliance in collaboration with the WA Country Health Service (WACHS) attended the annual Ningaloo Whale Shark Festival in May 2019. The event brought together government departments, business, industry and the community to strengthen their relationships.

WA Primary Health Alliance and WACHS were there to promote keeping mentally healthy. They engaged with more than 260 people with conversation, giveaways, and a Kids Helpline and R U OK? photobooth.

### Launch of CheckMate at the Midwest Mingenew Expo

WA Primary Health Alliance, as part of the Midwest Suicide Prevention Trial Alliance Against Depression Framework, are supporting the Check Mate Men's Mental Health Initiative. In conjunction with the Mingenew Community Resource Centre and community members, WA Primary Health Alliance assisted with the launch of the program at the annual Midwest Mingenew Expo.

The Check Mate program is focused on giving men an avenue to access information and to have open conversations about their thoughts and experiences in a safe and private setting. The CheckMate mission is to develop a practical program to be utilised within rural communities to combat the stigma around men's mental health at a grass roots level. It hopes to build lasting support networks between men in rural communities, as well as medical professionals and key service providers.

The program also involved ambassador and West Coast Eagles' forward Josh Kennedy to engage local men in the conversation and to promote the initiative.



[Read more](#)







## Annual Red Hat Day - Lifting the Lid on Mental Illness

Each year the combined Rotary Clubs of Geraldton come together to promote mental health for Annual Red Hat Day. Mental health services provide stalls and information for the public, including WA Country Health Service, the WA Primary Health Alliance Suicide Prevention team, headspace, Yellow Ribbon for Life, and a Northampton community member who has commenced a lived experience support group.

As part of the Midwest Trial, WA Primary Health Alliance sponsored the keynote speaker Tony Allan, an ex-farmer from Mingenew who also featured in our Inside My Mind campaign. Tony spoke about his journey with depression and encouraged everyone, especially men, to talk to someone around their mental health.



## National Suicide Prevention Conference 2019

WA Primary Health Alliance Project Coordinator for the Midwest Suicide Prevention Trial, Jacki Ward, in collaboration with the WA Country Health Service Midwest Mental Health Promotion Coordinator Elizabeth Lockyer, attended the annual National Suicide Prevention Conference for 2019 to present to attendees on their collective efforts to prevent Aboriginal and male suicide in the Midwest.

The annual conference is an important opportunity for the suicide prevention sector to come together, share key learnings, network and help to move the sector forward to achieve its goal of reducing the rate of suicide in Australia.

This year's theme was United In Action, reflecting bringing people from a wide range of backgrounds and communities together.





## More Information

To learn more, contact the Midwest Trial Project Coordinator Jacki Ward on 0438 784 650 or [jacki.ward@wapha.org.au](mailto:jacki.ward@wapha.org.au)

## Inside My Mind Awareness Campaign

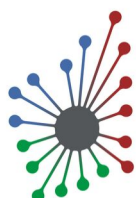
The first phase of the Inside My Mind campaign was largely successful, with high exposure in the Midwest.

The main goal was to help people to recognise the symptoms of depression and anxiety, either in themselves or others, and encourage them to seek help, ultimately reducing potential suicide rates within the Midwest.

Videos were created to tell the story of two Midwest community members with lived experience of depression and then these were displayed in a variety of ways across multiple channels.

The campaign had more than three million impressions across a range of media including television, radio, social and digital media, cinema screenings, outdoor advertising and YouTube.

[View the videos.](#)



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