

MEN'S SUICIDE PREVENTION CAMPAIGN COMMUNICATIONS PACK



Don't let
silence end
his story



MensLine Australia
24/7 support
1300 78 99 78

silence stops **his story** End Silence. End Suicide

OVERVIEW

Background

Suicide is the leading cause of death of Australian males aged 15-44 and the third-leading cause of death of males aged 45-64 (ABS-2024).

To help reduce the impact of male suicide in our communities, Murray PHN has funded the development of a suicide prevention awareness campaign to increase help seeking behaviours among males experiencing suicide distress.

A community reference group of people with lived and living experience were the driving force behind the campaign messaging. They wanted a strong campaign that openly talked about the issue, that would make people stop, watch, consider, and share the message or reach out for help.

The men featured in the campaign are local people from the region who also have lived and living experience. They bring an emotive authenticity to the campaign's important messaging.

Campaign

The campaign is designed to emphasise the critical effect of silence around men's mental health by highlighting stories that too often go untold. It seeks to encourage men to reach out and seek help, and for their supports to reach in and have a conversation.

Importantly, it is built on hope, responsibility, urgency, and the knowledge that through open conversation and connection, no man's story should ever be lost to silence.

The tagline is a bold and powerful call to action designed to reinforce the message that by breaking the silence we can keep men and their stories alive.

The campaign is appearing around the region on television, in social media, and in public restrooms, such as licensed venues and petrol stations. It is supported by a dedicated micro website that includes information and resources for people seeking help.

Murray PHN has prepared this communications pack, so that local councils, community groups, sporting clubs, healthcare providers, community organisations and others can share and amplify this important campaign and its messaging.

Objectives

- Increase awareness and help seeking behaviours among men
- Provide access to resources for those supporting men in distress
- Assist men to recognise when help is needed
- Address stigma regarding suicide
- Connect men to help, community and support
- Encourage people to check in on the men in their lives and start a conversation
- Maximise the reach of the campaign and its messaging.

Target audience

- Men of all ages in the Murray PHN region who may be experiencing suicide distress
- Family, friends, co-workers and loved ones of these men
- Community organisations and businesses that are frequented by men.

Proposition

End Silence. End Suicide

silence stops
his|story
End Silence. End Suicide

HOW TO USE THIS PACK

Use the information and resources to:

- Amplify the campaign and its messaging through your own channels
- Spread the message directly to local groups where there is real opportunity to create impact.

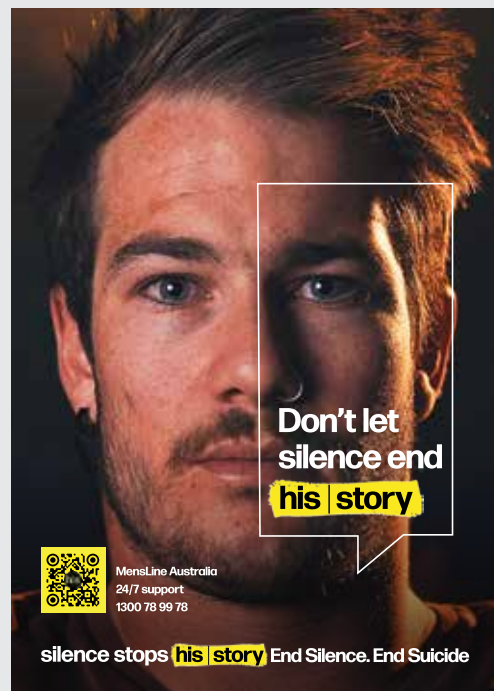
This pack includes:

- Social media videos for Facebook and Instagram
- Suggested messages and link to the dedicated website containing resources and support
- Posters for waiting rooms, tea rooms, change rooms, and community spaces of all kinds.

Key messages

Use these key messages to support your own communications to accompany social media posts and in newsletter articles etc. Be sure to include the call to action which references the link to the campaign website (www.hisstory.com.au) in your messaging.

- **Suicide doesn't discriminate.** 2500 men died by suicide in Australia last year. They are not numbers, they're people. Don't let silence define his story. Start a conversation today.
- **Men are dying in silence.** Brothers. Friends. Sons. Fathers. One conversation could change everything. Don't let silence define his story. Reach in. It's time to talk.
- **Your story matters.** To us, to you, to everyone. There's hope in conversation. Don't let silence define your story. Reach out. We're listening.
- **If you or someone you know needs help, contact Mensline Australia for 24/7 support. 1300 78 99 78.**
- **For more information and support, visit: <https://hisstory.com.au/>**



IMPORTANT

Campaign collateral including posters and videos CANNOT BE edited, changed or adapted in any way and must be used as supplied.

ASSETS

Posters

Limited quantities of A4 and A3 are being made available. Contact suicideprevention@murrayphn.org.au for order details. All posters are also suitable for printing up to A3. We recommend you use a retail/commercial printer - do not use a standard office printer due to heavy ink usage.



Videos

Videos are available in a range of formats including infeed post, reel and Youtube.



Infeed



Reel



16:9

Social media

Static tiles are available in 1:1 and 4:5 formats.

Tag Murray PHN on [LinkedIn](#) and [Facebook](#).

Hashtags can be used to support social media posts, including:

#HisStory #EndSilence #EndSuicide #ReachOut #ReachIn #YourStoryMatters



1:1



4:5

[CLICK HERE TO DOWNLOAD
CAMPAIGN COLLATERAL](#)

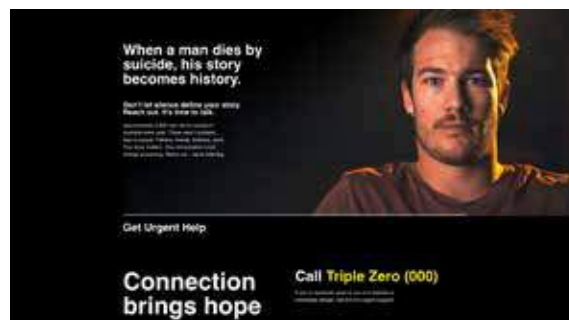
WEBSITE

A campaign website has been created. It includes:

- urgent help contact information
- advice on how you can support someone
- suicide prevention training
- where to get professional help
- details of where men can connect with others.

Be sure to include the website in your call to action in your messaging.

www.hisstory.com.au



Merchandise

A limited run of shirts and polo tops with the campaign logo is currently in development.

Organisations are invited to express their interest by emailing suicideprevention@murrayphn.org.au

Further enquiries

For more information about Murray PHN's work in this space, email:

suicideprevention@murrayphn.org.au

For media or specific resource requests

contact communications@murrayphn.org.au

Thank you

Murray PHN acknowledges and thanks everyone who helped shape this campaign: the reference group, the local people who feature as talent and digital creative agency, [2DamCreative](#).



An Australian Government Initiative

This campaign is funded by Murray PHN through the Australian Government's PHN program. While the Australian Government has contributed funding support for this campaign the information contained within it does not necessarily represent the views or policies of the Australian Government and has not been endorsed by the Australian Government.