

A man with short brown hair and a slight smile is wearing large black headphones. He is wearing a dark green t-shirt. The background is a vibrant, close-up image of a coral reef with various shades of blue, green, and white.

Better off with **you.**

A suicide prevention initiative

Stakeholder Pack

Mackay, Whitsunday
and Isaac region
Queensland

Information and resources for locals and organisations
to support the Better Off With You campaign.

Watch stories and find support at betteroffwithyou.org.au



About the campaign

Better Off With You is a targeted suicide prevention campaign pilot running in the Mackay, Whitsunday and Isaac area for 6 weeks, from Monday 20 January until Friday 28 February 2020.

The pilot is delivered by SANE Australia in partnership with Northern Queensland Primary Health Network (NQPHN), supported by funding from the Australian Government Department of Health.

The Mackay, Whitsunday and Isaac region is one of two communities chosen for the targeted pilot campaign. The other is the Northern Beaches in Sydney.

The Mackay, Whitsunday and Isaac campaign features three real stories told by local people with experience of suicidal thoughts and attempts.

Better Off With You aims to speak directly to people feeling suicidal, and seeks to challenge the perception that they are a burden on their family, friends and other people.

The campaign will be promoted across social media, radio, print media, outdoor advertising and TV.

The campaign website [**betteroffwithyou.org.au**](https://betteroffwithyou.org.au) houses the video stories, support information, a listing of national and local services and an online moderated forum where people can discuss the campaign and share their experiences.

The pilot initiative was developed in consultation with local groups and those with lived experience, and includes a research component to ensure the campaign's safety, measure impact and to inform future national suicide prevention activities.

Further information can be found at:
[**betteroffwithyou.org.au/about-the-initiative**](https://betteroffwithyou.org.au/about-the-initiative)

Enquiries can be directed to [**bowy@sane.org**](mailto:bowy@sane.org)

“It may not seem like it now, but the world is definitely better off with you.”

– Steph



About this stakeholder pack

“I’m no longer a burden to myself, and I no longer feel like I’m a burden to those around me. I have so much to live for now.”

– Damon

Suicide touches our lives in so many different ways. Everyone can play an important part in preventing suicide in their community.

Burden is an aspect of suicidal thinking which is not often discussed. When people feel like a burden – on their families or friends – they can begin to wonder if their loved ones would be better off without them.

Better Off With You shares stories of people whose suicidal thoughts and actions relate to feeling like a burden on the people in their lives, and how they came to see things differently.

The campaign seeks to provide hope. We are sending a message to those contemplating suicide: you’re not alone, you can get through

this, there is support available and ultimately, the people in your life are better off with you.

This stakeholder pack provides the tools you need to share the campaign through your local networks. Unless they share their struggles, we may never know how someone might be feeling.

By sharing these campaign stories and messages, you could reach someone having thoughts about ending their life and help them find the support they need.

A man with extensive tattoos on his arms and back, wearing a maroon tank top and white shorts, is hugging a large, dark-colored dog. The dog is looking up at the man with its mouth open, showing its tongue. They are in a field of tall, dry grass.

How to promote Better Off With You

“You start to realise that not only are other people better off that you’re here, you’re better off being here as well.”

– Nic

The best way to support Better Off With You is by sharing the campaign on social media. When you share the videos or the social media tiles included in this pack, your support could help someone feeling suicidal to find the help they need. This pack also provides guidance on sharing the campaign materials in your workplace and community.

Sharing on social media

Whether it’s your **organisation’s page**, a **community page** or your **personal page**, sharing these stories on social media is an excellent way to show your support. The videos are a high quality content source, directly relevant to people in your region, and share an important message.

You can share links to the stories directly on our website. Or, use the social media tiles in the following pages. Remember to include the URL BetterOffWithYou.org.au and use the hashtags **#BetterOffWithYou** **#BOWY**.



#BetterOffWithYou
#BOWY

Stories from the Mackay, Isaac and Whitsundays region

Meet Damon, Nic and Steph, who are sharing their experiences of suicidal thinking and how they came to see life differently. These stories show people who might be feeling this way that they aren't alone, and provide hope that there is a way through.

You can share direct links to their full video stories on our website. Or you can download the shorter 30 second video story files to upload to your own platforms to share on social media.



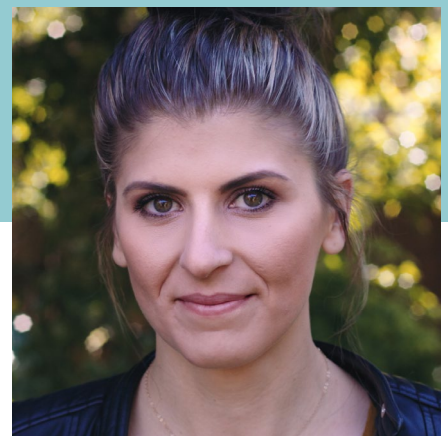
Damon's story: You're better off here

Direct link:
[betteroffwithyou.org.au/
damons-story](https://betteroffwithyou.org.au/damons-story)



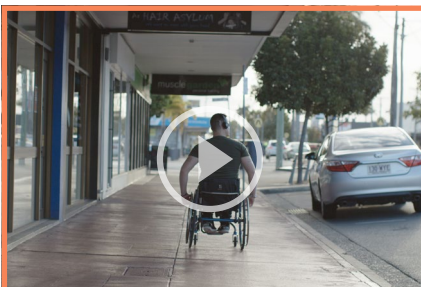
Nic's story: Small things give me hope

Direct link:
[betteroffwithyou.org.au/
nics-story](https://betteroffwithyou.org.au/nics-story)

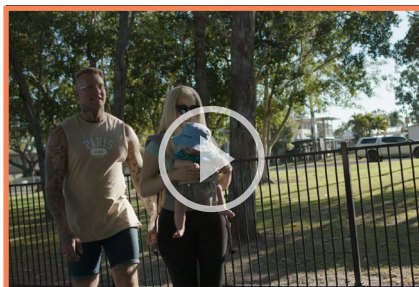


Steph's story: I don't feel alone anymore

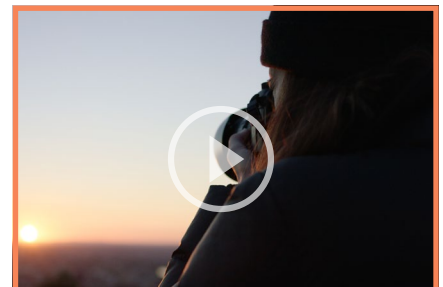
Direct link:
[betteroffwithyou.org.au/
stephs-story](https://betteroffwithyou.org.au/stephs-story)



↓ Download the video



↓ Download the video



↓ Download the video

Social media tiles to share

Share these social media tiles on Facebook, Twitter, Instagram or LinkedIn. Suggested captions to accompany them are provided on page 8.

Tiles for posts

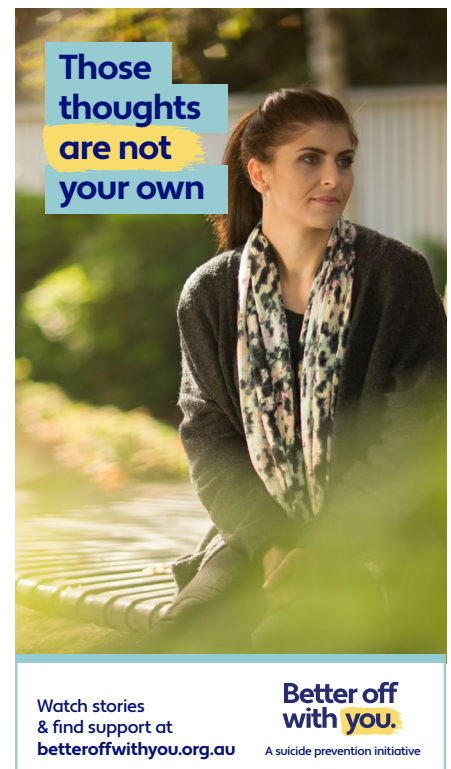


↓ See the full range and download files

Social media tiles to share

Share these social media tiles on Facebook, Twitter, Instagram or LinkedIn. Suggested captions to accompany them are provided on page 8.

Tiles for stories



↓ See the full range and download files

Social media tiles to share

Here are some suggested captions for when you are sharing Better Off With You branded tiles on social media.

Suggested caption 1:

If you feel like a burden, it can feel like your loved ones would be better off without you. It's not true. Discover local stories of people who have experienced suicidal thinking, and now see things differently.

Visit betteroffwithyou.org.au

Suggested caption 2:

If you feel like a burden on others, you're not alone. Feeling like a burden is an aspect of suicidal thinking not often discussed. Discover local stories of people who have been there and now see things differently.

Visit betteroffwithyou.org.au

Suggested caption 3:

When you feel like a burden, you can lose sight of the value you bring to other people. Meet locals who have thought about ending their lives, and learn how they found a way through.

Visit betteroffwithyou.org.au



Sharing in your workplace and community

Campaign videos and messages can be shared through workplaces and in your community.

There is information about how to talk about suicide in a safe way on our website.

This includes a factsheet on holding group discussions about suicide prevention and the Mindframe guidelines for communicating about suicide safely.

We recommend a health professional attend group discussions or events to provide support to anyone experiencing distress. We also recommend you promote crisis and local support services (see page 10).

Upon request, links to video files of the full stories can be provided to organisations for training and awareness activities. Please email bowy@sane.org

Media Enquiries

SANE Australia is managing all media enquiries in relation to the campaign to ensure safe and appropriate reporting. Please direct any media enquires to the SANE Media Centre via email media@sane.org or via mobile numbers [here](#).



Crisis numbers and local support services

“I opened up that day. And for me, the day I opened up was the day I actually started living my life again.”

– Damon

Sharing the campaign may mean that members in your community or local network reach out to you for information about where to find support. We recommend you direct them to these local and national support service pathways:

If the person, or someone they know, is at immediate risk, encourage them to call 000 or visit their closest emergency department:

There are hospitals in Mackay, Proserpine, Bowen, Moranbah, Collinsville, Dysart, Clermont and Sarina for crisis presentations.

You can also encourage them to get in touch with Lifeline by calling **13 11 14**, the Suicide Callback Service on **1300 659 467**, or talk to a trusted family member, friend or health professional.

The Better Off With You website also includes a listing of local suicide prevention services and supports in the Mackay, Isaac and Whitsundays region.

 **Find local support**

betteroffwithyou.org.au/mackay-whitsundays-isaac-support-services

For more support information, visit our website **betteroffwithyou.org.au/support-information**