



NATIONAL CENTRE FOR
**FARMER
HEALTH**

The Ripple Effect

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Background

What we knew about suicide stigma:

- Grief difficulties
- Ongoing suicide risk
- Profound effect in small communities
- Social withdrawal/exclusion
- Barrier to help seeking

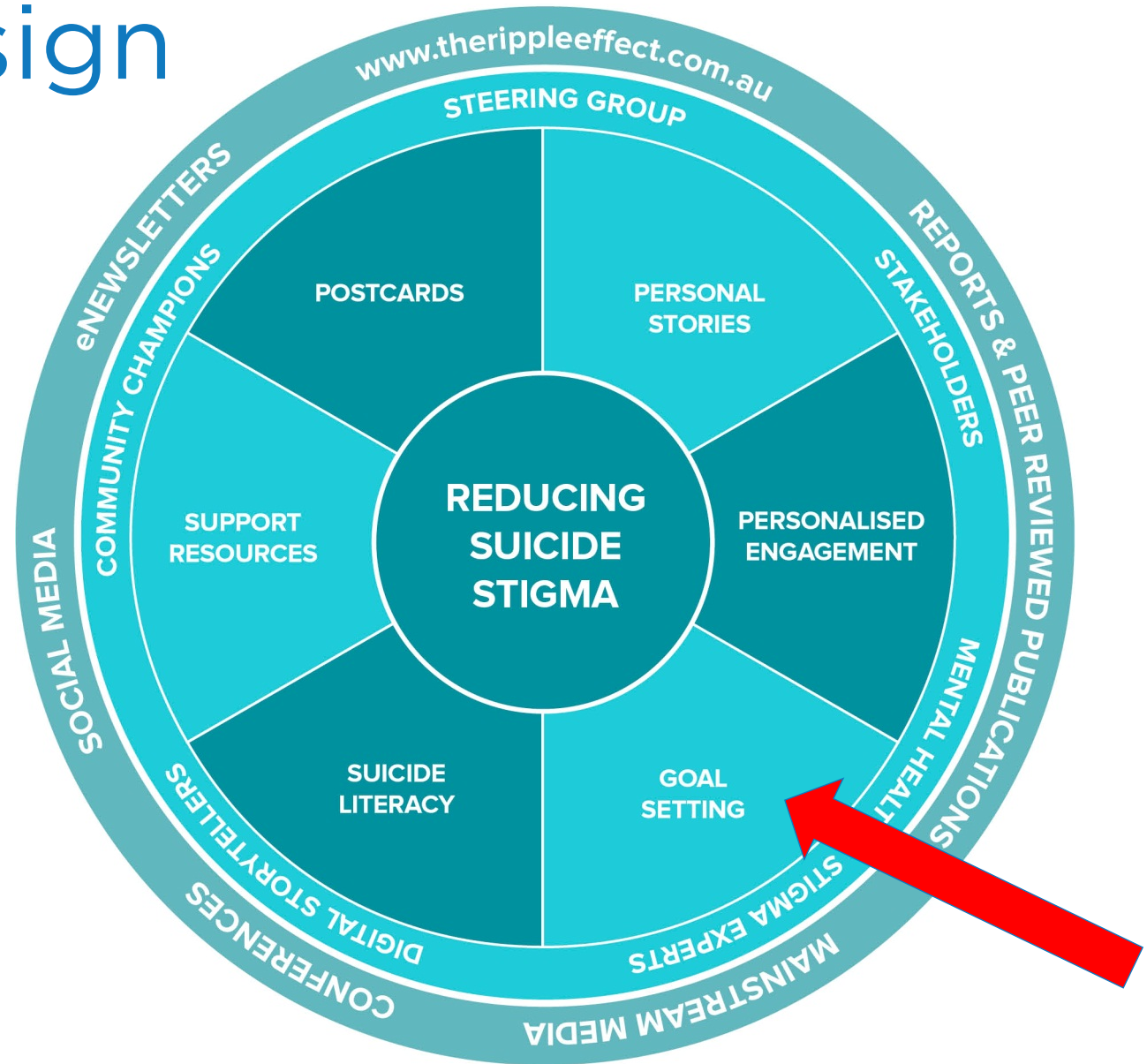
The Ripple Effect

Digital intervention designed to reduce the stigma associated with an experience of suicide for males, aged 30-64 years, from the Australian farming community



THE RIPPLE EFFECT

The Design Process



Results:

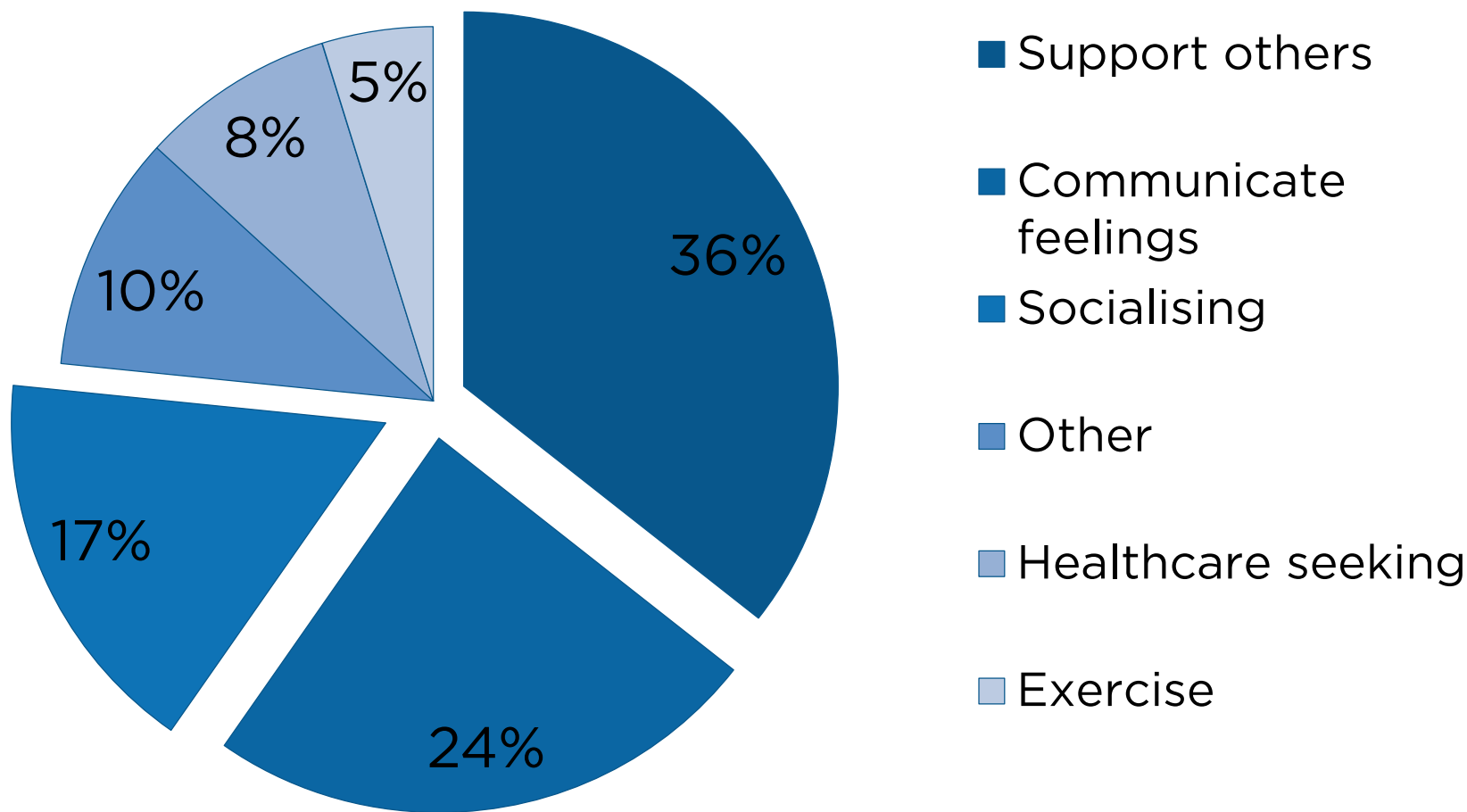
Changes in suicide stigma represented by behavioural indicators



Photo – Kiri Handreck

Stigma reduction – goal setting

Conversation/support (n=166 goals)



Summary: Stigma change over time



Behavioural indicators of reduced stigma via personal goal setting

Further indications of reduced stigma from participant feedback



Photo – Willow Falleni

Post-survey feedback evaluation (n=20)

Learning **new skills**:

- Improved understanding of support own and others' wellbeing (80%)
- More likely to have a conversation about their experience (65%)
- More likely to engage with informal support (74%)
- More likely to engage with professional support (68%)

More questions than answers??

- Are the current assessment tools (measuring attitudes not behaviours) appropriate for use across a range of heterogeneous population groups?
- How can we best evaluate behavioural indicators of stigma reduction? Will this translate to behaviour change?
- How can we evaluate stigma reduction behaviours outside the boundaries of the intervention?

Questions??



Photo – Lisa O'Neill



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Thank you

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