

Guide to considering audiences

This guide is designed to help community leaders think about who to invite, engage and share information with when promoting a community conversation or workshop about suicide prevention. The aim is to reach people and organisations who can contribute to the conversation, support local action, and help share information through their own networks.

Start by thinking about the purpose of the event

Before deciding who to invite, consider what the event is trying to achieve. For example, is the focus on raising awareness, building local partnerships, hearing from the community, sharing information about support services, or identifying practical actions that can be taken locally? Being clear about the purpose will help identify the most relevant audiences.

Questions to consider

- Who is already involved in suicide prevention, wellbeing, mental health, community safety or social connection in the local area?
- Who is trusted by the community and can help bring people together?
- Who works with people who may experience higher levels of distress, isolation or disadvantage?
- Who can help share information with groups that may not usually attend formal events?
- Who needs to know about the event so they can support safe and appropriate local conversations?

Potential audiences to consider

Depending on the purpose and size of the event, community leaders may wish to consider inviting or sharing information with the following audiences:

- **Community services:** local neighbourhood centres, community health services, family support services, youth services, homelessness services, financial counselling services, multicultural services and organisations supporting people experiencing family, domestic or sexual violence.
- **Health, mental health and suicide prevention services:** local mental health services, Primary Health Networks, crisis support organisations, peer support services, lived experience groups, alcohol and other drug services, general practices, hospitals and allied health providers.
- **Lived experience and peer networks:** people with lived or living experience of suicide, carers, families, bereaved people, peer workers and local lived experience advisory groups, where appropriate and with safe engagement practices in place.
- **Community leaders and local connectors:** faith leaders, Elders, cultural leaders, local champions, sporting club leaders, volunteer coordinators, school community leaders and people who are trusted within local networks.

- **Priority population groups:** organisations and representatives working with Aboriginal and Torres Strait Islander communities, culturally and linguistically diverse communities, LGBTQIA+ communities, men and boys, young people, older people, people with disability, veterans, farmers and rural or remote communities.
- **Education and training settings:** schools, universities, TAFEs, student wellbeing teams, parent and carer networks, and organisations providing community education or training.
- **Workplaces and business networks:** local businesses, chambers of commerce, unions, industry groups and employers with strong community reach.
- **Local government and emergency services:** council representatives, community development teams, libraries, police, ambulance, fire and emergency services, where relevant to the event purpose.
- **Individuals and community members:** people interested in supporting local wellbeing, those connected to community groups, volunteers, carers, parents and people who may want to learn more about suicide prevention and support options.

Ways to reach different audiences

- Send direct invitations to key organisations, services and community leaders.
- Ask trusted local leaders to share the invitation through their networks.
- Promote the event through community newsletters, local noticeboards, council channels, social media pages and local media.
- Use plain language and explain why the event may be relevant to different groups.
- Consider accessibility needs, including venue access, transport, cost, language, cultural safety and whether online attendance is possible.
- It's important to provide clear information about the purpose of the event, what will be discussed, and what supports will be available.
- Practical tips for deciding who to prioritise
- Prioritise people and organisations that can help create safe, respectful and informed conversations.
- Include a mix of services, community representatives and individuals with local knowledge.
- Consider whether some groups may need a more personal invitation rather than a general email or social media post.
- Think about who may be missing from the conversation and whether extra outreach is needed.
- Avoid placing pressure on people to attend or share personal experiences. Participation should always be voluntary.
- If involving people with lived experience of suicide, ensure there is enough time, support and clarity about their role and expectations.

Safety and wellbeing reminder

Suicide prevention conversations can be sensitive and distressing. When inviting people, use respectful and non-stigmatising language, be clear about the purpose of the session, and let

people know that support information will be available. It may also be helpful to identify who can provide support during or after the event if someone becomes distressed.