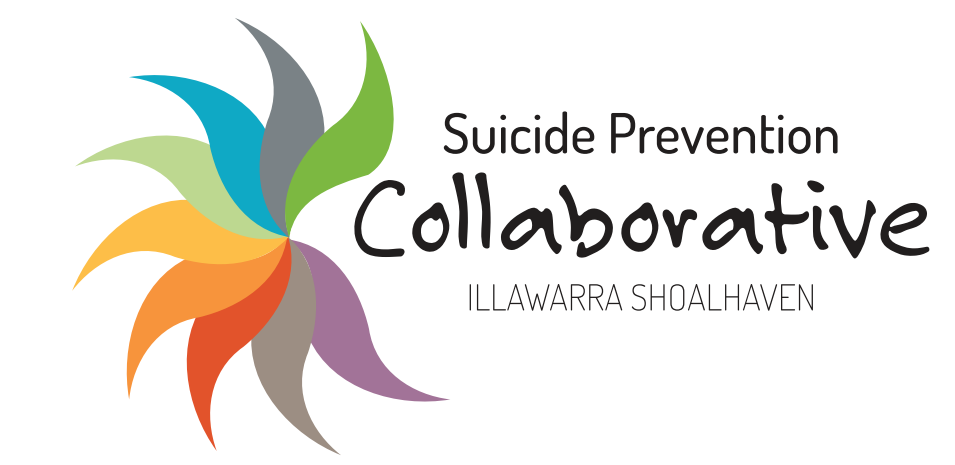


WHAT'S BEEN HAPPENING IN THE MEDIA?



HOW MANY STORIES HAVE BEEN PUBLISHED IN LOCAL PRINT & ONLINE MEDIA?



64 STORIES
from August 2017 to August 2018

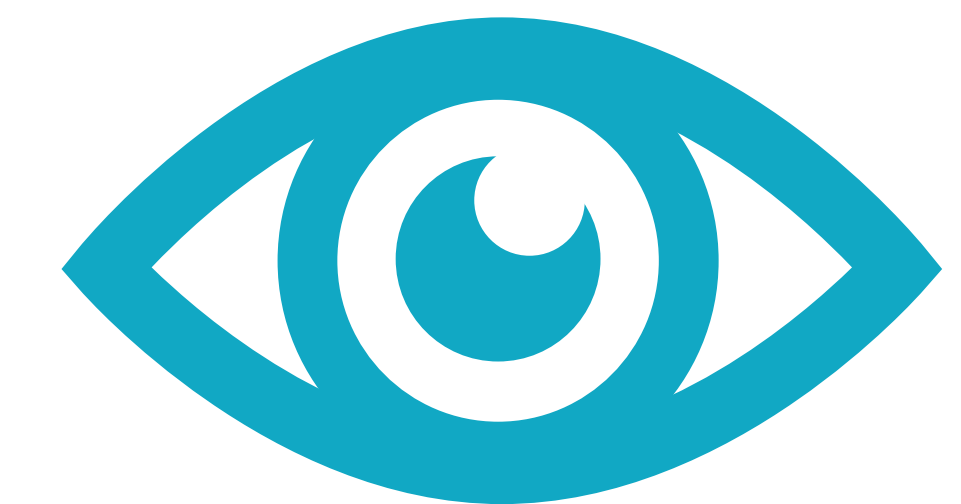


HAVE PEOPLE WITH LIVED EXPERIENCE BEEN INVOLVED?



53%
of stories include the voice of lived experience

HOW MANY PEOPLE HAVE WE REACHED?



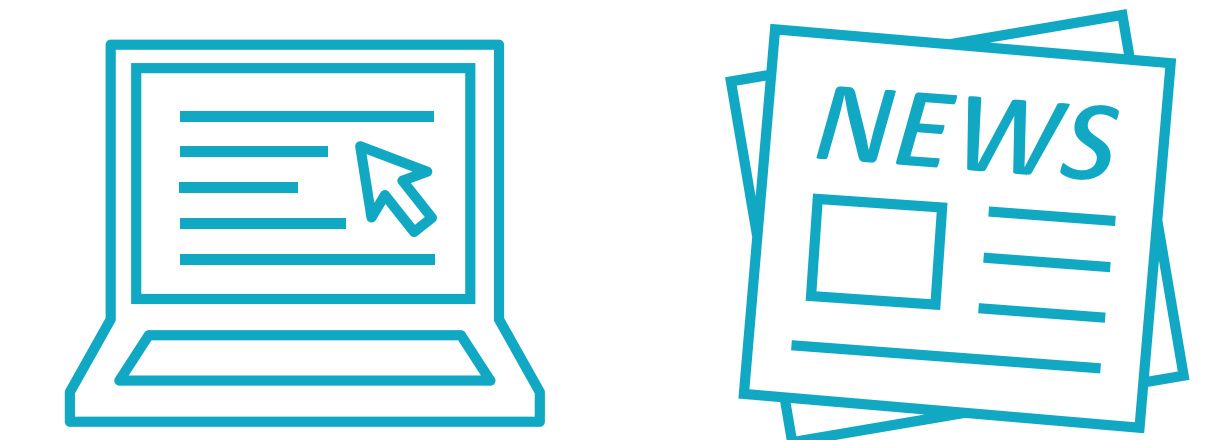
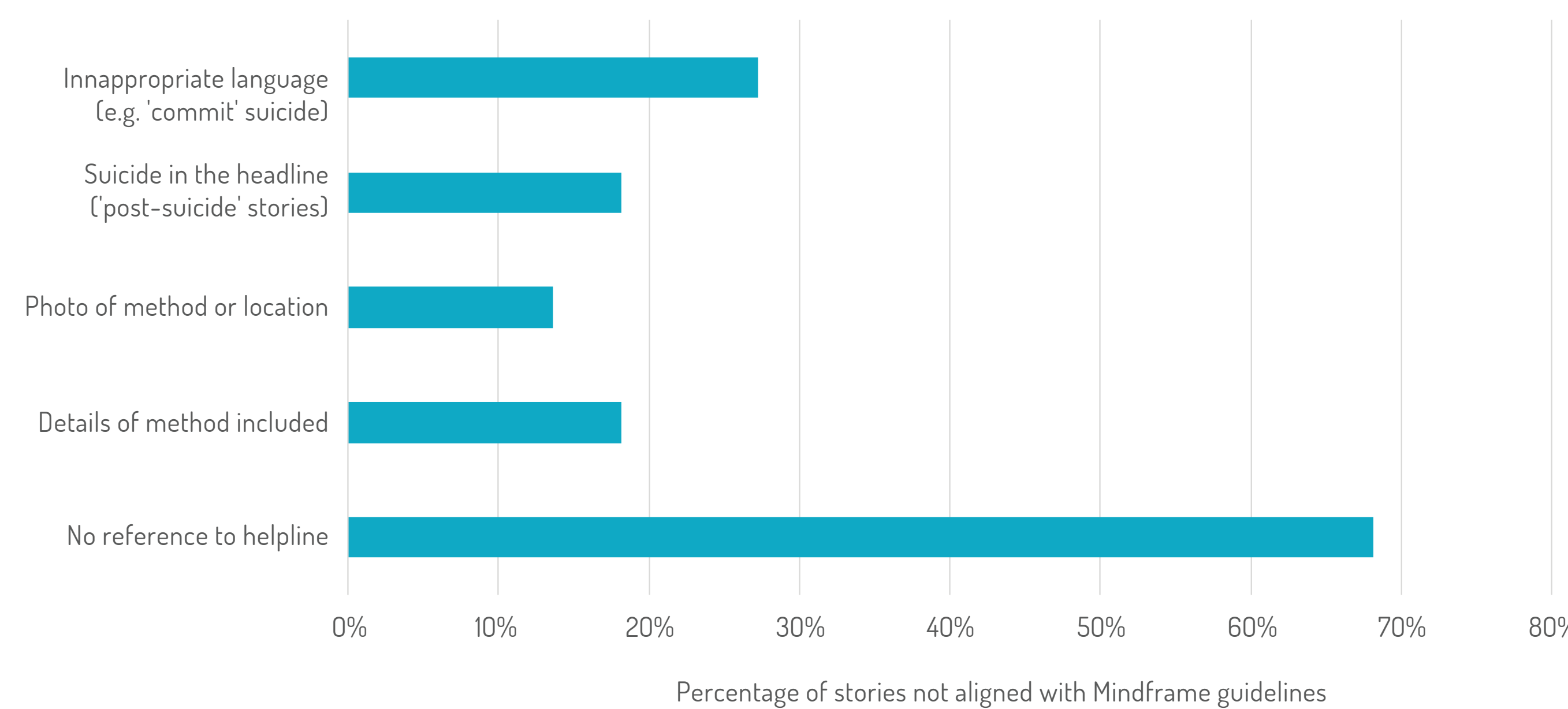
OVER 642,635
people reached

HAS THE REPORTING BEEN SAFE & RESPONSIBLE?

2 OUT OF 3
stories align with Mindframe media guidelines



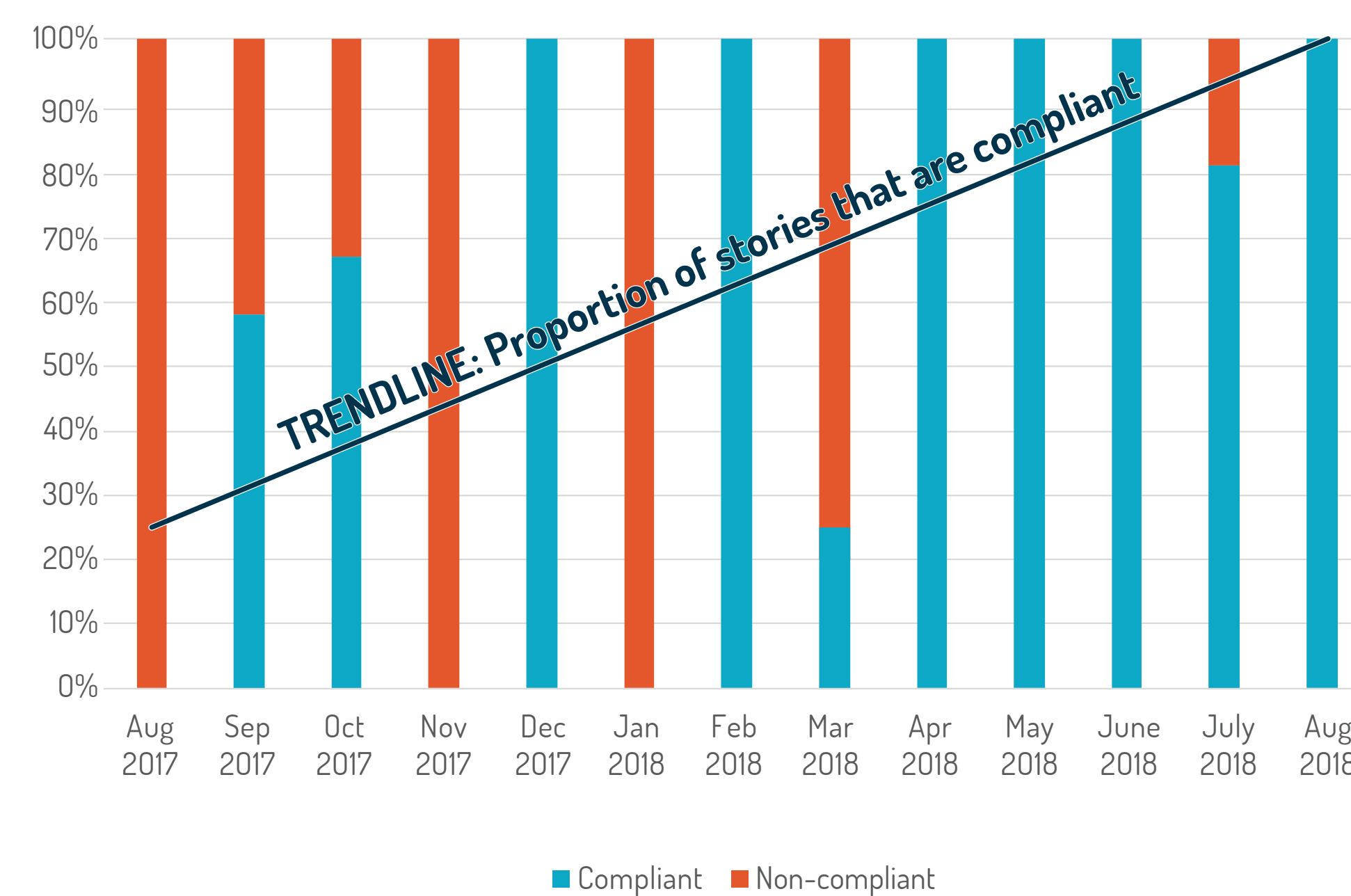
How are stories not meeting the Mindframe guidelines? (n=22)



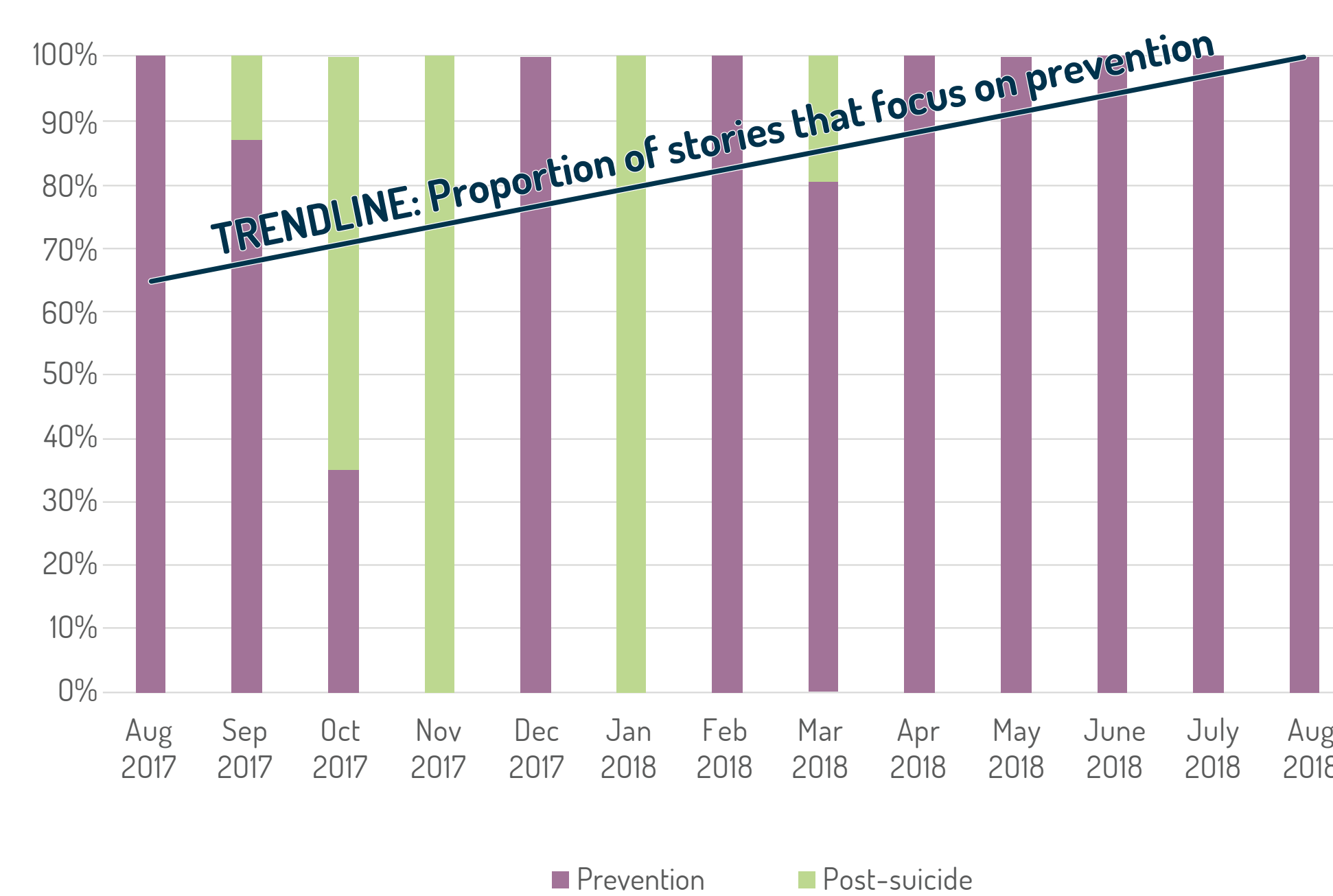
476,000
read print & online media

IS THE QUALITY OF MEDIA REPORTING IMPROVING?

↑ stories aligning with Mindframe guidelines



↑ stories focus on prevention activities



78%
focused on prevention

161,196
reached on Facebook

5,439
engagements on Twitter

