



## **2007 Headline Annual Report**

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### **Introduction**

According to the World Health Organization, research over the last 30 years has convincingly demonstrated that the mass media are one of the most significant influences on belief systems. Consequently, people often form their attitudes about mental health difficulties and suicidal behaviour through the television programmes, radio programmes, news reports and films they see, read and hear. The media have a significant role to play in promoting positive mental health and actively reducing stigma towards people with mental health difficulties.

Headline has been set up by the Health Service Executive's National Office for Suicide Prevention as part of “Reach Out” the National Strategy for Action on Suicide Prevention, and is managed by Schizophrenia Ireland.

Headline is advised by a Steering Group made up of representatives from the following organisations: Jacinta Hastings, Bodywhys – The Eating Disorders Association of Ireland, Colette Nolan, the Irish Advocacy Network, Suzanne Costello, Samaritans, Sandra Hogan, Aware, Geoff Day and Derek Chambers, The National Office for Suicide Prevention, Ted Tierney Mental Health Ireland, Daniel English, the HSE’s press office, Kahlil Thompson-Coyle and John Saunders, Schizophrenia Ireland, and Mary Greene, GROW in Ireland.

When Headline was first established in 2006 the staff travelled to Scotland to meet with Seeme in Edinburgh. The 'see me' campaign was launched in October 2002 to challenge stigma and discrimination around mental ill-health in Scotland. The campaign is run by an alliance of five Scottish mental health organisations. Their campaign combines an award-winning national publicity programme with local and national anti-stigma action developed in partnership with like-minded groups and individuals across all sectors of Scottish life. Headline also met with Choose Life in Glasgow. In 2002, the Scottish Government launched Choose Life, a ten year strategy and action plan to reduce suicide in Scotland. Choose Life sets out a framework to ensure that action is taken nationally and locally to build skills, develop training, encourage people to seek help early, improve knowledge and awareness of 'what works' to prevent suicide, and to encourage partnership working and improved co-ordination between services.

Both organisations helped greatly in identifying best practice set up procedures for Headline. They shared all their experience and continue to be a great resource of information and support for Headline.

**1. Headline’s Mission Statement:**

Headline is Ireland's national media monitoring programme, working to promote responsible and accurate coverage of mental health and suicide related issues within the Irish media.

**2. Headline’s Vision Statement:**

The vision of Headline is that all forms of the Irish media responsibly and accurately cover and portray mental health and suicide, that those affected by suicide, deliberate self-harm, mental health problems or mental illness are not adversely affected by media coverage, and that the mental health and mental well-being of the population is prioritised by the media in its work.

### **3. Steering group**

Headline has been set up by the Health Service Executive's National Office for Suicide Prevention as part of "Reach Out" the National Strategy for Action on Suicide Prevention, and is managed by Schizophrenia Ireland.

Headline is advised by a Steering Group made up of representatives from the following organisations: Bodywhys – The Eating Disorders Association of Ireland, the Irish Advocacy Network, Samaritans, Aware, The National Office for Suicide Prevention, Mental Health Ireland, the HSE's press office, Schizophrenia Ireland, and GROW in Ireland.

### **4. The media**

Headline works with editors and journalists, including the National Union of Journalists, and media students to find ways to collaborate to ensure that suicide, mental health and mental illness are responsibly covered in the media.

Headline provides information on the web site [www.Headline.ie](http://www.Headline.ie) to assist with reporting on mental health and suicidal behaviour. Headline encourages the use of media guidelines and provides media guidelines and resources.

### **5. Guidelines**

Headline is working with journalists and the National Union of Journalists (NUJ) to rewrite the media guidelines for reporting on mental health and suicide. Headline hopes to develop this with the Steering Group members and the National Union of Journalists (NUJ) in 2008.

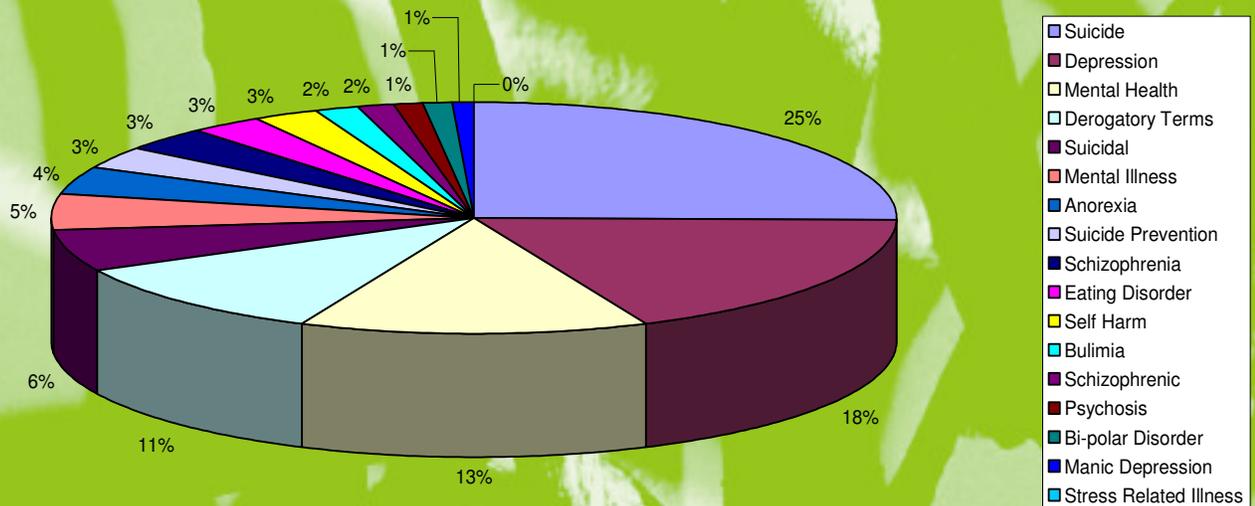
### **6. Figures for media monitoring**

Headline monitors the media for coverage of mental health and suicide prevention issues using a list of key search terms agreed in consultation with its steering group. Two media monitoring companies supply Headline with articles which contain these search terms. The chart below illustrates how many articles were generated by each of those search terms in 2007 and is based on information supplied by the main media monitoring company used by Headline.

## Breakdown of articles per search term

Overall breakdown from January-December 2007:

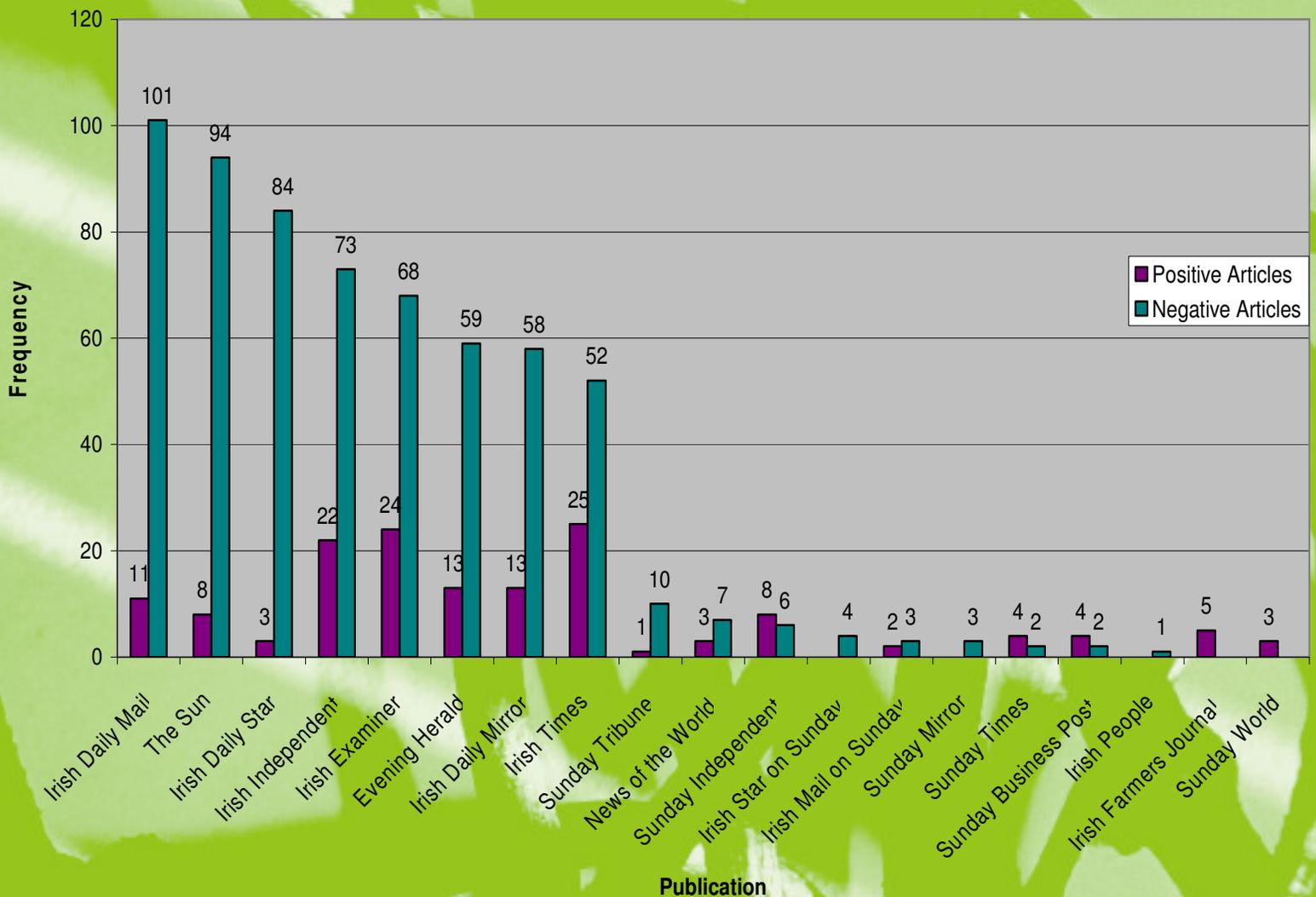
Suicide	3221
Depression	2296
Mental Health	1701
Derogatory Terms	1362
Suicidal	740
Mental Illness	646
Anorexia	472
Suicide Prevention	418
Schizophrenia	395
Eating Disorder	377
Self Harm	323
Bulimia	193
Schizophrenic	191
Psychosis	144
Bi-polar Disorder	125
Manic Depression	96
Stress Related Illness	14
	<b>12,714</b>



Jan-Dec 2007 Articles per search term

The chart below shows the number of positive and negative articles generated by the national press in 2007. Headline recorded information on articles which were determined to be negative or positive in accordance with the Media Guidelines for the Portrayal of Suicide (Irish Association for Suicidology (IAS) and Samaritans) and the Guide for Journalists and Broadcasters Reporting on Schizophrenia (Schizophrenia Ireland).

### National Press Media Coverage 2007



## 7. Launch of Headline's website



L-R George Hook, broadcaster, Jane Arigho, Media Project Coordinator for Headline, John Saunders, Director of Schizophrenia Ireland, Geoff Day, Head of the HSE's National Office for Suicide Prevention and Carl O'Brien, Social Affairs Correspondent with *The Irish Times*.

Headline launched its website [www.Headline.ie](http://www.Headline.ie) on Thursday, 19th April in the National Concert Hall. The website was launched by George Hook, Broadcaster, Carl O'Brien, Social Affairs Correspondent with *The Irish Times* and Geoff Day, Head of the National Office for Suicide Prevention. The website was designed to be used as a tool by the media with access to Irish and international media guidelines, and for the public as a means of having their opinions heard. For more information please visit [www.Headline.ie](http://www.Headline.ie).

## 8. Website statistics

The following are figures for all visits to [www.Headline.ie](http://www.Headline.ie) from 19<sup>th</sup> April 2007 when the site launched to Dec 31<sup>st</sup> 2007.

### 8A. Figures for [www.Headline.ie](http://www.Headline.ie) 2007



**5,902 Total number of individual visitors to the site.**



**18,863 Of the 5902 visitors they looked at 18,863 different pages on the site.**



**3.20 On average they visited 3.2 pages per visit.**

### 8B. Top 10 pages of interest

The below list shows the top 10 pages on the site that received the most hits. Page views are the number of times the page was looked at and unique page view is the number of people who looked at this page. In all cases the page views are higher than the unique page views showing that people returned to the page a number of times.

	<u>Page views</u>	<u>Unique Page views</u>
1.  Home page	5,492	3,723
2.  /aboutUs/	1,102	862
3.  /mediaInfo/	1,070	818
4.  /haveYourSay/	756	579
5.  /contactUs/	618	522
6.  /awards/	608	527
7.  /links/	519	416
8.  /mediaAlerts/signUp/	515	281
9.  /news/media/	470	359
10.  /news/headline/	463	317

## 8C. Traffic Sources Overview

This information shows that 24.31% of people who visited the Headline site came to the site directly using Headline.ie 25.58% were directed through links on other sites. 50.10% came through search engines like Google by searching for words that were contained on the site. As we can see from the spikes in the charts Headline is increasingly getting its hits from search engines.



24.31% [Direct Traffic](#)



25.58% [Referring Sites](#)



50.10% [Search Engines](#)

## 8D. Countries the site received visits from.

The 5,902 visits to the site came from 85 countries. Here is a list of the top 10 countries in order of most hits. Visits means the number of people who visited the site. Page visit is the number of pages on the site that they viewed. Avg time on site is the average time people spent on the site.

### Top 10 Countries

	<u>Country/Territory</u>	<u>Visits</u>	<u>Pages/Visit</u>	<u>Average Time on Site</u>
1.	Ireland	3,695	3.92	00:03:31
2.	United States	642	1.65	00:00:51
3.	United Kingdom	551	2.58	00:01:28
4.	Germany	110	2.73	00:01:25
5.	Australia	60	1.62	00:00:32
6.	Poland	57	1.09	00:00:02
7.	Canada	53	2.19	00:01:16
8.	India	51	1.76	00:01:13
9.	France	50	1.78	00:01:40
10.	Portugal	50	1.34	00:01:23

## 9. Website Polls

Headline had 13 on line polls on the headline website in 2007. Below are the results

<b>Did you know that Eating disorders have a sociocultural cause. They are classically perceived as western culture-bound syndromes associated with culture-driven factors, such as unrealistic expectations of slenderness?</b>	Sept. 20, 2007, I agree 50% Maybe 25% I do not agree 25%	-
<b>Did you know that 90% of people with untreated schizophrenia are in developing countries?</b>	Nov. 26, 2007, Yes 19% No 81%	-
<b>Did you know that Schizophrenia affects about 24 million people worldwide?</b>	Nov. 12, 2007, Yes 15% No 85%	-
<b>Did you know that mental disorders (particularly depression and substance abuse) are associated with more than 90% of all cases of suicide?</b>	Oct. 25, 2007, Yes 40% No 60%	-
<b>Did you know that in the last 45 years suicide rates have increased by 60% worldwide? Suicide is now among the three leading causes of death among those aged 15-44 years (both sexes)?</b>	Oct. 4, 2007, Yes 12.5% No 87.5%	-
<b>Did you know in the year 2000, approximately one million people died from suicide: a "global" mortality rate of 16 per 100,000, or one death every 40 seconds?</b>	Sept. 20, 2007, Yes 25% No 75%	-
<b>Did you know that aprox 10-20% of people with bipolar disorder have ended their life by suicide?</b>	Sept. 6, 2007, Yes 14% No 86%	-
<b>Did you know that the term 'eating disorder' refers to a group of conditions characterised by: 1 Severe disturbances in eating. 2. Emotional and psychological distress. 3. Physical consequences?</b>	Aug. 20, 2007, Yes 27% No 73%	-
<b>Did you know aprox 11,000 people presented to hospital in 2004 following (DSH) deliberate self harm? The real figure for DSH may be as high as 60,000 in the ROI?</b>	July 25, 2007, Yes 30% No 70%	-
<b>Should having a mental health problem affect your career prospects?</b>	June 7, 2007, Yes 11% No 63% Maybe 26%	-
<b>Did you know that Schizophrenia has nothing to do with split personality disorder? People with</b>	June 7, 2007,	-

<b>schizophrenia do not harbor multiple personalities?</b>	Yes 64% No 36%	
<b>Do you think personal details should be given in media coverage of suicide and mental health?</b>	May 16, 2007,  They should never be given 75% They should sometimes be given 25% They should always be given 0%	⊖
<b>At what age do you think people should be educated about mental health and suicide prevention?</b>	April 11, 2007,  under 10 18% 10 – 20 50% 20 & over 33%	⊖

## 10. Engaging with the public

Headline serves as a vehicle for the public to become involved in helping to monitor the Irish media on issues relating to mental health and suicide. Headline encourages people to speak out and use their voices to improve the quality of media coverage of suicide and mental health issues.

Headline encourages the public to notify its staff if they come across any media coverage on mental health or suicide that they feel is particularly negative or positive. People can decide if they would like to contact the media directly themselves to voice their opinions. Headline supplies advice, media contacts, and template letters to assist people in having their voice heard.

One call, email or letter can make all the difference. To date Headline has had great success in the last year in changing how mental health and suicide are portrayed in the media. Headline has had radio adverts removed from air, and logos redesigned. Headline has also worked with the Broadcasting Complaints Commission (BCC) on two complaints made by the public which resulted in two apologies aired on a major Irish television network. Complaints were in relation to the use of a derogatory term to describe a person with a mental health problem and a comedy sketch about a mental health patient. To view the complaints and the details of the decision please go to [http://www.bcc.ie/decisions/nov\\_07\\_decisions.html](http://www.bcc.ie/decisions/nov_07_decisions.html).

## **10A.**

### **Media alerts**

The media have a central role to play in reducing stigma and raising awareness of mental health issues and suicide prevention. Headline frequently contacts journalists, Editors and broadcasters to comment on media coverage and encourage responsible and accurate reporting of suicide and mental health issues.

When Headline comes across very positive or very negative media coverage of suicide or mental health issues it sends out email media alerts to people who have signed up for the service. People can then decide if they feel strongly about the article, advert, or broadcast and can contact the media directly themselves to let the media know their views. To date Headline has 110 people signed up to the media alerts. If you would like to sign up you can visit [www.Headline.ie](http://www.Headline.ie).

## **11. News Highlights**

Headline compiles a weekly bulletin of interesting stories on mental health and suicide related issues. This gives the public the ability to see coverage in 160 publications which would not be otherwise possible. It is also a valuable tool for the media especially for freelance journalists. If you wish to have the bulletin emailed to you please forward your email addresses to [info@headline.ie](mailto:info@headline.ie). Headline currently has 266 people signed up for the weekly News Highlights.

## 12. The Smedias 2007/2008



Headline sponsored a category called the Headline Award for journalism relating to Mental Health or Suicide Prevention in the 2007/2008 college year Smedia (Student Media) Awards. The award was created to encourage the next generation of journalists to accurately and responsibly report on these issues. Carl O'Brien, the Social Affairs Correspondent with *The Irish Times* will be the judge for Headline and Geoff Day Head of the National office for suicide prevention will present the award on April 15<sup>th</sup> 2008 in Dublin. For more information visit <http://headline.ie/awards/>.

The Headline award will be awarded to any form of media, be it written, published or broadcasted on television, radio, internet or otherwise, highlighting the issue of mental health or suicide prevention in Ireland. Entries can cover any aspect of mental health or suicide prevention. More information on the Smedia awards can be found on the Smedia website: <http://www.oxygen.ie/page/263>.

## 13. Promotional information

Headline presented a poster presentation at the 2007 Irish Association of Suicide Prevention's world conference on suicide prevention 'Preventing suicide across the life span : Dreams and realities' in Killarney, County Kerry in August 2007. Headline gave presentations on suicide and mental health in the media at many events including the National Office for Suicide Preventions Annual Forum, Schizophrenia Irelands Annual General Meeting, a Northern Ireland Suicide Strategy Implementation Body meeting, Schizophrenia Irelands Helpline meeting, and to Schizophrenia Irelands Basin Club. Headline was invited into RTE to present to RTE's working journalists on suicide in the media. Headline has also given numerous radio interviews. Headline had a stand at the "Voice of service users and carers in a modern mental health service" conference in Dundalk.

Headline has produced a number of pieces of literature including direct mail leaflets and postcards.

Eighteen national press media pieces and nine regional press media pieces about Headline were recorded in 2007. Pieces about Headline also appeared in a variety of its steering group publications and the medical press. In addition to this Headline gave six regional radio interviews.

#### **14. ‘Your Mental Health’ awareness campaign**

The ‘Your Mental Health’ campaign has been developed by the HSE National Office for Suicide Prevention, in consultation with voluntary and statutory partners, as part of *Reach Out* – the National Strategy for Action on Suicide Prevention. The campaign aims to improve awareness and understanding of mental health and well-being in Ireland and to encourage people to talk about mental health in everyday life. The campaign was launched in October 2007 and features a nationwide TV and radio advertising campaign, information booklet, a dedicated website [www.yourmentalhealth.ie](http://www.yourmentalhealth.ie) and a Bebo profile.

As part of her role with Headline, Rachel Wright acts as a liaison point between Headline and the ‘Your Mental Health’ awareness campaign. Rachel provides administrative support to the campaign, moderates the ‘Your Mental Health’ Bebo profile and ensures that the messages of the campaign are reflected in Headline’s work.

## 15. Like minds, Like Mine.



L-R Suzie Crooks, Light House Trust, Jane Arigho, Media Project Coordinator Headline, and Mr Roy Brown from the Light House Trust.

Headline invited Ms Suzi Crooks and Mr Roy Brown from the Light House Trust in New Zealand to present on their very successful anti stigma campaign, Like Minds Like Mine. They discussed with us their 10 year anti stigma ad campaign. They have created a number of anti stigma TV ads using real people with self experience and their families. These have been followed up with annual public opinions research and this is then used to create the next ad campaign. For further information on the Like Minds Like Mine campaign please visit <http://www.likeminds.org.nz/>.

Like Minds, Like Mine is a public health funded project to reduce the stigma of mental illness and the discrimination that people with experience of mental illness face everyday in the community. The Like Minds programme has been working to end discrimination against people with experience of mental illness for the past ten years, and recent research has shown that New Zealand is making significant progress in anti-discrimination work.

## 16. Staff profile

Headline currently has two staff members. Jane Arigho Media Project Coordinator and Rachel Wright Media and Campaign Liaison Assistant.

### Jane Arigho



Jane Arigho has been working with Headline as the Media Project Coordinator since Headline's start up in September 2006. Her background is in advertising, marketing and PR. Her responsibilities include managing the Headline project, monitoring the national and regional media, media training for media and journalism students and working journalists, organising student media awards, and rewriting of media guidelines.

### Contact details

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Media Project Coordinator  
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## **Rachel Wright**



Rachel has been working with Headline as the Media Campaign and Liaison Assistant since 2006. Rachel has studied Law, European studies and Public Relations. She has a background in administration and marketing. Rachel assists in the promotion and implementation of the aims and objectives of Headline and liaises with the national mental health awareness campaign.

### **Contact details**

Rachel Wright  
Media and Campaign Liaison Assistant  
t. 01 8279022  
f. 01 8279020  
[rwright@headline.ie](mailto:rwright@headline.ie)

## **17. Financial statement**

The running cost for the Headline project in 2007 totaled: €176,187.