



## **2010 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 Shine – Supporting People Affected by Mental Ill Health.



### 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 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, Shine, GROW in Ireland, Barry Finnegan, Lecturer Griffith College Dublin, Andrea Gilligan, Broadcaster.

### 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.

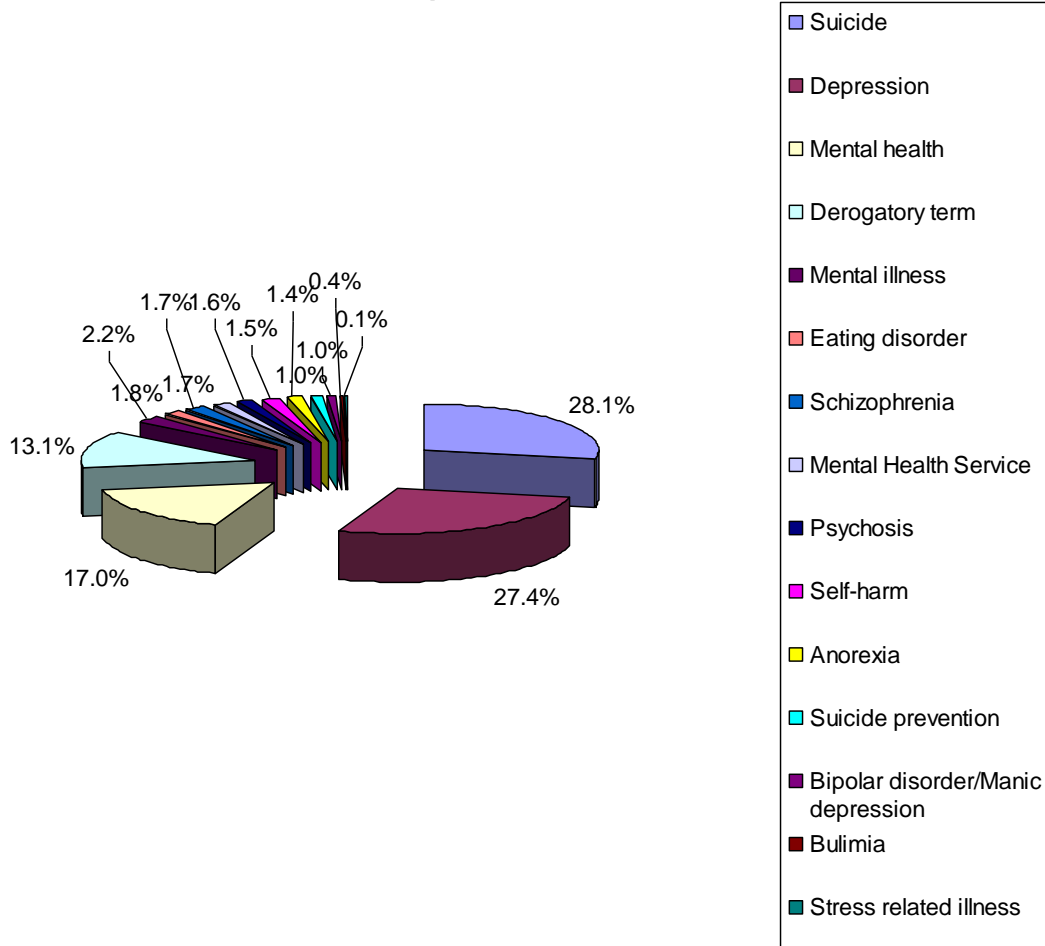
Headline provides information on the web site [www.Headline.ie](http://www.Headline.ie) to assist with reporting on mental health and suicidal behaviour. Headline encourages the use of media guidelines and provides media guidelines and resources.

### 5. Figures for media monitoring

Headline monitors Irish print media for coverage of mental health and suicide using a list of key search terms which have been 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 2010.

Suicide	5197
Depression	5081
Mental health	3141
Derogatory term	2419
Mental illness	406
Eating disorder	333
Schizophrenia	324
Mental Health Service	312
Psychosis	295
Self-harm	272
Anorexia	262
Suicide prevention	193
Bipolar disorder/Manic depression	182
Bulimia	71
Stress related illness	27
	18,488

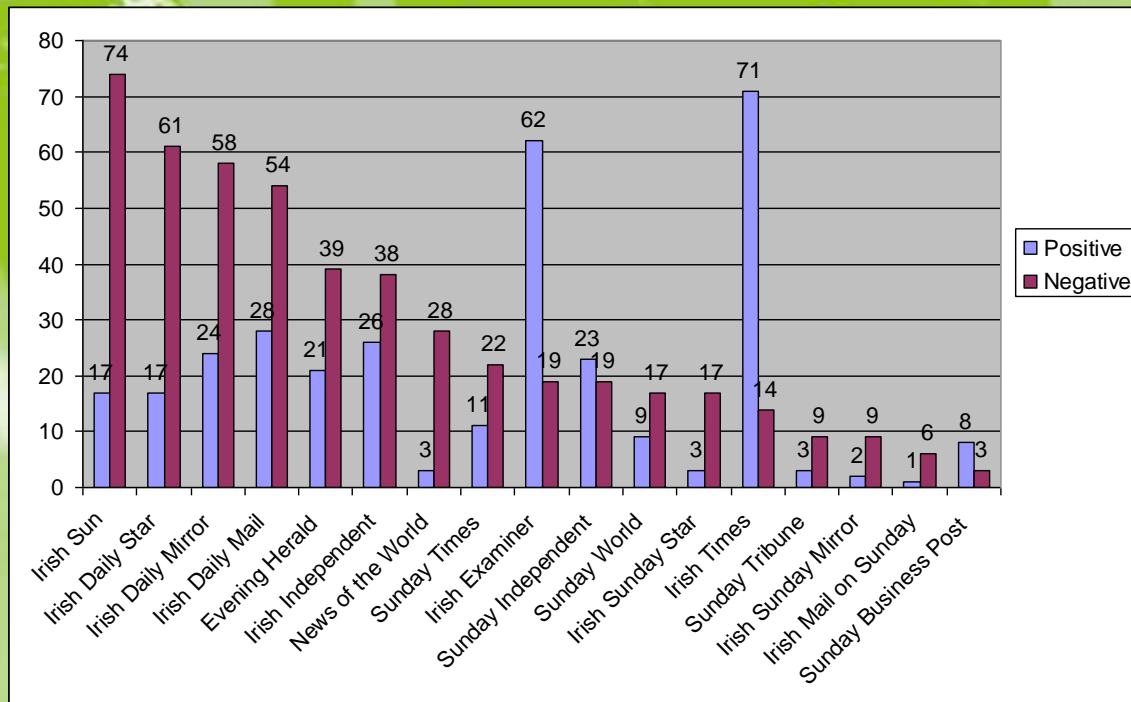
### Articles per Search Term





## 5.1 National Media Coverage

The chart below shows the number of positive and negative articles generated by the national press in 2010. 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 (Shine and NUJ).



## 6. Website statistics

The following are figures for all visits to [www.Headline.ie](http://www.Headline.ie) from 1<sup>st</sup> January 2010 – 31<sup>st</sup> December 2010.

### 6.1 Figures for [www.Headline.ie](http://www.Headline.ie) 2010

**Visits** :8,509 a decrease of 20% from 2009

**Absolute Unique Visitors** : 6,977

**Page Views** : 18,959

**Average Page views:** 2.23

## 6.2 Top 10 pages of interest

The list below 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.

Page name	Page views
1. Home	4,109
2. About Us	956
3. Media Information	831
4. News	762
5. Contact Us	613
6. Media Alerts Sign Up	501
7. Awards	469
8. Have Your Say	433
9. news/headline/2007/oct/31/six-year-old-battling-anorexia/	379
10. Links	327

## 6.3. Traffic sources overview

This information shows that

15.75% of people who visited the Headline site came to the site directly using [www.Headline.ie](http://www.Headline.ie). 16.36% were directed through links on other sites. 67.89 % came through search engines like Google by searching for words that were contained on the site.

- **Search Engines** 5,777.00 (67.89%)
- **Referring Sites** 1,392.00 (16.36%)
- **Direct Traffic** 1,340.00 (15.75%)



## 6.4 Countries the site received visits from.

The 6,977 unique visitors to the site came from 105 countries. Here is a list of the top 10 countries in order of unique visitors (unique visitors means the number of people who visited the site). Pages/visit is the number of pages on the site that they viewed. Average time on site is the average time people spent on the site.



The chart above is colour coded showing highest number of visitors in dark green and lowest numbers of visitors in light green across the world.

### Top 10 Countries

	Country/Territory	Visits	Pages/Visit	Average Time on Site
1.	Ireland	6,243	2.42	00:01:48
2.	United Kingdom	700	1.82	00:01:02
3.	United States	579	1.49	00:02:17
4.	Canada	116	3.29	00:03:04
5.	Australia	92	1.47	00:00:29
6.	India	67	1.57	00:01:07
7.	Germany	63	1.41	00:00:18
8.	France	39	1.28	00:00:08
9.	China	37	1.46	00:00:59
10.	Spain	32	1.84	00:00:24

## 7. 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 the public to speak out and use their voices in order 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 also have the choice to 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. We support the public step by step through the process.

One call, email or letter can make all the difference. To date, Headline has had great success in changing how mental health and suicide are portrayed in the media.

## 8. Steering groups

### 8.1 See Change



Headline is a member of See Change- the national stigma reduction partnership. See Change is Ireland's national programme working to positively change social attitudes and behaviour so that there is a reduction of stigma and discrimination associated with mental health problems. Headline is a member of both the Communications and Mental Health Experts Advisory Panels.

### 8.2 SpunOut



Headline is on the advisory group panel for SpunOut. SpunOut.ie is an independent, youth-led national charity working to empower young people to create personal and social change. SpunOut.ie combines an interactive online community providing health and lifestyle information, signposting to support services, a youth media space, moderated discussion forums, and a platform for



youth engagement, civic engagement, participation and advocacy. The website is endorsed and supported by all major youth agencies in Ireland. For more information go to <http://www.spunout.ie>

### 8.3 IASP (International Association for Suicide Prevention) Media Task Force



Headline is on the IASP International Media Task Force.

#### Goals

The Task Force has the following goals:

- To improve linkages between suicide experts and media professionals
- To systematically review research about suicide and the media (including evaluations of media guidelines), to identify gaps in knowledge, to develop a research agenda to address these gaps, and to encourage relevant research
- To identify, collect and collate media guidelines which have been developed around the world, and examine and report on their content, development and implementation
- To work collaboratively with media professionals to develop recommendations for developing and implementing media guidelines
- To work collaboratively with media professionals to promote media guidelines to journalists, editors and other stakeholders
- To provide an international body of experts that can provide authoritative comment on issues regarding suicide and the media, including issues surrounding media guidelines

### 8.4 ok2b / WordsMatter



Headline is on the steering group of a UK project WordsMatter for ok2b. Mental health charity ok2b has been commissioned by SHIFT, the Government's mental health anti-stigma campaign, to set up WordsMatter a project in England. For more go to <http://www.wordsmatter.org.uk> .

The project aims to establish a systematic process for encouraging people to praise good reporting on mental health issues, and criticise poor reporting. It will comprise a web-based service that identifies media reporting on mental health issues and sends out email alerts on selected items to subscribers, allowing them the opportunity to contact the media concerned about their coverage.

The overall intention is to encourage the media to be more sensitive and informed in their use of language in reporting on mental health issues, and to provide balance and context in their coverage.

## **9. 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. At the end of 2010, Headline had 704 people signed up to the media alerts. This is an increase of 33% from 2009. If you would like to sign up please visit [www.Headline.ie](http://www.Headline.ie).

## **10. 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 approximately 250 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 1080 people signed up for the weekly News Highlights. This is an increase of 54% from 2009.

## 11. The Smedias



Headline sponsored a category called the Headline Award for Journalism Relating to Mental Health or Suicide Prevention in the 2010 college year Smedias (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, Chief Reporter with *The Irish Times* was the judge for the Headline award. The winner of the 2010 Headline award was Kate Mc Carroll, a student from DIT. Kate, from Dublin, won the award for 'Out of Mind', a powerful documentary about electro-convulsive therapy. To view the winning entry, please go to the podcasts section on [www.Headline.ie](http://www.Headline.ie) homepage or for more information on the awards, visit the awards section of the Headline site.

This is the third year that the category was sponsored by Headline - the national media monitoring programme for mental health and suicide in association with the HSE's National Office for Suicide Prevention. Headline sponsors the award in an effort to raise awareness among media students of the issues involved when reporting on mental health and suicide and to recognise the good work being produced. The sponsorship of the award was made possible by the support of the HSE's Let Someone Know campaign, which aims to encourage young people to confide in others about their problems.

The Headline award is awarded to any form of media, whether it is written, published or broadcasted on television, radio, internet or otherwise, highlighting the issue of mental health, mental illness, suicide or suicide prevention in Ireland. More information on the Smedia awards can be found on the Smedia website: [www.oxygen.ie](http://www.oxygen.ie).

## 12. Media training / Presentations

### 12.1 College presentations

Headline gave presentations on mental health and suicide in the media to journalism, media and communication students in the following colleges over the college year:



- Ballyfermot College of Further Education, 2 lectures
- Dublin Business School, 2 lectures
- Dun Laoghaire College of Further Education, 2 lectures
- Dublin Institute of Technology, 2 lectures
- Griffith College, 2 lectures
- Mary Immaculate College, 2 lectures
- Dublin City University, 1 lecture

The presentations introduced the students to the Irish and international media guidelines for reporting on mental health and suicide. The presentations also looked at examples of Irish media coverage and the workings of Headline. Headline hopes that this will assist the students to have a better understanding of different mental health and suicide related issues and that the students will be more comfortable and capable of producing positive media coverage in the future. From our evaluations of the training, it has been found that the students see the training as a very positive and welcome introduction to their course. Headline hopes to further this training by presenting to students in more colleges on an annual basis.

## **12.2 Presentation Evaluations**

Headline conducts evaluations on its college presentations. A breakdown of the responses to the evaluation questions is given below. In general the seminars are well received with;

- 79% of respondents finding the presentations helpful.
- 87% of the respondents felt that they had learned something from the presentation.
- 83% felt that they were more knowledgeable about suicide and mental health media guidelines because of the presentation.
- 85% of respondents felt more knowledgeable about types of media reporting that can lead to copycat behaviour after the seminar.
- 83% felt that they knew where to get more information about reporting on these issues.



### 13. ESB Electric Aid fund



Headline successfully applied to the ESB Electric Aid for the production of a USB key which will contain Headline's multimedia resources. The multimedia resource provides guidance and support for media professionals reporting on mental health and suicide related issues. USB keys will be supplied to journalists and journalism students.

### 14. Headline media coverage

Headline was mentioned in 8 national print media pieces and 9 local print media pieces in 2010. Pieces about Headline also appeared in a variety of its steering group publications and the medical press. In addition to this, Headline gave radio interviews to Near 90FM and Dublin City FM.

### 15. Staff profile

Headline has two full time staff members; Jane Arigho, Media Project Coordinator and Sorcha Lowry, Media Project Officer, and a part time staff member; Rachel Wright, Media & 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 day to day running of the Headline project, monitoring the national and regional print media, media training for media, communication and journalism students and working journalists, organising student media awards, and rewriting of media guidelines.

#### Contact details

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## **Sorcha Lowry**



Sorcha joined Headline as Media Project Officer in June 2010. Sorcha's academic background is in international relations, public affairs and political communication. She has previously worked in international governmental, political and campaigning organisations in communications, research and administrative capacities. Sorcha assists with the day to day running of the Headline office, monitoring the national and regional print media and providing media training for media, communication and journalism students.

### **Contact details**

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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, Health promotion 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**

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## **16. News Researcher**

Since July 2008, Headline has ran a News Researcher internship programme for media, journalism and communications students. The News Researcher assists the Headline team with the analysis and collation of Irish media articles related to mental health and suicide prevention while gaining valuable work experience and high level professional exposure to the mental health and suicide prevention voluntary and statutory sectors.

The students are exposed to the media guidelines and gain a very good working knowledge of positive media reporting on mental health and suicide. It also helps the students to better understand different forms of mental health and suicide related issues. Headline hired Claire O’Keeffe as a news researcher for 2010.

## **20. Financial statement**

The running cost for the Headline project in 2010 totaled: €159,032.