



2014 Asia Pacific Coroners Society Conference

SUICIDE: WHO'S REALLY AT RISK? *beyondblue's role in suicide prevention and its program of work for men aged 34-54*

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Around

1 Million people in Australia live with **DEPRESSION**

Around

2 Million people in Australia live with **ANXIETY**



1 IN **6**  **WOMEN**

1 IN **8**  **MEN**

are likely to experience **DEPRESSION** in their lifetime

1 IN **3**  **WOMEN**

1 IN **5**  **MEN**

are likely to experience **ANXIETY** in their lifetime

7 AUSTRALIANS

NEARLY

DIE BY SUICIDE EVERY DAY —



5 OF WHOM ARE **MEN**

Causes where a high proportion of deaths were males 2012:

	Years of potential life lost (YPLL)	Number	Rate
<i>Intentional Self-harm</i>	63,454	1,901	16.8
<i>Ischaemic Heart Disease</i>	59,750	10,907	96.0
<i>Digestive Organ Cancer</i>	56,991	6,950	59.4
<i>Transport Accidents</i>	39,370	1,090	9.6
<i>Respiratory and Thoracic Cancer</i>	36,593	5119	43.7
<i>Bronchus and Lungs</i>	34,356	4,875	41.7
<i>Melanoma and Skin Cancer</i>	11,587	1,401	12.1

Causes where a high proportion of deaths were males 2012:

- **Intentional self-harm (suicide) - 75.0%**
- Trachea, bronchus & lung cancers - 60.0%
- Blood & lymph cancers (incl leukaemia) - 58.2%
- Colon & rectum cancers - 55.3%
- Ischaemic heart disease - 54.4%
- Chronic lower respiratory diseases - 53.3%
- Diabetes - 51.9%

"If you keep on doing what you've always done, you'll keep on getting what you've always got."



beyondblue

Depression. Anxiety.



**Therapy so manly
it'll put hairs
- Doctor Brian Ironwood.
on your brain.**





Con ads



Admit it, we all check our poo. But how often do we check our brain?

Hello, I'm Doctor Brian Bonwood.

maxtherapy.org.au

The man is sitting at a desk, looking towards the camera with a serious expression. He is pointing upwards with his right hand. A sign on a stick is positioned in front of him, displaying the text 'Hello, I'm Doctor Brian Bonwood.' and the website 'maxtherapy.org.au'. The sign also features a red circular logo with the text 'Max Therapy'.

Funny, you can always tell when you've had asparagus – but how can you tell when you have brain issues?

Hello, I'm Doctor Brian Bonwood.

maxtherapy.org.au

The man is standing, looking towards the camera with a serious expression. He is holding a sign on a stick in front of him, displaying the text 'Hello, I'm Doctor Brian Bonwood.' and the website 'maxtherapy.org.au'. The sign also features a red circular logo with the text 'Max Therapy'.

Man Therapy key messages



- **No man is bulletproof**
- Depression / anxiety is a common condition that can strike anyone
- Know the signs
- **Taking action is taking control, staying strong**
- **Protecting self is protecting others**
- Early action is best
- There are a range of courses of action available, and treatment can be tailored



Response

- 43% men 18+ and 41% men 30-54 have seen Man Therapy
- 691,302 unique visits as a result
- One third visit 3 pages or more (3.16m)
- Man Quiz completions 22%
- Understanding of signs and symptoms inc
- Likely to take some form of positive action
- Likely to tell their mates about Man Therapy.

The way back resources



- Resources for people who have attempted suicide and their close family and friends.
- Developed by *beyondblue* with the Hunter Institute of Mental Health.
- Developed with input from many people who have attempted suicide and their family and friends.





**You can fix almost
anything with gaffer
tape and WD40 –
except possibly your
brain box**

- Doctor Brian Ironwood.

