

**Training Program**  
Wednesday 30<sup>th</sup> August – Thursday 31<sup>st</sup> August 2017  
Kiama Pavilion

Topic / Timing	Session	Target audiences
<b>Day 1 – Wednesday 30<sup>th</sup> August</b>		
<b>Mindframe Plus – Application of Safe &amp; Responsible Guidelines on Suicide Reporting</b>		
9:00am – 12:00pm	<ul style="list-style-type: none"> <li>- <i>Mindframe</i> principles, background, evidence-base</li> <li>- Introduction to National Suicide Prevention Communications Charter</li> <li>- <i>Mindframe</i> and working with media               <ul style="list-style-type: none"> <li>o Key messages</li> <li>o Deciding whether to respond to the media and how to do it?</li> <li>o Answering questions – what you may be asked, what to say (key messages) and what not to say</li> </ul> </li> <li>- Social Media guidelines</li> </ul>	Communications teams  Community engagement teams  Organisational or community group spokespeople  Spokespeople from community with lived experience
<b>Lunch 12:00pm – 1:00pm</b>		
1:00pm – 4:00pm	<ul style="list-style-type: none"> <li>- Role plays - practising your responses and developing skills to steer the conversation towards your key messages.</li> <li>- How to engage media in your local events</li> <li>- Proactive reporting of suicide: what stories will appeal to the media.</li> <li>- How to support lived experience spokespeople</li> <li>- Self-care and supports available</li> </ul>	Communications teams  Community engagement teams  Organisational or community group spokespeople  Spokespeople from community with lived experience
<b>Day 2 – Thursday 31<sup>st</sup> August</b>		
<b>Media training</b>		
10:30am – 12:30pm	<ul style="list-style-type: none"> <li>- <i>Mindframe</i> principles, background, evidence-base</li> <li>- <i>Mindframe</i> and working with media</li> </ul>	Journalists Editors Presenters  Communications teams Community Engagement teams
<b>Media briefing + Light Lunch</b>		
12:30pm – 1:00pm	<ul style="list-style-type: none"> <li>- Media briefing: LifeSpan Launch &amp; RUOK? Day</li> </ul>	Journalists Editors Presenters  Communications teams Community Engagement teams