

# MEDIA RELEASE

IMMEDIATE RELEASE

Tuesday, 19 April 2011



[WWW.GRAPEVINEGROUP.ORG.AU](http://WWW.GRAPEVINEGROUP.ORG.AU)  
f [facebook.com/grapevinegroup](https://facebook.com/grapevinegroup)

## Thank you local media and Media Grapes... we're now viral!

It's an exciting time for suicide prevention in the Mackay region at present. The headspace Mackay petition has gone viral on Facebook and we are anticipating strong community support to get signatures in within 17 days. Grapevine Group is thanking local media support for helping to achieve that and support the urgent Mackay community appeal for a Headspace.

The attention for a Headspace youth mental health centre is increasing in momentum quickly and we have been supported on social media by nationally influential mental health groups such as Suicide Prevention Australia (SPA) and Mental Health Awareness Australia (MHAA). MHAA have uploaded the petition which George Christensen, MP will be presenting to Canberra Parliament on May 10 and are asking supporters from around Australia endorse it. Both have retweeted about the campaign on Twitter.

Facebook pages ([www.facebook.com/grapevinegroup](http://www.facebook.com/grapevinegroup) + [www.facebook.com/headspacemackaypetition](http://www.facebook.com/headspacemackaypetition)) while conservative in the number of fans are showing huge activity with reposts of images. The Grapevine "Support Headspace Mackay Flyer" and also the Headspace Mackay petition have been viewed over 33,371 times since March 10, 2011 by individuals in newsfeeds AND we have only 421 fans. Friends of friends are reposting the petition to help Mackay generate interest quickly and be in a position to submit thousands of signatures in the 17 days. Petitions must be submitted to George Christensen's office on May 6, 2011. On Monday Grapevine had had an extra 3,505 post views of either the flyer or Grapevine information overnight. (See stats reports attached)

Grapevine Group Facebook fans are invited to write words of encouragement supporting our bid for a Headspace Mackay and make our region a priority for federal mental health funding. Supporting businesses, community groups and facebook fan page operators are invited let Grapevine know on their wall if they are reposting and generating the support for the petition. In thanks Grapevine group is acknowledging them with a link to for page or website as a part of the online social media appeal.

**LET'S MAKE MACKAY THE MOST SUICIDE-SAFE REGION IN AUSTRALIA**

**HELP-A-MATE**

Are you a local sports volunteer? Support the Grapevine Sports Challenge - register online for free suicide alertness training

MAKE MACKAY THE MOST SUICIDE-SAFE REGION IN AUSTRALIA is a joint initiative of Grapevine Group Assoc Inc / YIRS One Stop Youth Shop Inc / Daily Mercury. Help us make a difference!

Grapevine has put out an URGENT APPEAL today for HAIRDRESSER SALONS to print out and display the Support Headspace Mackay poster and keep petitions at their counters.

Grapevine Group is especially grateful to The Place Online for reposting to their 3883 Mackay fan - which has help immensely to trigger response. The Headspace Mackay petition has been actively supported

by Mackay Chamber of Commerce, Quota International of Mackay inc , Rotary Club of Mackay and even the Mackay Snake & Reptile Owners Group have all generated awareness of the petition either online or through their traditional newsletters.

Quota International of Mackay inc invited Grapevine to be the guest speaker at this year's Handover Dinner on Saturday night as the Quota ladies and their guest handed around the Headspace Mackay petition. The community group were officially acknowledged as a major sponsor of both the Grapevine/YIRS One Stop Youth Shop Inc / Daily Mercury joint community awareness initiatives "12 days of suicide prevention for Christmas" and "Make Mackay the most suicide-safe region in Australia" campaigns.

The "12 days of suicide prevention for Christmas" campaign is currently nominated for a national PANPA award and helped to distribute 30,000 Help-A-Mate local suicide prevention list cards in just one month.

For the past 3 years Grapevine Group have been actively distributing the Mindframe self-harm and mental health media guidelines to local media organisations in order to generate positive awareness of suicide prevention in our region. The grassroots volunteer group offers free 3 hr suicide alertness training to individuals in media as well as to Mackay & District sports volunteers.

Grapevine are now request that local media, state and national media include in the essential FIND HELP information at the end of suicide prevention reports Grapevine's website and reference so people can find their list of local suicide prevention resources at [www.grapevinegroup.org.au](http://www.grapevinegroup.org.au).

Grapevine's Chair, Debbie Guzowski said "We are delighted with the support and positive suicide prevention awareness that has been generated. The Grapevine Group Assoc Inc acknowledge it would not be possible without your assistance... and look forward to when Mackay goes from having the 2<sup>nd</sup> highest suicide rate in Qld to the most suicide-safe area in Australia."



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NEED HELP NOW? Call Lifeline Crisis Line 13 11 44 or Kids Help Line

1800 551 800, find local prevention resources at [www.grapevinegroup.org.au](http://www.grapevinegroup.org.au)

## CONTACT INFORMATION

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Grapevine Group Assoc Inc. Chairperson

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Web: [www.grapevinegroup.org.au](http://www.grapevinegroup.org.au)

[www.facebook.com/grapevinegroup](http://www.facebook.com/grapevinegroup)

[www.facebook.com/headspacemackaypetition](http://www.facebook.com/headspacemackaypetition)

[www.twitter.com/grapevine\\_group](http://www.twitter.com/grapevine_group)



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## MEDIA SUICIDE GUIDELINES

Please find media fact sheet attached. Further information regarding guidelines can be found at [www.mindframe-media.info](http://www.mindframe-media.info)

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## GRAPEVINE'S RECENT ACHIEVEMENTS

To date with significant community support Grapevine has successfully trained 259 locals in suicide prevention, distributed 56,000 Help-a-Mate Mackay District Suicide Support Cards - containing an important local list of suicide prevention resources and published Mackay District Mental Health and Suicide Prevention Training Calendar online. Find Mackay District's local suicide prevention resources and training at [www.grapevinegroup.org.au](http://www.grapevinegroup.org.au) or help make Mackay suicide-safe right now CLICK LIKE [www.facebook.com/grapevinegroup](https://www.facebook.com/grapevinegroup) and suggest us to your Facebook mates.

**WE SUPPORT [www.facebook.com/headspacemackaypetition](http://www.facebook.com/headspacemackaypetition)**  
**Mackay needs a Headspace. Don't let our kids miss out.**

**THANK YOU FOR YOUR SUPPORT AND ENCOURAGE YOUR MEDIA OUTLET TO  
DOWNLOAD & GATHER SIGNATURES FOR THE HEADSPACE MACKAY PETITION AT YOUR RECEPTION...  
GO TO [WWW.GRAPEVINEGROUP.ORG.AU](http://WWW.GRAPEVINEGROUP.ORG.AU) ... must be submitted by May 6!**

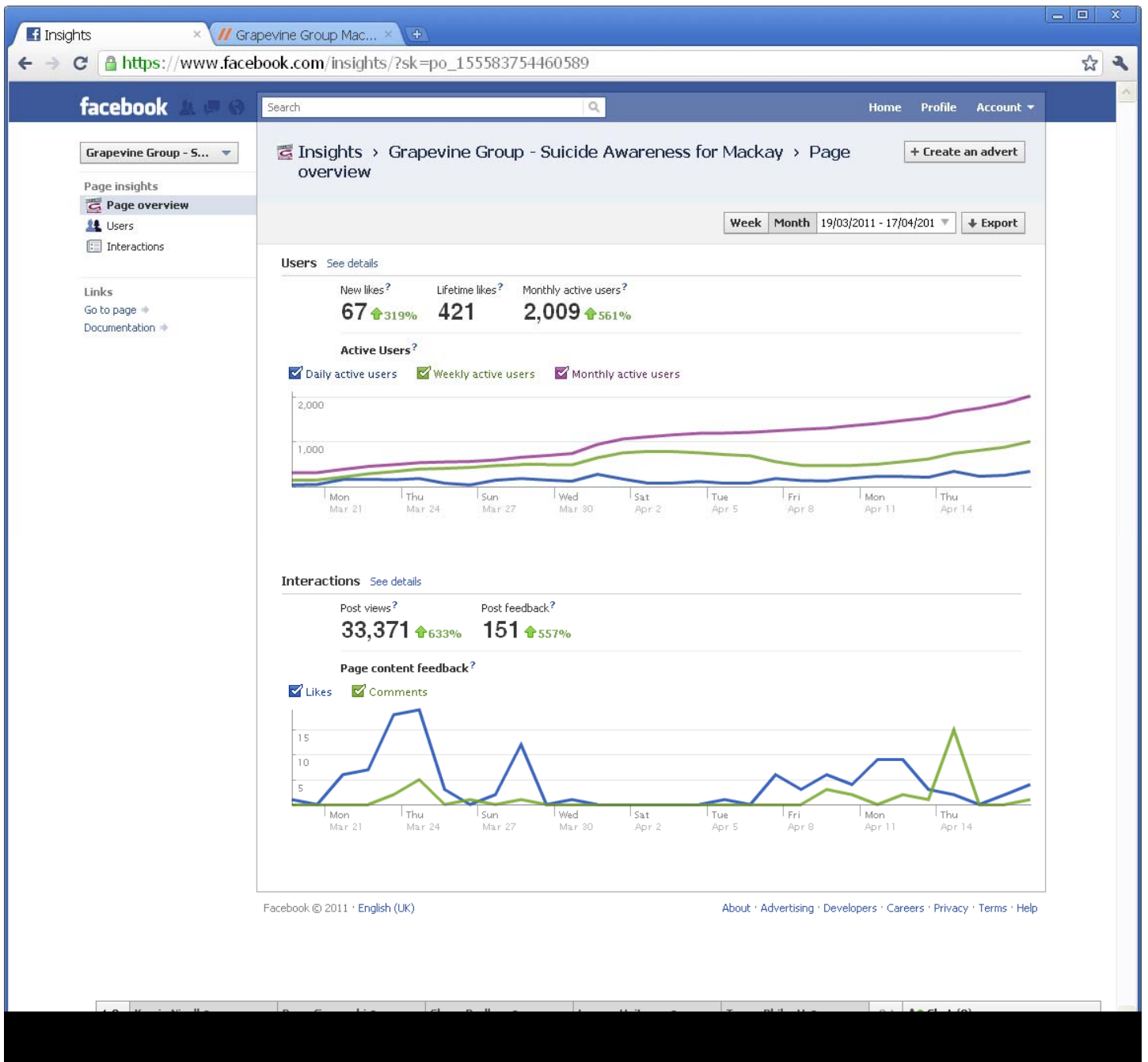
**CLICK HERE [http://www.grapevinegroup.org.au/current\\_events.php](http://www.grapevinegroup.org.au/current_events.php) TO DOWNLOAD A HEADSPACE MACKAY  
FLYER/POSTER... OR HELP US GET IT UP ON THE MIRROR AT YOUR LOCAL HAIRDRESSER IN MACKAY.**

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Facebook Insights > Mackay needs a Headspace Centre. Don't let our kids miss out > Page overview

Week Month 19/03/2011 - 17/04/2011 Export

### Users

See details

Metric	Value
New likes?	30
Lifetime likes?	48
Monthly active users?	1,205

#### Active Users?

Daily active users
  Weekly active users
  Monthly active users

### Interactions

See details

Metric	Value
Post views?	7,938
Post feedback?	12

#### Page content feedback?

Likes
  Comments

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