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**MEDIA RELEASE**  
**22 March 2016**

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**AUSTRALIANS DEMAND ACTION ON SUICIDE: NEW STUDY**

The Australian public wants the Federal Government to do more to tackle the growing national suicide emergency, according to a new study commissioned by Lifeline.

Lifeline Australia CEO, Pete Shmigel, said the study – undertaken by leading market research firm Crosby|Textor – shows that the community understands the devastating impact of suicide, as well as the need for stronger government action in this area.

“With the recent ABS data showing a 10-year high in the number of people taking their own lives, we know that an increasing numbers of friends, families and whole regions are experiencing the heartbreak of losing someone to suicide,” Mr Shmigel said.

“This new study explored community perceptions around suicide, finding that the majority of Australians believe we are facing a national suicide emergency and that the issue is getting worse. They also share Lifeline’s belief that, with positive and practical steps, many deaths by suicide are preventable.

“In working to stop more suicides, it’s vital that we reach out to people when they find themselves in dark places, promoting connection, compassion and conversation. These are key barriers to suicidal behaviour.

“In light of the ABS data, together with this new research, we are calling on the Federal Government to formally acknowledge the national suicide emergency and take urgent action to stop more unnecessary deaths.”

Key findings from the research:

- Participants who agree that ‘suicide is a national emergency’, even before the most recent ABS figures were released.

Total	NSW	Vic	Qld	WA	SA	Tas
<b>64%</b>	65%	61%	64%	67%	67%	60%

- Participants who agree that ‘for every person that dies by suicide there are many left behind traumatised’.

Total	NSW	Vic	Qld	WA	SA	Tas
<b>90%</b>	87%	91%	93%	92%	86%	97%

- Participants who agree that ‘suicide can be triggered by the pressures and strains of modern life’.

Total	NSW	Vic	Qld	WA	SA	Tas

For further information or comment, please contact [media@lifeline.org.au](mailto:media@lifeline.org.au) or 0408 407 376.

**NB:** Lifeline’s 24-hour telephone crisis line 13 11 14 is pronounced ‘thirteen eleven fourteen’

<b>86%</b>	86%	85%	90%	86%	84%	85%
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- Participants who agree with the statement that ‘personal crisis leading to suicide can happen to anyone’.

<b>Total</b>	NSW	Vic	Qld	WA	SA	Tas
<b>84%</b>	83%	82%	86%	83%	83%	88%

- Participants who agree that ‘suicide is increasing; this is a problem that’s getting worse’.

<b>Total</b>	NSW	Vic	Qld	WA	SA	Tas
<b>66%</b>	65%	66%	66%	71%	67%	62%

- Participants who agree that ‘suicide is preventable and is an issue that can be tackled’.

<b>Total</b>	NSW	Vic	Qld	WA	SA	Tas
<b>74%</b>	74%	71%	78%	77%	72%	78%

- Participants who believe ‘suicide and its prevention’ is an important issue for their elected representatives to tackle’.

<b>Total</b>	NSW	Vic	Qld	WA	SA	Tas
<b>80%</b>	79%	81%	81%	85%	82%	80%

For crisis or suicide prevention support, please call Lifeline on 13 11 14 or visit [www.lifeline.org.au/gethelp](http://www.lifeline.org.au/gethelp).

**ENDS**