

Media Release

The Hon Melissa Horne MP
Minister for Public Transport
Minister for Ports and Freight



**DELIVERING
FOR ALL VICTORIANS**

Monday, 4 February 2019

CAMPAIGN TO SAVE LIVES ON THE RAIL NETWORK

The Andrews Labor Government is getting behind a digital campaign aimed at saving lives by reminding those doing it tough about the support available to them.

Minister for Public Transport Melissa Horne said the *Pause. Call. Be Heard.* campaign was an important step for the Labor Government in reducing suicide rates.

The campaign, developed by the TrackSAFE Foundation and Lifeline Australia, launched today, allowing passengers to receive messages on their smartphones about Lifeline's services as they scroll through their social media feeds.

The messages will be delivered to passengers through a digital platform – via Facebook, Instagram, Spotify and YouTube – in times and at places that Lifeline know pose greatest risk for people who are doing it tough.

The *Pause. Call. Be Heard.* campaign commenced in 2018 through billboards at Victorian train stations, with a University of Melbourne evaluation showing it had already had an impact in reducing incidents.

The results showed that 26 per cent of randomly selected commuters had noticed the billboards during their train travels over a one-month period and of those, 75 per cent had directly engaged with the messaging.

The Government is also finalising terms of reference on a Royal Commission into Mental Health service system, which will provide a comprehensive set of recommendations on how best to reform the mental health system and support Victorians with mental illness, including those at risk of suicide.

For more information on Lifeline's services go to www.lifeline.org.au.

Quote attributable to Minister for Public Transport Melissa Horne

"Millions of Victorians visit our train stations every day – this is a new way to promote the support available to those who are doing it tough."

Quote attributable to Minister for Mental Health Martin Foley

"Every year one in five Victorians experiences a mental illness and we know we can do more to improve access to quality services. Campaigns like this remind people of the immediate support available to them and their families and friends."

Quote from TrackSAFE Chairman Bob Herbert AM

"This decision to fund the digitisation of the 'Pause.Call.Be Heard.' campaign across Victoria will help this campaign reach millions of commuters, meaning more people are encouraged to phone Lifeline on 13 11 14 when in need."