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| **Title of Alternative showing: New technology** (Sentence case)The Ripple Effect: An innovative digital intervention reducing suicide stigma in the Australian farming community |
| **Maximum 2500 characters (including spaces but excluding title)****Health promoting objectives**To reduce the stigma associated with an experience of rural suicide, thereby improving open communication, encouraging social connection, building effective support networks, encouraging help-seeking, and reducing on-going suicide risk. **Synopsis of the scenario**Members of Australia’s farming community live and work in a unique environment. This increases their suicide risk and their likelihood of having a lived experience of suicide. Australia’s farmers are known to avoid seeking help—particularly for mental health issues—and demonstrate toughness and self-reliance rather than displaying emotional vulnerability. This means that stigma associated with an experience of suicide is common and can be extremely debilitating. Stigma—actual or perceived—leads to feelings of isolation, weakness, shame, and a sense of rejection. Those with a lived experience of suicide suffer increased health risks, particularly mental health, and ultimately, are at an increased risk of suicide.The Ripple Effect is an innovative digital intervention designed to reduce suicide stigma by providing a peer-supported environment where farmers can share their experiences, learn from each other, build knowledge and skills to assist them through challenges, and improve their support of others in the rural community. Personalised progression through the Ripple Effect allows for targeted, tailored and relevant information to increase knowledge, influence attitudes and facilitate behaviour change. The digital platform is optimised for slow connections—with access available via the latest smart phone, iPad or ageing home computer—regardless of internet speed or quality. Innovative engagement tools include digital stories from farmers with an experience of suicide, personal goal setting, digital postcard messaging and links to support resources tailored to the participant’s location. **Intended audience**Adults affected by an experience of rural suicide (attempted suicide, bereaved by suicide, cared for someone who attempted suicide, experienced suicidal thoughts or been touched by suicide in another way).**Duration and intended use**The Ripple Effect is a self-paced, non-linear, interactive experience to improve participant’s own wellbeing and their ability to support the wellbeing of other’s in their community. Progression through the intervention takes on average 90 minutes with encouragement to return (on-going as required) to the postcard, video and resource libraries. |