

MPhil Confirmation

The University of Melbourne

Influencing the conversation about
masculinity and suicide –
Evaluating the Man Up multi-media campaign

Presenter: Dr Marisa Schlichthorst

Supervisors: Professor Jane Pirkis & Dr Andrea Phelps

Tuesday 10th April, 3:15pm-4:15pm
Room 410, Level 4, 207 Bouverie Street



Marisa Schlichthorst is a Research Fellow in the Centre for Mental Health at the University of Melbourne. She has a multi-disciplinary background with a PhD in social and behavioural sciences and research experience across a wide range of fields, including mental health, male health and health services. Prior to working at the Centre for Mental Health she was a Research Fellow at the Centre for Epidemiology and Biostatistics at the University of Melbourne, where she worked on the development and implementation of the Australian Longitudinal Study on Male Health. Marisa has a continuously growing track record. Her research interests are in social norms, health behaviour change, health promotion and social media.

It has been suggested that some dominant aspects of traditional masculinity are contributing to the high suicide rates among Australian men. There is also increasing evidence that social media holds the potential for promoting health behaviour change and positively influence suicide related behaviour; and may be particularly useful for reaching men. This seminar presents data from the Man Up television documentary and social media intervention - a three-part documentary and multi-media campaign which explores the complex relationship between masculinity and suicide and encourages men to question socially imposed rules about what it means to be a man.

The focus of the presentation will be on the evaluation of the effectiveness of the documentary and media campaign to influence the conversation on masculinity, suicide and male help seeking on social media and will touch on the design, analysis and selected findings of the Man Up campaign. It also discusses the potential for social media networks to be used in a multimedia intervention to promote social or behavioural change.