



THE UNIVERSITY OF
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Evaluation of the Lifeline 'Pause.Call.Be Heard' Campaign in the Rail Environment

Final Report

Submitted to

TrackSAFE Foundation
and
Lifeline Research Foundation

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INTRODUCTION

In Victoria, suicide accounts for the majority of deaths on rail networks (71%, an average of 30 deaths each year).¹ Seventeen per cent of Victorian rail suicides occur at stations.¹ This equates five suicides per year occurring in the station environment. These suicides have traumatic impacts for those who witness them, including train drivers, other rail staff and passengers.² They also cause economic losses through disruptions of train services, driver absenteeism, and counselling required for affected rail staff.³

Concern about rail suicides led the TrackSAFE Foundation and the Lifeline Research Foundation to develop a designated marketing campaign (entitled *Pause.Call.Be Heard*) to promote help seeking and the use of Lifeline crisis support services among train users (referred to as 'the campaign' for brevity in the remainder of this report).

The purpose of the campaign is:

1. To communicate to anyone who finds themselves struggling with the pressures of life or feeling suicidal.
2. To encourage help-seeking behaviour, specifically calling Lifeline's telephone crisis helpline 13 11 14 if/when a person is struggling to cope.
3. To increase general awareness of Lifeline and its services. This may encourage people to suggest Lifeline services to friends/family members who are having difficulties.
4. To interrupt or distract persons at a time of crisis from their intense feelings/suicide ideation and offer an immediate mechanism to call for help.

The campaign has been implemented over a 12-month period from December 2017. It contains materials such as posters and digital billboards showing Lifeline's telephone crisis helpline and messages. The digital billboard also contains breathing exercise messages. Campaign materials are included in Appendix A.

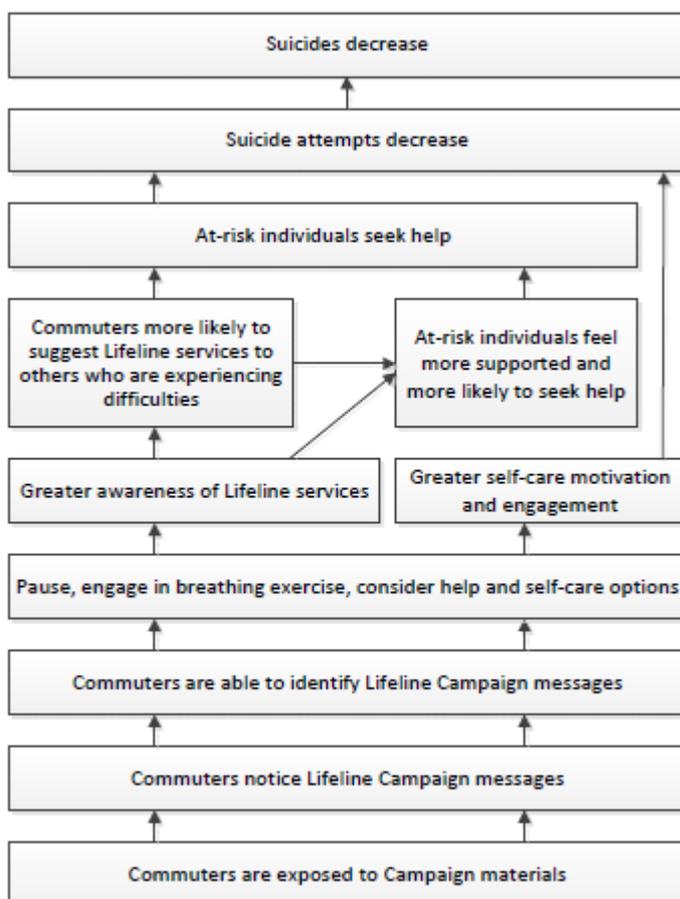
In January 2018, the Centre for Mental Health at the University of Melbourne was commissioned by the TrackSAFE Foundation to conduct an evaluation of the campaign and examine the reach and impact of the campaign on help-seeking intentions and suicidal behaviour. This final evaluation report outlines the overarching evaluation methodology and highlights key evaluation findings.

Program logic

Early in the life of the evaluation, a key stakeholder workshop was conducted with Lifeline and TrackSAFE representatives to clarify the program logic underpinning the campaign and to guide its evaluation. Vital stakeholder input provided through this process ensured that the program logic model optimally reflects intended campaign impacts and outcomes. Figure 1 shows the resulting campaign program logic model.

Program logic models are a useful tool in the evaluation of complex interventions, particularly in instances where it may be possible to demonstrate that interventions influence lower-level or short-term impacts but more difficult to show that these affect higher level or longer-term outcomes. At the core of a program logic model is a hierarchy of objectives. These hierarchies provide a diagrammatic description of intended impacts and outcomes, starting with the lower-level ones and moving up to the higher-level ones. The 'logic' or theory underpinning the hierarchy suggests that higher-level outcomes are contingent upon lower-level impacts, and if the latter can be achieved then the former are likely to follow, even if they cannot be measured directly during the evaluation.

Figure 1. Program Logic for the *Pause.Call.Be Heard* Campaign



METHODS

Evaluation focus and scope

The Lifeline campaign evaluation primarily sought to examine the campaign reach and impact in Victoria. This included an examination of immediate campaign impacts and longer-term outcomes, drawing on data from three different sources.

Evaluation questions

The evaluation sought to address the following questions:

1. To what extent did the campaign reach the audience?
2. What messages did the viewers think the posters were conveying?
3. Did the viewers recognise the Lifeline logo and/or number in the campaign materials?
4. What immediate reactions did the campaign materials evoke from the viewers?
5. Did the campaign encourage viewers to contact Lifeline in a time of crisis?
6. Has the number of suicide attempts and suicides at railway stations changed in any way that reflect the impact of the campaign?

Data sources

The evaluation design adopted a mixed-method approach to data collection and analysis that involved the use of both quantitative and qualitative data, and which drew on three distinct data sources, outlined in the following:

- A purpose-designed commuter survey
- Lifeline service call data
- Rail company suicide incident data

Commuter survey

A core component of the evaluation was a purpose-designed online survey of Victorian train commuters which examined the overall reach and immediate impacts of the campaign. The survey contained 12 questions that gathered information on commuter demographics (gender, age group and how often they travelled by train), whether they had noticed the campaign materials, their direct reactions to the campaign, resulting help-seeking intentions, help-seeking behaviours, and emotional wellbeing. Eleven questions required participants to select responses from a pre-specified list and one question provided the opportunity to capture free-text responses regarding key messages conveyed by the campaign. A copy of the survey schedule can be found in Appendix B.

The survey was administered online by trained interviewers through iPads at 10 participating train stations (Bairnsdale, Bendigo, Berwick, Carrum, Croydon, Flagstaff, Flinders Street, Parliament, Preston, and Watergardens) during May 2018. These stations were selected purposefully to achieve a proportional mix of 80% metropolitan and 20% regional train stations to reflect the greater prevalence of rail suicide incidents across metropolitan stations in Victoria. Stations were further selected because they were among the stations which had a relatively higher number of suicides between 2007 and 2016 based on an investigation using

the National Coronial Information System. Participants had to be at least 18 years of age and had to actively give their consent to complete the survey. Participants took approximately 3-4 minutes to complete the survey.

Lifeline service call data

To examine longer-term campaign impacts in terms of changes in help-seeking behaviour, we drew on routinely collected crisis call data from the Lifeline 13 11 14 service. Aggregate data on the total volume of Victorian Lifeline service calls (including calls for which Lifeline staff had identified suicide as a safety concern) was obtained from Lifeline for the 2-year period from December 2016 to November 2018. This data enabled us to examine changes in the frequency of Lifeline help-seeking calls, by comparing the 12-month period prior to, with the 12-month period following, the campaign start.

Rail incident data

To examine longer-term campaign outcomes in terms of the impact on suicidal behaviour, we drew on routinely collected data on railway suicide incidents from Victorian rail organisations (Metro Trains Melbourne and V/Line). This data covered the entire Victorian station network for the 2-year period December 2016 to November 2018, thereby enabling an assessment of changes in the frequency of suicidal incidents between the 12-month period prior to, and the 12-month period following, the campaign start.

Table 1 outlines the data sources used to address evaluation questions.

Table 1. Alignment of evaluation questions and data sources

Evaluation question	Commuter survey	Lifeline service data	Rail incident data
1. To what extent did the campaign reach the audience?	✓		
2. What messages did the viewers think the posters were conveying?	✓		
3. Did the viewers recognise the Lifeline logo and/or number in the campaign materials?	✓		
4. What immediate reactions did the campaign materials evoke from the viewers?	✓		
5. Did the campaign encourage viewers to contact Lifeline in a time of crisis?	✓	✓	
6. Has the number of suicide attempts and suicides at railway stations changed in any way that reflect the impact of the campaign?			✓

Data analysis

We used descriptive statistics (frequencies, percentages, mean values and standard deviations) to report most evaluation data. We conducted logistic regression analysis (adjusted for sex, age, and frequency of train travel) to examine the relationship of three exposure variables with help-seeking intentions and behaviour. These exposure variables were the type of campaign materials respondents had noticed (digital billboard, posters, or both), whether respondents had reacted to the campaign materials (yes or no), and whether respondents had contacted Lifeline previously (yes or no). For help-seeking intentions from Lifeline, we classified those who indicated that the campaign materials had prompted them to seek help for themselves and/or for someone else as 'yes' while those indicating none of these as 'no'. For help-seeking behaviours, we classified those who indicated they had sought Lifeline support for themselves, suggested Lifeline support to someone else, and/or tried to better look after themselves as 'yes' and those who did not as 'no'. In addition, we classified those who indicated they had the following immediate reactions to campaign materials: pause and consider these messages, do the breathing exercise, consider Lifeline support options, think about a friend/family member that could benefit from contacting Lifeline, and consider other selfcare options, as 'yes', while those who did not as 'no'. We classified those who indicated they had contacted Lifeline previously for themselves and/or for someone else as 'yes' and those who did not as 'no'.

Test of proportions was used to assess the significance of the difference in the proportions of Lifeline calls and suicidal incidents between the pre-campaign period and the campaign period whenever appropriate.

All data analyses were performed using Stata14 and a p-value of less than 0.05 was interpreted as significant. Wherever possible, results from the three data sources were triangulated to substantiate findings and address key evaluation questions.

The evaluation project received ethical approval from the Human Research Ethics Committee at the University of Melbourne (Ethics ID: 1851199.1).

RESULTS

Survey response and demographics

Survey response

A total of 1,844 surveys were received. Seventy-two surveys were removed from the analysis because: (i) 13 were incomplete; (ii) 13 individuals did not give their consent to participate; and (iii) 46 were completed by participants who were under 18 years of age. Finally, 1,772 responses were included in the analysis.

Train station

Table 2 shows that the surveys were relatively evenly distributed across stations, with around 10% being completed at most of them. The outliers were Parliament (15%) and Bendigo (12%) which had slightly higher proportions, and Bairnsdale (8%) which had a lower proportion.

Table 2. The number and proportion of responses by train station

Station name	n	%
Bairnsdale	132	7.5
Bendigo	206	11.6
Berwick	159	9.0
Carrum	168	9.5
Croydon	160	9.0
Flagstaff	179	10.1
Flinders Street	181	10.2
Parliament	265	15.0
Preston	156	8.8
Watergardens	166	9.4
Total	1,772	100

Gender

The gender split was relatively well balanced, with the sample comprising approximately half males and half females (Table 3).

Table 3. The number and proportion of responses by gender

Gender	n	%
Female	909	51.3
Male	855	48.3
Other	4	0.2
Rather not say	4	0.2
Total	1,772	100

Age group

About half of the participants were under 35 years old (52%) and 14% were aged 65 years or over (Table 4).

Table 4. The number and proportion of responses by age group

Age group (years)	n	%
18 - 24	596	33.6
25 - 29	199	11.2
30 - 34	127	7.2
35 - 39	140	7.9
40 - 44	102	5.8
45 - 49	90	5.1
50 - 54	102	5.8
55 - 59	78	4.4
60 - 64	99	5.6
65 - 69	87	4.9
70 - 74	81	4.6
75+	71	4.0
Total	1,772	100

Frequency of travel by train

Participants most commonly indicated that they travelled Monday to Friday (39%), suggesting that most were commuters travelling from home to their place of work or study and back. Smaller proportions of participants travelled more frequently than this (every day; 16%) or less frequently (once every few months; 19%) (Table 5).

Table 5. The number and proportion of responses by category of train travel frequency

Travel frequency	n	%
Every day	275	15.5
Monday to Friday	685	38.7
Once a fortnight	112	6.3
Once a month	133	7.5
Once a week	236	13.3
Once every few months	331	18.7
Total	1,772	100

Question 1: To what extent did the campaign reach the audience?

Noticing the campaign

Overall, twenty-six percent of survey participants indicated that they had noticed the campaign during their train travels in the previous month. Twenty-two percent indicated that they had seen the Lifeline posters and 3% indicated that they had seen the digital billboard (Table 6). Less than 2% of participants indicated that they had noticed both the posters and digital billboard.

Table 6. The number and proportion of respondents who noticed the campaign

Noticing the campaign materials	n	%
Posters	390	22.0
Digital (breathing) billboard	47	2.7
Both posters and digital billboard	22	1.2
None of these	1,313	74.1
Total	1,772	100

Noticing the campaign by train station

Higher proportions of participants at Croydon (48%), Berwick (43%), and Preston (37%) stations had noticed the campaign during their travels over the last month compared to participants at other stations (Table 7). Over 30% of participants at Croydon, Preston, and Berwick stations indicated that they had noticed the campaign posters. Six percent of the participants at Berwick station and 5% at Parliament station reported that they had noticed the messages from the digital billboard. Three percent of the participants at Croydon station indicated that they had seen both types of campaign materials.

Table 7. The number and proportion of respondents noticing campaign materials by train station

Station name	Posters n (%)	Digital billboard n (%)	Both posters and digital billboard n (%)	Total n (%)
Bairnsdale	14 (10.6)	1 (0.8)	2 (1.5)	17 (12.9)
Bendigo	25 (12.1)	4 (1.9)	3 (1.5)	32 (15.5)
Berwick	55 (34.6)	10 (6.3)	3 (1.9)	68 (42.8)
Carrum	31 (18.5)	5 (3.0)	1 (0.6)	37 (22.0)
Croydon	69 (43.1)	2 (1.3)	5 (3.1)	76 (47.5)
Flagstaff	27 (15.1)	4 (2.2)	2 (1.1)	33 (18.4)
Flinders Street	30 (16.6)	3 (1.7)	2 (1.1)	35 (19.3)
Parliament	46 (17.4)	12 (4.5)	2 (0.8)	60 (22.6)
Preston	55 (35.3)	1 (0.6)	1 (0.6)	57 (36.5)
Watergardens	38 (22.9)	5 (3.0)	1 (0.6)	44 (26.5)
Total	390 (22.0)	47 (2.7)	22 (1.2)	459 (25.9)

Projected campaign reach

Based on the proportion of survey respondents at each station who had noticed the campaign and the average daily number of patrons departing from each station, we estimate that approximately 27,693 of the 129,963 daily patrons across the ten surveyed stations would have noticed the campaign materials during their train travels over the last month (Table 8). We acknowledge however that this constitutes only a very crude approximation of campaign reach based on figures available for the ten surveyed stations.

Table 8. Observed and projected number of daily station patrons noticing the campaign

Station	Number (%) of survey respondents noticing the campaign	Average daily number of patrons departing from the station	Projected number of daily patrons noticing the campaign
Bairnsdale	17 (12.9)	153	20
Bendigo	32 (15.5)	1,225	190
Berwick	68 (42.8)	2,203	943
Carrum	37 (22.0)	1,547	340
Croydon	76 (47.5)	2,262	1,074
Flagstaff	33 (18.4)	12,992	2,391
Flinders Street	35 (19.3)	75,723	14,615
Parliament	60 (22.6)	27,498	6,215
Preston	57 (36.5)	2,203	804
Watergardens	44 (26.5)	4,157	1,102
Total	459 (25.9)	129,963	27,693

Noticeability of campaign materials

Participants were asked to rate the noticeability of the campaign materials on a 10-point Likert scale. The higher score indicated greater noticeability. Overall, participants who had spotted the campaign materials over the last month reported that they had found these materials to be 'moderately noticeable' (Table 9). Mean noticeability scores were very similar for posters and digital billboard materials.

Table 9. Mean and standard deviation of noticeability scores by campaign material type

Type of campaign materials	M	SD
Posters	6.20	1.90
Digital billboard	6.23	1.99
Overall	6.17	1.92

Among the participants who had noticed the campaign materials, those at Bairnsdale, Bendigo, Croydon, Flinders Street and Parliament stations reported that the digital billboard was more noticeable than the posters (Table 10). Participants at other stations reported the opposite pattern, with posters being more noticeable than the digital billboard.

Table 10. Mean and standard deviation of responses by type of campaign materials and train station

Station name	Posters		Digital billboard	
	M	SD	M	SD
Bairnsdale	6.69	1.85	8.00	1.73
Bendigo	6.82	1.76	7.71	1.98
Berwick	6.07	1.86	5.46	1.85
Carrum	6.28	1.84	5.33	2.07
Croydon	6.34	1.93	7.29	0.95
Flagstaff	5.97	2.18	4.83	2.56
Flinders Street	6.38	1.77	6.60	1.14
Parliament	5.90	2.11	6.79	1.76
Preston	6.30	1.79	3.50	0.71
Watergardens	5.69	1.81	5.67	1.75

Question 2: What messages did the viewers think the posters were conveying?

Key messages perceived by commuters

When asked about the key messages that they thought the campaign materials were conveying, survey respondents identified a range of messages (Table 11) that showed good overall alignment with campaign intentions. Only 17% of respondents indicated that they were unsure of the messages being conveyed by the campaign.

Table 11. Campaign messages identified by survey respondents

Campaign messages	n	%
Encouraging help-seeking	63	13.7
Support is available	68	14.8
Advocating Lifeline	16	3.5
Increasing mental health awareness	26	5.7
Increasing awareness of support resources	7	1.5
Preventing suicide	9	2.0
Positive message	12	2.6
Offering help to others	6	1.3
Promoting self-help	1	0.2
Emotion regulation exercises (think, breath, and/or pause)	36	7.8
Suicide/suicide attempt/loss of people in crisis	5	1.1
Track safety	24	5.2
Train interruption	1	0.2
A test response	1	0.2
Nothing/do not understand/not sure/not clear	76	16.6
Not reported	108	23.5
Total	459	100

Note. Free-text responses to this question were optional for participants (whereas all other survey questions enforced a response).

Question 3: Did the viewers recognise the Lifeline logo and/or number in the campaign materials?

Recognition of Lifeline logo and number

Of those who had noticed the campaign materials, 78% indicated that they had recognised the Lifeline logo and/or number in these materials. Specifically, 45% indicated that they had recognised the Lifeline logo, 21% had recognised the Lifeline number, and 12% had recognised both the logo and number (Table 12).

Table 12. The number and proportion of respondents recognising the Lifeline logo and number

Recognition	n	%
Lifeline logo	206	44.9
Lifeline number	98	21.4
Lifeline logo and number	53	11.6
None of these	102	22.2
Total	459	100

Question 4: What immediate reactions did the campaign materials evoke from the viewers?

Immediate reactions to campaign materials

Overall, 75% of those who had noticed the campaign materials indicated that they had engaged with these. More specifically, 47% of those who had engaged with the materials indicated that they had paused and considered the messages after seeing the materials, 21% thought about a friend/family member that could benefit from contacting Lifeline, 14% considered Lifeline support options, 12% considered other self-care options, and 9% did the breathing exercise (Table 13). While 59% of participants who had engaged with the campaign materials indicated that they only had one of these reactions, 8% had two, 6% had three, 1% had four and 1% had five.

Table 13. Type and number of respondent reactions to campaign materials

Reaction type	n	%*
Pause and consider these messages	217	47.3
Do the breathing exercise	42	9.2
Consider Lifeline support options	66	14.4
Think about a friend/family member that could benefit from contacting Lifeline	95	20.7
Consider other selfcare options	56	12.2

Number of reactions	n	%
0	114	24.8
1	270	58.8
2	37	8.1
3	26	5.7
4	6	1.3
5	6	1.3

*% totals more than 100% as multiple responses were permitted.

Immediate reactions by type of campaign material

A higher proportion of participants who had noticed both types of campaign materials indicated that they had paused and considered the Lifeline messages (77%), compared to those who had only noticed the posters (47%) or the digital billboard (38%) (Table 14). As might be expected, a greater proportion of participants who had noticed the digital billboard messages did the breathing exercise than those who had noticed the poster messages (21% versus 7%).

In addition, a higher proportion of participants who had noticed both types of campaign materials had considered Lifeline support options (32%), thought about a friend/family member that could benefit from contacting Lifeline (36%), and considered other selfcare options (23%), compared with the proportions of participants who had only noticed either the posters or the digital billboard.

Overall, participants noticing both types of campaign materials (95%) were more likely to experience any of the above reactions than those who had noticed only the posters (74%) or the digital billboard (72%).

Table 14. Type and number of respondent reactions by type of campaign material

Reaction type	Posters n (%)*	Digital billboard n (%)*	Both posters and digital billboard n (%)*
Pause and consider these messages	182 (46.7)	18 (38.3)	17 (77.3)
Do the breathing exercise	28 (7.2)	10 (21.3)	4 (18.2)
Consider Lifeline support options	53 (13.6)	6 (12.8)	7 (31.8)
Think about a friend/family member that could benefit from contacting Lifeline	77 (19.7)	10 (21.3)	8 (36.4)
Consider other selfcare options	44 (11.3)	7 (14.9)	5 (22.7)
Number of reactions	n (%)	n (%)	n (%)
0	100 (25.6)	13 (27.7)	1 (4.6)
1	235 (60.3)	26 (55.3)	9 (40.9)
2	29 (7.4)	2 (4.3)	6 (27.3)
3	17 (4.4)	4 (8.5)	5 (22.7)
4	5 (1.3)	1 (2.1)	0
5	4 (1.0)	1 (2.1)	1 (4.6)

*% totals more than 100% as multiple responses were permitted.

Question 5: Did the campaign encourage viewers to contact Lifeline in a time of crisis?

Previous contact with Lifeline for support

Eighty percent of those who had noticed the campaign materials indicated that they had never previously contacted Lifeline. Eleven percent had contacted Lifeline for support for themselves, 9% to seek support for someone else, and 1% for support for themselves and someone else (Table 15).

Table 15. The number and proportion of responses by previous contact with Lifeline

Previous contact	n	%
For yourself	48	10.5
For someone else	40	8.7
Both for yourself and someone else	6	1.3
None of these	365	79.5
Total	459	100

Intention to seek help from Lifeline

Of the 459 participants who had noticed the Lifeline campaign materials, 78% indicated that the materials had increased their likelihood of seeking help from Lifeline for themselves and/or for others (Table 16). Specifically, 35% indicated that the materials had made them more likely to seek help for someone else, 22% indicated that the materials had made the more likely to seek help for themselves, and 21% indicated that the materials had made them more likely to seek help for themselves and others.

Table 16. The number and proportion of responses by intention to seek help

Intention to seek help	n	%
For yourself	101	22.0
For someone else	162	35.3
Both for yourself and someone else	96	20.9
None of these	100	21.8
Total	459	100

Help-seeking behaviour over the last month

Among the participants who had noticed the campaign materials, 46% indicated that they had tried to better look after themselves, 10% indicated that they had suggested Lifeline support to someone else, and 4% indicated that they had sought Lifeline support for themselves in the past month (Table 17). Overall, 55% of those who had noticed the campaign reported at least one of the three help-seeking behaviours over the last month. Fifty-two percent of the participants reported one help-seeking behaviour, 2% reported two, and 1% reported all three help-seeking behaviours.

Table 17. Type and number of help-seeking behaviours over the last month

Help-seeking behaviour	n	%*
Sought Lifeline support for yourself	18	3.9
Suggested Lifeline support to someone else	45	9.8
Tried to better look after yourself	209	45.5
None of these	206	44.9

Number of help-seeking behaviours	n	%
0	206	44.9
1	238	51.9
2	11	2.4
3	4	0.9

*% total more than 100% as multiple responses were permitted.

Predictors of intention to seek help from Lifeline

The results from the logistic regression analysis showed that respondents who had experienced any of the aforementioned immediate reactions to the campaign materials had a significantly greater intention to seek or suggest help from Lifeline, compared with those who had no such reactions (adjusted odds ratio OR 3.58, 95%CI 2.19-5.86). Our results also showed that those who had previously contacted Lifeline for themselves and/or others had a significantly greater intention to seek or suggest help from Lifeline, compared with those who had not contacted Lifeline before (OR 3.55, 95%CI 1.64-7.66). The type of campaign material was not associated with help-seeking intentions.

Predictors of help-seeking behaviour over the last month

Similar to the results on help-seeking intentions, immediate reactions to the campaign materials and previous contact with Lifeline (but not the type of campaign materials) were associated with help-seeking behaviours in the past month. That is, respondents who had reacted to the campaign materials were more likely to have sought help from Lifeline for themselves, suggested Lifeline support to others and/or have tried to better look after themselves in the past month, compared with those who had not (OR 3.36, 95%CI 2.10-5.36). Respondents who had previously contacted Lifeline for themselves and/or others were more likely to report help-seeking behaviours than those who had not (OR 5.00, 95%CI 2.78-8.98).

Female respondents were overall more likely than male respondents, and younger respondents (18-24 years of age) more likely than older respondents, to have engaged in help-seeking behaviours.

Changes in Lifeline service calls

Comparisons of Victorian Lifeline service call data for the 12-month period immediately prior to the campaign and the 12-month campaign period (Table 18) indicated a small increase in the number of Lifeline crisis calls (by 6%). By contrast, the number of Lifeline calls with suicide as an identified safety issue decreased slightly (by 2%). When taking into account overall Lifeline call volume, the proportion of crisis calls increased significantly (from 75% to 79%, $p < 0.001$) and the proportion of calls with suicide as an identified safety issue decreased only slightly at the non-significant level during the campaign period ($p = 0.169$).

Table 18. Number of Victorian Lifeline service calls (December 2016 - November 2018)

	Pre-campaign period (December 2016 to November 2017)	Campaign period (December 2017 to November 2018)
Crisis calls	154,521 (75.4%)	163,916 (78.9%)
Calls related to suicide safety issue	27,070 (13.2%)	26,526 (12.8%)
All answered calls	204,871	207,746

Current emotional wellbeing

At the end of the survey, participants were asked to rate their emotional wellbeing on a 10-point Likert scale. The higher score indicated better wellbeing. Overall, participants had moderately good emotional wellbeing at the end of the survey (Table 19). Wellbeing did not differ between those who had noticed and those who had not noticed the campaign materials.

Table 19. Mean and standard deviation of current emotional wellbeing scores

Wellbeing	M	SD
Not noticing the campaign materials	7.73	1.80
Noticing the campaign materials	7.17	1.94
Overall	7.59	1.85

Question 6: Has the number of suicide attempts and suicides at railway stations changed in any way that reflect the impact of the campaign?

Changes in rail suicidal behaviour

There were 58 rail suicidal incidents (including suspected suicides and suicide attempts) recorded by Victorian rail companies during the 12-month period immediately prior to the campaign and 51 incidents during the corresponding 12-month campaign period (Table 20). The 12.1% decrease in the overall number of incidents (from 58 to 51) could suggest that the campaign may have had an effect on reducing rail suicides and suicide attempts. However, since the campaign did not operate in isolation and rail suicidal behaviour is influenced by a wide variety of factors that were not controlled for in this study, caution should be exercised in interpreting this finding.

Table 20. Number of rail suicidal incidents in Victoria (December 2016 - November 2018)

	Pre-campaign period (December 2016 to November 2017)	Campaign period (December 2017 to November 2018)
MTM station network	51	41
V/Line station network	10	11
Total	61	52
Total (after duplicates removed)	58*	51*

Note. Suicidal incidents recorded by Victorian rail companies across the entire Victorian station network. Four duplicate incidents were removed from total counts.

SUMMARY

The evaluation of the Lifeline *Pause.Call.Be Heard* campaign in the rail environment sought to examine the campaign reach and its impacts on help-seeking intentions and behaviours and reduced suicidal behaviour. The evaluation design was guided by a program logic model (Figure 1) that outlined anticipated short and longer-term impacts of the campaign and different pathways through which the campaign might achieve these impacts. The evaluation drew on data from three sources (an online survey of train commuters, routine Lifeline service call data, and rail company data on suicidal incidents).

Campaign reach and recognition

The evaluation data show that more than one quarter (26%) of randomly selected commuters at the surveyed stations had noticed the campaign materials during their train travel over the past month. Of these, 75% had directly engaged with the materials. Overall, survey participants indicated that the materials were 'moderately' noticeable in terms of design and placement, while most had noticed the poster messages rather than the digital billboards (which were only displayed at three selected Metro stations). Seventy-eight per cent of participants who had noticed the campaign materials indicated that they had recognised the Lifeline logo and/or number in these materials. Campaign messages identified by participants were well aligned with campaign intentions and largely aimed at encouraging help-seeking, promoting the availability of support, increasing mental health awareness and assisting emotion regulation. The campaign reached both commuters who had never contacted Lifeline before (80% of those noticing the campaign) and those who had previously contacted Lifeline. Based on patronage figures for the ten surveyed stations alone, we estimate that the campaign had reached at least 27,000 of the daily commuters at these stations. As the Victorian station network comprises 219 train stations in total, this estimate evidently represents only a small portion of the wider campaign reach across Victoria.

Immediate reactions to campaign

Three quarters of participants who had noticed the campaign reported that they had engaged with the campaign materials and that these had evoked immediate reactions. Almost one half of them (47%) had paused and considered the messages, 21% had thought about a friend or family member who could benefit from contacting Lifeline, 14% had considered Lifeline support options, 12% had considered other selfcare options, and 9% had done the breathing exercise. Participants who had noticed both types of campaign materials (poster and digital billboard) were more likely to experience these reactions than those who had only noticed one of these. Participants who had noticed digital billboard messages were more likely to have done the breathing exercise.

Short-term campaign impacts

More than three quarters of participants (78%) who had noticed the campaign materials reported that these had encouraged them to seek help either for themselves and/or for someone else in a time of crisis. Specifically, 35% felt encouraged to seek help for someone else, 22% for themselves, and 21% for themselves and others. Participants who had seen the campaign materials also reported changes in help-seeking and self-care behaviour over the past month, with 46% indicating that they had tried to better look after themselves, 10% actively suggesting Lifeline support to others, and 4% seeking Lifeline support for themselves.

Overall, 55% of those who had noticed the campaign reported at least one of these three behaviours over the past month.

Participants who had experienced an immediate reaction to the campaign and those who had previously contacted Lifeline were overall more likely to seek or suggest Lifeline support. Female and younger participants were overall more likely than male or older participants to engage in help-seeking behaviours.

Longer-term campaign outcomes

Beyond these immediate and short-term impacts, we also examined longer-term campaign outcomes in terms of resulting changes in overarching patterns of help-seeking and rail suicidal behaviour. A comparison of the volume of Lifeline service calls for the 12-month pre-campaign and 12-month campaign periods indicated a slight increase in overall call volume in Victoria. Specifically, there was a significant increase in the proportion of crisis calls and a small non-significant decrease in the proportion of suicide related calls. While these changes cannot be conclusively linked to the campaign, the nature and direction of these shifts in help-seeking behaviour are interesting to note in view of the upstream nature of the campaign and its broad emphasis on crisis support rather than narrow or explicit focus on suicide. The 12.1% reduction in the overall number of rail suicidal incidents recorded by Victorian rail companies over the 12-month campaign period (compared to the previous 12-month period) is encouraging.

Evaluation strengths and limitations

The above findings need to be interpreted in light of certain evaluation strengths and limitations. Our findings regarding immediate and short-term campaign impacts are based on a large sample of randomly selected Victorian commuters, which instils confidence in the representativeness of survey findings. Survey research can be subject to social desirability bias whereby respondents may provide answers that are deemed more socially desirable or acceptable. Relatedly, our study relies on self-report data which may lead to over-reporting due to recall bias. However, our survey adopted a method of prompted recall (which presented participants with actual images of campaign materials) to mitigate the risk of recall bias.

Evaluation findings regarding longer-term campaign outcomes are based on observational data, which did not permit us to draw firm causal inferences regarding campaign effects. Moreover, the fact that the campaign did not operate in isolation from other health promotion campaigns or ongoing societal developments over the study period combined with the fact that Lifeline call volume and rail suicidal behaviour can be impacted by a range of factors that were outside of the control of this study limits the extent to which observed longer-term outcomes may be directly attributed to the campaign. Our examination of changes in rail suicidal behaviour was based on data on suspected suicidal incidents recorded by rail companies. The processes and criteria adopted by the rail industry to determine suspected suicidal behaviour were unknown to us and may differ from those routinely used by coroners.

The fact that our survey team was unable to sight campaign posters at three stations on at least one of the scheduled visit days and did not sight digital billboard messages at the three designated metropolitan stations (Appendix C) indicates that the campaign materials may not have been consistently displayed across the entire station network over the course of the campaign. Moreover, our survey team noted that at times the positioning and placement of campaign materials was secluded or that messages were only visible for short periods of time. This suggests further opportunities to optimise campaign reach and impact in future. Nonetheless, our survey design also accommodated for this circumstance by asking commuters if they had noticed campaign materials during their train travel over the past month (rather than confining their observations to the particular station being surveyed on the day).

CONCLUSION

The evaluation findings indicate that the Lifeline *Pause.Call.Be Heard* campaign managed to reach a large proportion of Victorian train commuters and that its overall concept design was particularly effective in engaging commuters in its key messages by evoking positive immediate reactions and encouraging help-seeking intentions and behaviours. The existing evidence further speaks to the versatility of the campaign and lends direct support to different pathways through which the campaign unfolds its impacts (by encouraging better self-care, help-seeking, and support of others). While observed longer-term outcomes in terms of reductions in suicidal incidents may be encouraging, future evaluations may further substantiate our findings and establish direct causal effects of the campaign on broader patterns of help-seeking and suicidal behaviour. The findings of the current evaluation bode well for the continued implementation of the campaign in the rail environment and suggest that it will have significant benefits for commuters by effectively communicating available Lifeline support options and encouraging appropriate self-care and help-seeking behaviour in times of crisis. Our evaluation findings further contribute to building the evidence base for effective help-seeking promotion interventions and supporting their wider implementation.

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APPENDIX B: SURVEY

Interviewer Section (to be completed prior to the interview)

Interviewer please select:

- Station Name
- Interviewer Name

Participant Section

The study has been explained to me and I consent to participate.

- a. Yes (participants who select this option will go to Question 1)
- b. No (participants who select this option will see the final “Thank you” screen)

1. What is your gender?
 - a. Male
 - b. Female
 - c. Other
 - d. Rather not say

2. What is your age group?
 - a. Under 18*
 - b. 18-24
 - c. 25-29
 - d. 30-34
 - e. 35-39
 - f. 40-44
 - g. 45-49
 - h. 50-54
 - i. 55-59
 - j. 60-64
 - k. 65-69
 - l. 70-74
 - m. 75+

*if participants select this option the following script will appear: “Thank you very much for your offer to participate in the study but we are only able to involve people who are aged 18 and over.”

3. Which of the following best describes how often you travel by train?
- Every day
 - Monday to Friday
 - Once a week
 - Once a fortnight
 - Once a month
 - Once every few months
4. Over the last month, have you noticed any of the following Lifeline and TrackSAFE ads containing the message “Pause.Call.Be Heard” during your train travels:
(Multiple responses permitted)
- Yes - Posters (show combined image prompt for posters 1, 2, 3)
 - Yes - Digital Breathing Billboard (show still image of breathing sequence)
 - None of the above
5. (if 4a-c) Overall, how noticeable did you find these ads (in terms of design and placement)?
- | | |
|---------------------|-------------------|
| Not very noticeable | Highly noticeable |
| 1 | 10 |
| 2 | 9 |
| 3 | 8 |
| 4 | 7 |
| 5 | 6 |
| 6 | 5 |
| 7 | 4 |
| 8 | 3 |
| 9 | 2 |
6. (if 4a-c) What key message(s) did you think these ads were conveying?
(Open response)
7. (if 4a-c) Did you recognise the Lifeline logo or number in these ads? **(Multiple responses permitted)**
- Yes - Lifeline logo
 - Yes - Lifeline number
 - No
8. (if 4a-c) Upon seeing the ads did you take a moment to...? **(Multiple responses permitted)**
- Pause and consider these messages
 - Do the breathing exercise
 - Consider Lifeline support options
 - Think about a friend or family member that could benefit from contacting Lifeline
 - Consider other selfcare options
 - None of the above
9. Have you ever contacted Lifeline crisis support by phone or online chat to seek support (either for yourself or someone else)? **(Multiple responses permitted)**
- Yes - for yourself
 - Yes - for someone else
 - No
10. (if 4a-c) Do you think that seeing the ads made you more likely to seek support from Lifeline (either for yourself or someone else) during a personal crisis?
(Multiple responses permitted)
- Yes - for yourself
 - Yes - for someone else
 - No

11. (if 4a-c) Over the last month have you actively...? **(Multiple responses permitted)**
- a. Sought Lifeline support for yourself
 - b. Suggested Lifeline support to someone else
 - c. Tried to better look after yourself
 - d. None of the above

12. On a scale of 1-10, how do you rate your current emotional wellbeing?

Very poor

Very good

1 2 3 4 5 6 7 8 9 10

**We thank you for your time spent taking this survey.
Your response has been recorded.**

In case that completion of this survey should have raised any issues for you or you would like to talk to someone, please call Lifeline: 13 11 14 (toll-free).

APPENDIX C: STATION INFORMATION

Station name	Location	Campaign materials displayed	Average daily number of patrons ⁴
Bairnsdale	Regional	Posters	153
Bendigo	Regional	Posters ¹	1,225
Berwick	Metropolitan	Posters ¹	2,203
Carrum	Metropolitan	Posters ²	1,547
Croydon	Metropolitan	Posters	2,262
Flagstaff	Metropolitan	Posters	12,992
		Digital billboards ³	
Flinders Street	Metropolitan	Posters	75,723
		Digital billboards ³	
Parliament	Metropolitan	Posters	27,498
		Digital billboards ³	
Preston	Metropolitan	Posters	2,203
Watergardens	Metropolitan	Posters	4,157

¹ The interviewing team sighted posters only during one of two station visits.

² No posters were sighted by the team on station visit days (building works and replacement busses in place due to level crossing removal).

³ No digital billboard messages were sighted by the team during station visits.

⁴ Average daily number of patrons departing from the station (touch on data).