SIX Australian men lose their life to suicide every day *That's one every four hours.* 

Globally it's around one every minute.



Raising awareness of suicide prevention and encouraging men to speak up and seek help.



### How it started

In 2013, Darren Cook woke up in the intensive care unit at Mackay Hospital after he attempted to take his own life. He was admitted to the mental health ward and after leaving hospital felt anxious, isolated and alone.

In pushing himself to fight through the stigma of mental illness and suicide, Darren initially felt awkward and humiliated admitting that he himself had succumbed to something that was and still is, surrounded by much confusion and is not readily admitted by most men.

With permanent physical injury, and mental scars, he turned his attention to a personal search for answers and understanding.

Trail riding, 4WDing and camping became a process of navigating his way through recovery, aftercare and prevention.

Darren realised the advantages of offroading for improving mental health were far greater than he first thought. But, this realisation didn't come easy.

The anxiety fueled vomiting he experienced in simply venturing past his front door was just the beginning of many unexpected barriers he would learn to overcome.

More determined than ever to unlock his mind from negativity and constant thoughts of suicide, he searched for ways to live life again rather than trying to escape it.

Attending a regional network meeting in 2014, Darren was surprised at there being only two men in a room of thirty people discussing suicide prevention.

## A MANS VOICE

In 2015 he was asked to join the steering committee as the Media and communications rep, bringing a man's voice for mental health improvements.

Darren has facilitated men's support groups and continues to talk openly about his experiences with mental illness.

By sharing his story and approach to staying well, he continues to encourage and inspire everyone he connects with to speak up if they need help.

Being out and about in the community and starting the conversations helps those in need by providing the first steps to self help.

In 2016, Darren was recognised as a community champion by Suicide Prevention Australia.

speaking up for men's mental health





Replacing the hammers, spanners and screwdrivers with a box full of conversations around mental Illness and suicide prevention.

Taking the information out there, in front of blokes, creating awareness with some practical conversations and resources that men can use.

From a one on one chat over a coffee in the smoko room, beside a tractor in a paddock or a group talk, a conversation with someone that's been there and gets it brings hope that they will get through it too.



### LIVEDEXPERIENCE

Changing the way we think about mental illness

After his own experience with mental illness and suicide, and experiencing first-hand the gap between services available and how to ask for help, he set about raising awareness and bridging the gaps of understanding in a real and relatable way.

#### Rural and workplace toolbox talks



3 trips so far and counting for our rural toolbox talks. 5,000 kms to Longreach, 6,000 kms from Mackay to Vic 4500kms from Syd to Vic, *now in 2018 in excess of 100,000kms traveled*. A phone app and online support can only reach so many.

We're deeply passionate about our regional and rural areas.

It's time to think differently

# MEDIA

We have a strong presence with local media outlets

Welcome to the Mindframe National **Media Initiative** 

Mindframe provides access to up-to-date, evidence-based information to support the reporting, portrayal and communication about suicide and mental illness.



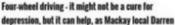
In 2017, Darren became a contributor to The Mighty.

A global publication with over 150,000,000 readers

Our events and toolbox talks are well represented in media outlets, we also work closely with Mindframe to ensure our content suits their guidelines in all of our content delivery

#### Mindful content























Men's mental health meeting in Mackay Published 17 May 2016

F you're passionate about improving ments mental he region you'll want to head along to Ocean internations MIRENCOOK, MADWY, MANALAE, MENTAL HEALTH



