

The Missing Link: Engaging Rural Australians Before Crisis

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Research Purpose

Despite growing investment, expanding services and greater awareness, engagement remains the challenge we haven't solved. Two in three Australian men, and half of Australian women experiencing a mental disorder, had not consulted a health professional. **What are we missing?**

Key Learnings

-Human capacity

The more pressure we carry, the less capacity we have to engage.

-Identity

We resist engagement when it threatens who we believe ourselves to be.

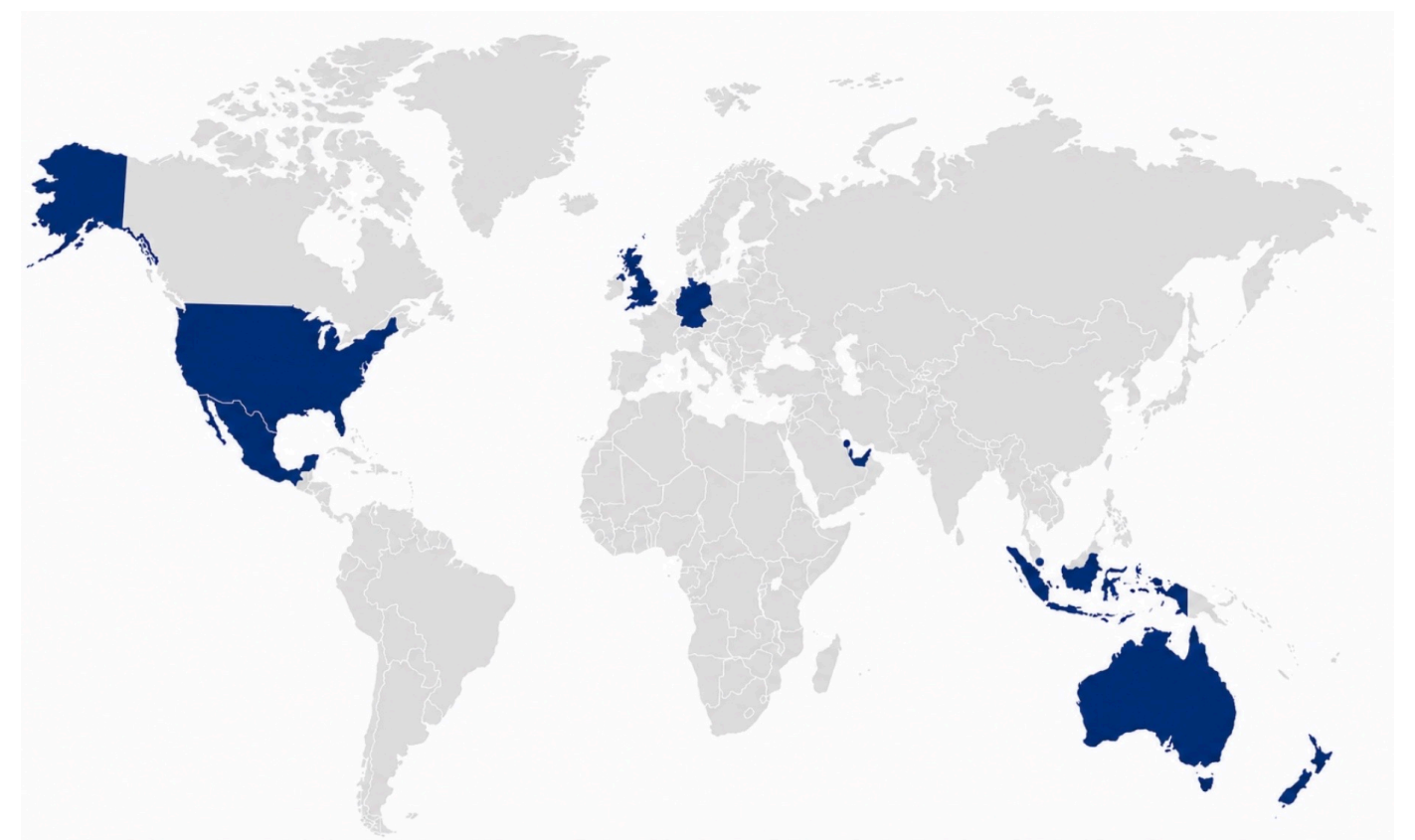
-Agency

Engagement becomes harder when we feel our choice or control is being taken away.

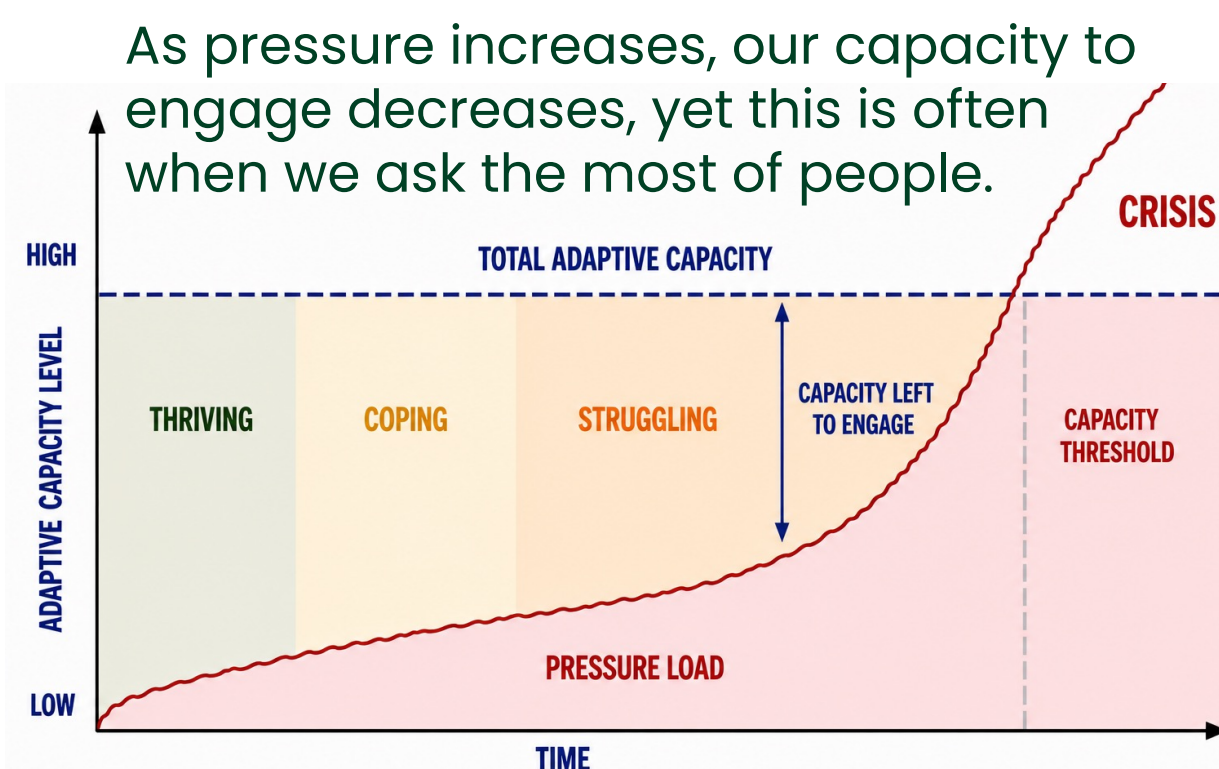
-Environment

Engagement becomes easier in environments built on trust, connection and belonging.

Travel



Craig Gore, USA



Hamish Murray, NZ

Recommendations for Industry

-Design for engagement

Start with the people you want to engage, not the solution you want them to use.

-Engage before crisis

Create opportunities for connection while people still have the capacity to engage.

-Create reasons to engage

Protect identity and agency, build trust and belonging, and create environments people want to be part of.

Thank you to my sponsor



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