

Black Dog Ride

N.T. 2016

raising
awareness
of depression
and suicide
prevention

From the Centre to the Sea

FOR IMMEDIATE RELEASE

THURSDAY 19th MAY 2016

Territorians Journey from the Centre to the Sea for Suicide Prevention

Black Dog Ride has opened registrations for NT 2016, their epic week long motorcycle ride from Alice Springs to Darwin, which aims to put a spotlight on suicide prevention in the Northern Territory.

Black Dog Ride, now in its seventh year, is a national suicide prevention charity whose mission is to raise awareness of depression and suicide prevention. Funds raised by Black Dog Riders during NT 2016 will fund Mental Health First Aid's Teen Program training in Australian secondary schools, and continue to build the capacity of Lifeline's online Crisis Support Chat service.

Black Dog Ride's NT 2016 Coordinator Jon Benham, a psychiatric nurse, sees first hand the tragic results of suicide in the Northern Territory, which has the highest suicide rate in Australia, "*Suicide has a higher death rate than the road toll. Black Dog Ride's mission is to get out to the regional communities and start the conversations which can prevent suicide. Fostering awareness of depression and suicide prevention in our communities is the best catalyst for prevention.*"

Participants in NT 2016 will depart Alice Springs on 31st July, arriving in Darwin on 5th August, meeting with Traditional Owners en route and visiting regional communities to shine a beacon of hope amidst the despair of suicide and promoting awareness of suicide prevention strategies.

For more information about Black Dog Ride's NT 2016 visit www.blackdogride.com.au/nt2016 or contact Jon Benham: darwin@blackdogride.com.au or 0488-561-117

Black Dog Ride

N.T. 2016

raising awareness of depression and suicide prevention

From the Centre to the Sea

KEY MESSAGING

NT 2016 – FROM THE CENTRE TO THE SEA

General Messaging Points:

- The suicide rate in Australia equates to one death every three hours, or eight deaths per day
- More than twice as many people die from suicide in Australia than in road related deaths
- 75% of all Australians who die by suicide are men
- Suicide amongst men in regional communities is twice as high as men in metropolitan areas
- The average Australian suicide rate is 10 per 100,000 however in the NT it is 21 per 100,000
- The national suicide rate for Aboriginal and Torres Strait Islander people is 23 per 100,000
- Depression is the most prevalent mental health disorder experienced by Australians
- Over one million Australian adults and 100,000 young people live with depression each year
- 1 in 5 people will experience depression in their lives; 1 in 4 females and 1 in 6 males
- Black Dog Ride is a national suicide prevention charity which has raised \$2,200,000 for mental health services since 2009
- NT 2016 is a week-long motorbike ride in the NT organised by Black Dog Ride to raise awareness and funds for depression and suicide prevention
- Fundraising from NT 2016 benefits Lifeline Australia and Mental Health First Aid Australia
- Mental Health First Aid Australia will use the funds to continue the Black Dog Ride funded roll out of their MHFA Teen Program which has trained 714 adolescents since 2015
- Lifeline will be using the funds for building the capacity of their online Crisis Support Chat service which assists over 40,000 people experiencing suicide or a mental health crisis annually

For more information about Black Dog Ride's NT 2016 visit www.blackdogride.com.au/nt2016 or contact Jon Benham via email at darwin@blackdogride.com.au or mobile 0488-561-117