



SPUR PROJECTS

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A BOLD NEW APPROACH TO SUICIDE PREVENTION

HOW IS THE WORLD FEELING RIGHT NOW?

Up to seven million people around the world are about to take part in the largest-ever, real-time mental health survey starting October 10.

Using the free app “How is the World Feeling?”, especially developed for smart devices, participants log how they’re feeling at various points in time over seven days.

The campaign, created by Australian charity Spur Projects, will help create more effective mental health initiatives by not only understanding how people are feeling, but more importantly when and how they experience these feelings.

“Seven people suicide every single day in Australia, and over 800,000 people die by suicide annually. This campaign was created to provide a new level of insight into mental health both here in Australia and around the world”, says campaign manager Lee Crockford from the charity Spur Projects.

“Young men working in law are feeling most anxious between the hours of 8am-10am on weekday mornings when commuting, is an example of the sort of information the project can provide.”

After participants log how they’re feeling, they can then use the app to also see how the rest of the world is feeling - filtering data based location, gender, age, and a range of other parameters.

All information collected will also be made open-source for any individual or organisation worldwide to utilise. Crockford, however, is quick to point out that privacy is of primary importance to the project and no personally identifiable information is shared.

The project is based on a 2014, Australian-wide pilot “How is Australia Feeling?” that collected 35,000 submissions.

A public event to analyse and understand the data created by the project will take place in Brisbane on October 27-28.

“How is the World Feeling?” is an initiative of Spur Projects, an Australian not-for-profit organisation working towards ending suicide in Australia.

For more information or to download the app, visit www.howistheworldfeeling.org

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A range of visual assets, including photos and videos can be found at: bit.ly/hitwfassets