



SOCIAL IMPACT REPORT

Reducing mental health stigma across Australia.

#ITAIN'TWEAKTOSPEAK

THROUGH YOUR SUPPORT AND GENEROSITY, WE'RE MAKING A DIFFERENCE.

A message from LIVIN's Founders.

At LIVIN, we worked with Ernst & Young (EY) to conduct an independent review investigating the impact LIVIN is having on the mental health of Australians across the three pillars of our business - education, merchandise and community engagement.

We knew anecdotally, and from our own data collection, that we were having a positive impact, but sought to get an independent review to remove any bias from our assertions. Without knowing what's working, how can we continue to improve?

The good news is, with the support of EY we found that our educational program, merchandise and community engagement is creating positive change across different areas of mental health, including stigma reduction.

There were almost 1,500 responses to our online survey relating to the effects of our merchandise and online community presence on the mental health of Australians!



Casey Lyons and Sam Webb
LIVIN Co-founders



LIVIN's simple message of "It Ain't Weak to Speak" is helping to break the stigma of mental health in Australia.

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SPREADING OUR MESSAGE

It Ain't Weak to Speak!

WHO IS LIVIN?

Our vision is to break the stigma of mental health - improving mental health and wellbeing through early intervention and prevention initiatives.

WHY LIVIN STARTED?

To normalise the conversations around mental health, such as life's everyday ups and downs, mental illness and suicide. To help people access support when and where they need it. It was started in the honour of our great mate, Dwayne Lally.

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WHAT DOES LIVIN DO?



PILLAR 1

LIVINWell

EDUCATION



PILLAR 2

LIVINWear

MERCHANDISE



PILLAR 3

LIVINLife

COMMUNITY

EDUCATION

LIVINWell.

OUR WORKSHOPS

Our LIVINWell educational program increases mental health awareness and literacy, utilising evidence informed information, delivered by highly authentic, inspiring, and relatable facilitators.

After sitting through a LIVINWell session, participants' mentioned feeling more comfortable talking about their own mental health and mental health challenges; checking in with their friends, family, schoolmates and work colleagues after sitting through a LIVINWell session. LIVIN normalises discussions around mental health through its mantra “It Ain't Weak To Speak”.

Following a LIVINWell session, participants noted they were more aware of when they may need to access support and where they could go to access this support - either from a friend, family member, work colleague or a mental health professional. There was also a notable increase in help-seeking intent after the delivery of the LIVINWell program. The positive flow-on effect of these results are - if an individual receives support that is a good fit for them, they are likely to experience a reduction in their distress which could lead to the prevention of suicide.

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PARTICIPANT TESTIMONIALS

“Hands down one of the best workplace training programs I have attended. So grateful for the team at LIVIN for providing such valuable, potentially life saving education. Thank you.”

Operations Manager from Unilever



“I often tune out during presentations, but when LIVIN came to my school I was surprisingly engaged from start to finish. I now have a better understanding about mental health, mental illness, how to look after myself and my mates.”

Student from Marymount College



Providing Life-Saving Information.

An analysis of LIVIN's survey results revealed that the LIVINWell program is having a positive effect on attitudes, behaviours and help-seeking intent.

Statistically significant results were found across the following areas when comparing pre and post workshop data:

- ✓ IF I THOUGHT I HAD A MENTAL HEALTH PROBLEM, I WOULD NOW TALK TO SOMEONE.
- ✓ I NOW UNDERSTAND THE WARNING SIGNS FOR WHEN I MIGHT NEED HELP FOR A MENTAL HEALTH PROBLEM.
- ✓ I NOW UNDERSTAND THE WARNING SIGNS THAT SOMEONE I KNOW MIGHT NEED HELP FOR A MENTAL HEALTH PROBLEM.
- ✓ I NOW KNOW HOW TO SEEK HELP FOR MYSELF AND HOW TO GUIDE SOMEONE ELSE WHO NEEDS HELP.

82%

OF THOSE WHO APPLIED A LEARNT TECHNIQUE FROM THE LIVINWELL PROGRAM TO HELP SOMEONE, FELT IT MADE A POSITIVE DIFFERENCE TO THAT PERSON.

MERCHANDISE

LIVINWear.

OUR CLOTHING

Whether purchasing merchandise for themselves and/or giving merchandise to someone they know, in 90 percent of cases, survey respondents either strongly agreed or agreed that they felt more connected to LIVIN’s vision to break the stigma of mental health and to help prevent people from dying too young. Merchandise wearers also gain a feeling of positivity and optimism by supporting a good cause - “feeling good whilst looking good”.

Through the analysis of almost 1500 survey responses, we understand that LIVIN's merchandise plays an integral role in breaking the stigma of mental health, empowering people to take positive action.

Our research revealed that wearing LIVIN merchandise can have a positive effect on people’s mental health.

CUSTOMER TESTIMONIALS

"The merchandise has assisted me conversing in a workforce which is not known to discuss mental health and has existed on the old toughen up, walk it off mentality. The investment in a LIVIN tee-shirt has started endless conversations that normalised speaking openly about mental health".

"Buying merchandise was a way forward for myself to acknowledge that having an issue was okay. It was my first step in admitting that I needed help. Buying the merchandise instilled a confidence in me I didn't think I had"

"Some of our teachers wear LIVIN merchandise, this provides a constant reminder to continue discussing mental health openly, and has been effective in showing me and my friends at school that it's okay to seek help if we need it"

40K + OVER 40,000 INDIVIDUALS HAVE PURCHASED LIVIN MERCHANDISE! THAT'S A LOT OF POSITIVE CONVERSATIONS BEING STARTED.

90% IN PURCHASING LIVIN MERCH, 90 PERCENT OF SURVEY RESPONDENTS AGREED THEY FELT MORE CONNECTED TO LIVIN'S VISION TO BREAK THE STIGMA OM MENTAL HEALTH. MERCHANDISE WEARERS ALSO GAIN A FEELING OF POSITIVITY AND OPTIMISM BY SUPPORTING A GOOD CAUSE - "FEELING GOOD WHILST LOOKING GOOD."

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COMMUNITY

LIVINLife.

OUR ONLINE PRESENCE

Being connected to the LIVIN community helps support people to begin conversations about mental health.

Survey respondents pointed to the effectiveness of the self-care strategies posted regularly on LIVIN’s social media channels (Instagram, Facebook, YouTube, LinkedIn, EDM). These posts help people learn self-care strategies that they can implement in their day-to-day lives, as well as gaining a deeper understanding of mental health in general.

By engaging with the LIVIN community, mental health is kept front of mind. People are provided with guidance on where they can go to find out more information about mental health if they need to. Survey responses also indicated that many of those people engaging with the LIVIN brand have taken positive steps to improve their wellbeing.

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ENGAGEMENT WITH THE LIVIN ONLINE COMMUNITIES IS HAVING POSITIVE IMPACTS

87%	AGREED THE LIVIN COMMUNITY HELPS KEEP MENTAL HEALTH FRONT OF MIND IN THEIR DAY-TO-DAY LIFE.
82%	AGREED THAT ENGAGING WITH THE LIVIN COMMUNITY HELPED THEM LEARN WAYS TO BETTER MANAGE THEIR WELLBEING.
79%	INDICATED THAT ENGAGING WITH LIVIN HELPED THEM MAKE POSITIVE CHANGES TO THEIR BEHAVIOUR AND OWN WELLBEING.
81%	AGREED THAT BY ENGAGING WITH LIVIN IMPROVED THEIR UNDERSTANDING OF MENTAL HEALTH AND MENTAL ILLNESS.

Helping all of us feel connected.

"Being part of a collective movement that challenges a stigma means I don't feel alone in fighting the good fight."

As people remain connected to the LIVIN community, they gain a sense of positivity by belonging to a supportive and like-minded group that is starting healthy conversations about mental health.

@LIVINORG

Instagram Facebook YouTube LinkedIn



THE “SO WHAT” OF IT ALL

LIVIN is making a real difference.

LIVIN’s core activities – education, merchandise, community engagement have the primary purpose of reducing mental health stigma across Australia. According to extensive data analysis, LIVIN is breaking the stigma of mental health with good effect. LIVIN appears to act as a catalyst for open conversations about mental health through its prominent mantra “It Ain’t Weak to Speak.”

By engaging with LIVIN, it has now been shown that people experience improved self-efficacy and positivity, are more willing to seek and provide mental health support, and engage in more open and productive conversations about their own mental health and mental health more broadly.

The three primary areas of LIVIN’s business appear to be contributing to enhanced social connection (one of the greatest predictors of human resilience), reduced mental health stigma and increased self-efficacy among Australians. LIVIN appears to be influencing a positive cultural shift within Australian communities when it comes to beliefs and attitudes about mental health.

“It Ain’t Weak to Speak” has become a recognisable and empowering mantra.

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