

Final Newspaper Version (Editor-Ready)

Suggested Headline:

Local community backs mental health with *Shannon* music video project

Sub-headline:

South West creatives collaborate to support mental health and suicide prevention

A community-driven music video project focused on mental health and suicide prevention premiered at Orana Cinemas, Busselton, on Thursday, March 19, bringing the South West community together for an evening centred on hope, connection and support.

Produced under the banner of Artists for Suicide Prevention in conjunction with Lamp Inc, *Shannon* brought together local musicians, actors, filmmakers, medical professionals and community members. Around 100 people contributed their time and skills to produce the original music video, filmed at locations between Yallingup Beach and Busselton Jetty.

Project creator Ron Hood, a Busselton pharmacist and musician, said the project was designed as a freely accessible resource that people could return to whenever they needed support — not just now, but for years and decades to come.

“Mental health challenges can affect anyone, regardless of what their life looks like,” he said. “We wanted to create something honest, hopeful and lasting — something that reminds people they’re not alone, that support is available and that we all need to look out for each other. If it helps even one person live a better life, then it’s done its job.”

While *Shannon* explores themes of struggle and isolation, its message focuses on resilience, connection and the importance of community care.

The music video is now available on YouTube as *Shannon* by Artists for Suicide Prevention, and across major streaming platforms and social media (@artistsforosp).

The video also directs viewers to recognised support services, including Lifeline and the global support directory findahelpline.com.

The project was supported through grants and community funding from the City of Busselton, Rio Tinto and Dunsborough Lakes Holiday Resort and Caravan Park.

Artist for Suicide Prevention Media Interview Cheat Sheet

1) “What is the Shannon project?”

“The *Shannon* project is a community-created music video focused on mental health and suicide prevention. Local musicians, filmmakers and community members came together to create something honest and hopeful that people can connect with and return to whenever they need support.”

2) “Why did you create it?”

“We’d become increasingly aware of the impact mental health challenges were having in our community. Rather than just talk about it, we wanted to do something positive — to create a resource that encourages connection, conversation and help-seeking.”

3) “Why use music?”

“Music connects emotionally in a way that information alone sometimes can’t. It helps people feel understood, less alone, and more open to reaching out for support.”

4) “What do you hope people take away from it?”

“That they’re not alone, that support is available, and that looking out for each other really matters. If it helps even one person feel supported or reach out for help, then it’s done its job.”

5) “Where can people see it?”

“The music video is available on YouTube as *Shannon* by Artists for Suicide Prevention, and across major streaming platforms and social media @artistsforosp. We wanted to make it freely available so anyone, anywhere can access it whenever they need it.”

Optional Question (Often Asked)

“What makes this project special?”

“It’s completely community-driven. People from different backgrounds came together and contributed their skills because they cared about making a difference.”

About the Project

Shannon is a community-created music video project produced by Artists for Suicide Prevention in conjunction with Lamp Inc, bringing together local creatives and community members to support mental health awareness and encourage help-seeking.

Watch & Listen

YouTube: Shannon – Artists for Suicide Prevention

Social: @artistsforsp

Streaming: Available on major platforms

Support Services

Lifeline – 13 11 14

findahelpline.com (global directory)

Credits & Support

Produced by: Artists for Suicide Prevention

In conjunction with: Lamp Inc

Supported by:

- Rio Tinto
 - City of Busselton
 - Dunsborough Lakes Holiday Resort and Caravan Park
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Media Contact

Ron Hood

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Ron Hood is a Busselton pharmacist and musician who combines healthcare experience with community creative projects focused on mental health awareness and support.