

MAIN RESEARCH AREAS AND SCIENTIFIC CONTRIBUTIONS

Suicide prevention research; health communication; media & suicide (Werther and Papageno effects); mental resilience; positive psychology.

Suicide prevention research as it relates to media portrayals and communication about suicide and mental health has been my main working area for 17 years. I have been leading related evaluation research as well as the development of media-specific recommendations for the portrayal of suicide and mental health nationally and internationally. I have been first to describe a suicide-preventive effect of stories of lived experience of suicidal thoughts and feelings and mastery of crisis, the *Papageno effect*. I have guided related content analyses, randomized controlled trials, and population-based studies including time series studies which have been instrumental in international developments in the field.

EDUCATION AND TRAINING

- 2015–2016 **POSTGRADUATE GENERAL MANAGEMENT PROGRAM**, Executive Academy, Vienna University of Economics and Business (accredited: EQUIS, AMBA & FIBAA).
- April 2013 **HABILITATION** (professorial dissertation) for Public Health, Medical University of Vienna. Dissertation title: Public Health Perspectives on Suicide Risk Factors and Prevention Strategies.
- September 2009 **DOCTOR OF PHILOSOPHY (PH.D.)** Graduation with distinction. Track: Mental Health and Behavioural Medicine (full-time, 4 years). Title of thesis: Suicide Prevention by Collaboration with the Mass Media. Medical University of Vienna (Austria), Center for Public Health, Institute for Medical Psychology.
- June 2009 **MASTER OF PUBLIC HEALTH SCIENCES (M.M.SC.)** Graduation with distinction. Track: Mental Health Promotion and Suicide Prevention (full-time, 2 years).
- September 2005 **DOCTOR OF MEDICINE (M.D.)** Medical University of Vienna (Austria).

POSITIONS AND EMPLOYMENT

- since February 2024 **FULL PROFESSOR OF PUBLIC HEALTH** Medical University of Vienna.
- since February 2020 **DEPUTY HEAD** Department of Social and Preventive Medicine.
- since September 2013 **ASSOCIATE PROFESSOR OF PUBLIC HEALTH**, Medical University of Vienna.
- since January 2014 **HEAD OF UNIT SUICIDE RESEARCH & MENTAL HEALTH PROMOTION**, Medical University of Vienna, Center for Public Health.
- July 2011–Nov. 2012 **EPIDEMIC INTELLIGENCE SERVICE OFFICER** (full-time contractor), United States Government, Department of Health and Human Services, Centers for Disease Control and Prevention (CDC), National Center for Injury Prevention and Control (NCIPC), Division for Injury Response & Division for Violence Prevention, Atlanta, Georgia, USA.
- Oct. 2010–Aug. 2013 **ASSISTANT PROFESSOR**, Medical University of Vienna, Center for Public Health.
- June 2006–Sept. 2010 **UNIVERSITÄTSASSISTENT** [Post-doc], Medical University of Vienna, Center for Public Health, Departments of General Practice and Family Medicine & Medical Psychology.

SELECTED OTHER EXPERIENCES

- since January 2021 1st Vice President, International Association for Suicide Prevention (IASP)
- 2014–present Associated Researcher, Karolinska Institutet, Department of Clinical Neuroscience, Division of Insurance Medicine.

MOST IMPORTANT PUBLICATIONS

- 1 Niederkrotenthaler T, Till B, Kirchner S, Sinyor M, Braun M, Pirkis J, Tran US, Voracek M, Arendt F, Ftanou M, Kovacs R, King K, Schlichthorst M, Stack S, Spittal MJ. Effects of media stories of hope and recovery on suicidal ideation and help-seeking attitudes and intentions: Systematic review and individual participant data meta-analysis of randomised controlled trials. *Lancet Public Health* 2022; 7: e156–68 DOI: 10.1016/S2468-2667(21)00274-7.
- 2 Niederkrotenthaler T, Tran U, Gould M, Sinyor M, Sumner S, Strauss MJ, Voracek M, Till B, Murphy S, Gonzalez F, Spittal MJ, Draper J. Association of Logic’s Hip Hop Song 1-800-273-8255 with Lifeline Calls and Suicides in the United States: Interrupted Time-Series Analysis. *BMJ* 2021;375:e067726. DOI: 10.1136/bmj-2021-067726.
- 3 Niederkrotenthaler T, Braun M, Pirkis J, Till B, Stack S, Sinyor M, Tran US, Voracek M, Cheng Q, Arendt F, Scherr S, Yip PSF, Spittal MJ. Association between suicide reporting and suicide: Systematic review and meta-analysis. *BMJ* 2020; 8;368:m575. DOI: 10.1136/bmj.m575.
- 4 Niederkrotenthaler T, Till B. Effects of suicide awareness materials on individuals with recent suicidal ideation or attempt: Randomized controlled online trial. *British Journal of Psychiatry* 2019 Dec 17;1-8. DOI: 10.1192/bjp.2019.259.
- 5 Niederkrotenthaler T, Stack S, Till B, Sinyor M, Pirkis J, Garcia D, Rockett IRH, Tran U. Suicides in the United States after the Release of 13 Reasons Why: Time series analysis. *JAMA Psychiatry* May 29;76(9):933-940. DOI: 10.1001/jamapsychiatry.2019.0922.
- 6 Till B, Strauss M, Sonneck G, Niederkrotenthaler T. Determining the Effects of Films with Suicidal Content: A Laboratory Experiment. *British Journal of Psychiatry*. 2015;207(1): 72–78. DOI: 10.1192/bjp.bp.114.152827.
- 7 Niederkrotenthaler T, Sonneck G. Assessing the Impact of Media Guidelines for Reporting on Suicides in Austria: Interrupted Time Series Analysis. *Australian & New Zealand Journal of Psychiatry*. 2007; 41:419-428. DOI: 10.1027/0227-5910/a000344.
- 8 Niederkrotenthaler T, Voracek M, Herberth A, Till B, Strauss M, Etzersdorfer E, Eisenwort B, Sonneck G. Role of media reports in completed and prevented suicide–Werther v. Papageno effects. *British Journal of Psychiatry*. 2010;197:234–243. DOI: 10.1192/bjp.bp.109.074633.

SELECTED RESEARCH SUPPORT

- to be scheduled PI: Harry Potter Curriculum for Mental Health Resilience in Youth. Austrian Science Fund, Clinical Research Grant KLI1174; 392,755.– €.
- January 2020–December 2023 PI: Media Campaign to Prevent Suicide: Oregon, April 2019. Vibrant Emotional Health (formerly Mental Health Association of New York City). 492,188.–\$.
- April 2020–February 2021 PI: WWTF COVID-19 Rapid Response Funding. Covid-19: Mental Health in Austria. Cov-20-027. WWTF. 49,800.– €.
- September 2018–May 2022 PI: Effects of *It Gets Better* Suicide Prevention Videos Targeting Lesbian, Gay, Bisexual

and Questioning Adolescents. Austrian Science Fund, Stand Alone Grant P-30918-B27; 139,700.– €.

January 2020–
December 2021 PI: Suicide Prevention Public Service Announcements (PSAs) Targeting Adolescents: A Randomized Controlled Trial. Austrian Science Fund, Clinical Research Grant KLI627; 141,203.– €.

Dec. 2012–May 2015 PI: Representations and Impact of Suicide-related Websites. Austrian Science Fund, grant P23659; 116,511.– €.

June 2006–May 2009 PI: Media Representations of Suicide. Austrian Academy of Sciences (ÖAW). Grant 70036; 276,000.– €. (ad personam : 78,000.– €).

PRIZES AND AWARDS

Dec. 2019 Fialka Moser Diversity Award, Medical University of Vienna, Austria.

Dec. 2018 Erwin Ringel Award by the Austrian Society for Suicide Prevention (ÖGS).

Dec. 2012 Hans Rost Prize by the German Association of Suicide Prevention (DGS).

SELECTED INVITED TALKS

Niederkrotenthaler T. Invited symposium talk: Media and Suicide: Building the Evidence Base. IASR/AFSP International Summit on Suicide Research. October 15-18, 2023. Barcelona, Spain.

Niederkrotenthaler T. Invited plenary: Media and suicide: The roles of narratives for suicide prevention. 32nd World Congress of the International Association for Suicide Prevention (IASP). September 19-23, 2023. Piran, Slovenia.

Niederkrotenthaler T. Invited plenary: Creative approaches to harnessing positive media potentials for suicide prevention. European Symposium on Suicide and Suicidal Behaviour ESSSB19. August 24-27, 2022. Copenhagen, Denmark.

Niederkrotenthaler T. Invited symposium. The future of suicide preventive media campaigning: What can we learn from recent large-scale media events? World Congress, International Association for Suicide Prevention. Online, September 23, 2021.

Niederkrotenthaler T. Invited plenary: Media & suicide. Update on the Papageno effect. American Association of Suicidology, April 23 2021, online.

CONTACT AND PERSONAL INFORMATION

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