

PERSONAL DETAILS

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BUSINESS ADDRESS

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EDUCATION

- 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

- since June 2026 **CHAIR OF THE DEPARTMENT OF PUBLIC MENTAL HEALTH**, Center For Public Health, Medical University of Vienna.
- since February 2024 **FULL PROFESSOR OF PUBLIC HEALTH** Medical University of Vienna.
- February 2020–May 2026 **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.

RESEARCH INTERESTS

Suicide prevention research; epidemiology; life-course epidemiology; 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 18 years. I have been leading related evaluation and implementation research as well as the development of media-specific recommendations for the portrayal of suicide and mental health. I have been first to describe a suicide-preventive effect of stories of lived experience of suicidal thoughts and mastery of crisis, the *Papageno effect*. I have guided related content analyses, randomized controlled trials, and population-based studies which have been instrumental for international developments in the field. Further working areas include stigma research, life course epidemiology, parental risk factors for suicide as well as mental health services research.

SELECTED ACADEMIC 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, Tinghög P, Alexanderson K, Dahlin M, Wang M, Beckman K, Gould M, Mittendorfer-Rutz E. Future risk of labour market marginalization in young suicide attempters—a population-based prospective cohort study. *Int J Epidemiol.* 2014 Oct;43(5):1520-30. DOI: 10.1093/ije/dyu155.
- 6 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.
- 7 Till B, Tran U, Voracek M, Niederkrotenthaler T. Papageno vs. Werther Effect Online: Randomized Controlled Trial of Beneficial and Harmful Impacts of Educative Suicide Prevention Websites. *British Journal of Psychiatry.* 2017;211(2):109-115. DOI: 10.1192/bjp.bp.114.152827.
- 8 Niederkrotenthaler T, Gould M, Sonneck G, Stack S, Till B. Predictors of psychological improvement on non-professional suicide message boards: content analysis. *Psychological Medicine.* 2016;46(16): 3429–3442. DOI: 10.1017/S003329171600221X.

- 9 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.
- 10 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.

ADDITIONAL RESEARCH ACHIEVEMENTS

June 2025 Niederkrotenthaler T. Opening keynote: Building bridges for suicide prevention. 33rd World Congress of the International Association for Suicide Prevention. June 10–13, 2025. Vienna, Austria.

January 2021–December 2024 Vice President, International Association for Suicide Prevention (IASP)

Prizes and Awards

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

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

Third-Party Funds as Principal Investigator

March 2025–August 2028 PI: Parental Media Intervention for Resilience in LGBTQ+ Youth. Austrian Science Fund, Research Grant PAT8309124; 451,252.– €.

December 2024–December 2028 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.– €.