

Consider your image selection when communicating about suicide and self-harm

Using diverse images, seeking permission before using images of a person with lived experience, and using images that are hopeful and encourage help-seeking is recommended.

Preferred

- ✓ Images that avoid showing specific locations where suicides have occurred
- ✓ Images that do not include specific methods of suicide
- ✓ An image including older scars or healed wounds which indicates hope and recovery
- ✓ Design elements which indicate hope, or represent nature, people or connection

Problematic

- ✗ Showing specific locations where suicides have occurred can lead to further suicide attempts, or deaths at similar locations
- ✗ Showing specific methods or implements that may be used in suicide or self-harm (e.g. images of specific drugs or medications) can increase risk of further suicidal behaviour
- ✗ Showing close-up images focused on an example of self-harm (e.g. cuts on the body) can be distressing and may encourage some people to take similar action
- ✗ Design elements that could indicate a method of suicide (e.g. patterns that look like rope) can be distressing