

Media alert

18 March 2024 | Please cascade to all media staff

Safe and sensitive reporting regarding the death of an individual in Preston, Victoria.

Australian media professionals are reminded to apply *Mindframe* guidelines when reporting on the death of an individual in Preston as further information about this death emerges.

Where media are editing early reports or producing new stories, it is recommended to reduce the amount of detail relating to the method of death. This includes the details that may be shared by witnesses or removing related images.

Other recommendations for media in reporting on the death in Preston, Victoria:

- Avoid including the term 'suicide' in headlines
- Take care when publishing or broadcasting eyewitness interviews – this includes considering the potential impact of particularly graphic accounts or descriptions
- Avoid use of images or footage of Police activity or recovery operations at the scene of the death
- Ensure help-seeking is included in all stories (online, print and broadcast) as it increases the likelihood of people seeking help and support when needed
- Emphasise any care and support that is being provided to those who may have witnessed the incident and been impacted
- Take additional care when considering any related articles or content that may be promoted or linked to from reports about this incident
- Avoid the use of stigmatising language relating to self-harm or suicide
- Consider the prominence and volume of reporting being released, as prolonged and sustained reporting can have significant lasting negative impacts and may lead to further self-harm or suicidal behaviour in the community
- Remain mindful of the impact on audiences as further details continue to emerge.

Please refer to the *Mindframe guidelines: Reporting suicide and mental ill-health*. Further language guidance can be found in the *Our words matter: Guidelines for language use*.

Mindframe support for media

For free support in reporting safely on suicide, call 02 4924 6900, visit mindframe.org.au or email mindframe@health.nsw.gov.au

Everymind would like to remind all journalists and managers supporting journalists that this tragic incident can impact on the welfare of those reporting the story. Everymind, in consultation with the DART Centre Asia Pacific, provides [self-care tips for journalists](#) as well as advice for editors and line managers.

Support services

Adult

Lifeline: 13 11 14 | Text 0477 13 11 14
lifeline.org.au

Suicide Call Back Service: 1300 659 467
suicidecallbackservice.org.au

Beyond Blue: 1300 224 636
beyondblue.org.au/forums

MensLine Australia: 1300 789 978
mensline.org.au

StandBy Support After Suicide
1300 727 247

Youth

Kids Helpline: 1800 551 800
kidshelpline.com.au

headspace: 1800 650 890
headspace.org.au

ReachOut: ReachOut.com

Other resources

Head to Health: mental health portal
headtohealth.gov.au

Life in Mind: suicide prevention portal
lifeinmindaustralia.com.au

SANE: 1800 187 263 (10am-10pm)
online forums: saneforums.org

Aboriginal and Torres Strait Islander: 13YARN.org.au or 13 92 76

Lesbian, gay, bisexual, trans, and/or intersex: 1800 184 527 qlife.org.au

Culturally and linguistically diverse: embracementalhealth.org.au

For more information including free advice for media, please contact **Mindframe:**

mindframe@health.nsw.gov.au | Twitter: [@MindframeMedia](https://twitter.com/MindframeMedia) | 02 4924 6900