

Media alert

27 October 2023 | Please cascade to all media staff

Safe and sensitive reporting: Death of person connected to killing of Lilie James

Australian media professionals are reminded to apply *Mindframe* guidelines when reporting on suspected suicide deaths.

Advice includes avoiding or minimising detailed descriptions of method and location, particularly when reporting from the scene. Research has shown that communicating details of method and location can increase suicidal behaviour in the community. It is recommended to refer to public locations in general and non-descriptive terms.

Media are also asked to be mindful and sensitive to the families and communities affected by this incident and consider the prominence and volume of reporting being released, as prolonged and sustained reporting can have significant lasting negative impacts, and can increase risk to those who are vulnerable or distressed.

Recommendations for media when reporting on stories of this nature:

- Avoid use of images or video footage of police activity or recovery operations at the scene of the death
- Avoid speculation about the mental health status or motives of the person who died - do not imply the death was spontaneous or the result of a single factor or event
- Ensure help-seeking is included in all stories (online, print and broadcast). Individuals are more likely to seek help and support when appropriate services are included.

Please refer to the [Mindframe guidelines: Reporting Suicide and mental ill-health](#).

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

Mindframe would like to remind all journalists and those working in the media that these tragic incidents can also have an impact on the welfare of those reporting on the story. To support media professionals *Mindframe*, in consultation with the DART Centre Asia Pacific, has developed journalism resources which include [helpful 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
suicidcallbackservice.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

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

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

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

mindframe@health.nsw.gov.au | Twitter: @MindframeMedia | 02 4924 6900