

**Mindframe advice for reporting on Golden Princess fatality****23 January 2019****Please cascade to all media staff**

*Mindframe* would like to thank the Australian media for its responsible coverage of the Golden Princess cruise ship fatality and urges the media to remain cautious in its reporting of this incident.

While we understand that this is an incident of public interest, we ask all media to refrain from including detailed descriptions of methods and locations of this death. Describing methods and locations may lead to imitation by vulnerable individuals.

Quick tips when reporting on this incident:

- Refrain from using 'suicide' in a headline
- Refrain from using descriptive words of intent such as 'threw himself overboard'
- Refrain from using images that demonstrate the incident or moments following the incident such as 'jumped from here/landed here'

We also ask media to avoid publishing detailed, distressing or dramatic photographs or footage of the location or the deceased.

Finally, any coverage of this incident should include details of [help-seeking](#) resources below.

More information on reporting guidelines can be found on the [Mindframe](#) website.

**The *Mindframe* project team**

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**Help-seeking information**

Adding help-seeking information to stories (online, print and broadcast) can provide somewhere for people who may be adversely impacted by the coverage to find professional support.

**National 24/7 Crisis Services**

**Lifeline:** 13 11 14 [www.lifeline.org.au](http://www.lifeline.org.au)

**Suicide Call Back Service:** 1300 659 467 [www.suicidecallbackservice.org.au](http://www.suicidecallbackservice.org.au)

**MensLine Australia:** 1300 78 99 79 [www.mensline.org.au](http://www.mensline.org.au)

**Beyond Blue:** 1300 22 4636 [www.beyondblue.org.au](http://www.beyondblue.org.au)

## Reporting any story about suicide

**Minimise details about method and location.** If it is important to the story, discuss the method or location in general terms only (e.g. 'a mixture of drugs' or 'at a nearby park'). Explicit depictions have been linked to increases in the use of that method or location and overall suicide rates.

**Place the story in context and ensure accuracy.** Take care not to imply that a death was spontaneous or due to a single event as there are usually underlying risk factors. Seek local expert advice for comments, accurate interpretation of statistics and assistance placing situations in context.

**Choose appropriate language.** To avoid causing offence, glamourising or sensationalising suicide consider the following:

Issue	Problematic	Preferred
Presenting suicide as a desired outcome	✗ 'successful suicide'	✓ 'died by suicide'
Associating suicide with crime or sin	✗ 'committed suicide'	✓ 'took their own life'
Sensationalising suicide	✗ 'suicide epidemic'	✓ 'increasing rates'

**Apply recommendations to online content.** Consider implementing procedures to manage message boards for posts that may be harmful or from people in crisis.

**Present information about suicide in ways that may be helpful:**

- Reporting the broader issue of suicide, including policy, practice, research, rates, trends and other areas of public interest.
- Information about risk factors and warning signs, the importance of taking suicidal thoughts seriously and how to seek help.
- Personal stories about people who have overcome suicidal thinking, to promote hope and encourage others to seek help.
- Reports that show the impact of suicidal behaviour on individuals and communities to increase understanding about these experiences.

**For expert advice on reporting suicide and mental ill-health contact:**

<b>Mindframe</b> 02 4924 6900 mindframe-media.info @MindframeMedia	<b>SANE Media Centre</b> 03 9682 5933 sane.org @SANEAustralia
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## Self-care

Reporting suicide and mental illness can also impact to the welfare of journalists. To support media professionals *Mindframe*, in consultation with the [DART Centre Asia Pacific](#), has developed journalism self-care resources for media professionals reporting suicide and mental illness. These resources include self-care tips for journalists as well as and advice for editors and line managers, and can be found [here](#).



## Self-care for journalists

Every person will have an individual trauma response based on the type and severity of the experience, their age, gender, resilience and other psychosocial factors.

**Warning signs for seeking professional assistance may include:**

- Being unable to handle the intense feelings or physical sensations
- Feeling numb and empty
- Continuing to experience strong distressing emotions
- Continuing to have physical symptoms of being tense, agitated and on edge
- Continuing to have disturbed sleep and/or nightmares
- Having no-one to support you and with whom you can share your feelings and emotions
- Having relationship problems with friends, family and colleagues
- Increasing your use of alcohol or drugs.