

Please cascade to all media staff

Reminder when reporting: Barossa Valley deaths

While the deaths that occurred recently in the Barossa Valley are of public interest and will receive ongoing media coverage, it is important for media to report on this incident responsibly.

Australian media professionals are reminded to apply [Mindframe guidelines](#) when reporting on deaths of this nature. The reasons why someone chooses to harm others and take their own life are extremely complex. Avoid speculation about the motives behind the behaviour, as unfounded conjecture may impact on vulnerable people in similar circumstances.

Please be mindful of the prominence and quantity of reporting being released on these deaths, as prolonged and sustained reporting can negatively impact the community. The sudden and shocking nature of deaths of this kind can have a profound impact on the communities where they take place and these effects may last for a long time.

As details continue to emerge it is important to ensure help-seeking is included in all stories (online, print and broadcast) for all issues raised, including [suicide and mental ill-health](#), [domestic violence](#), or [drug and alcohol use](#). Individuals are more likely to seek help and support when appropriate services are included in stories.

Research has shown that communicating details of suicide method and location can impact individuals vulnerable to suicide and increase imitative suicidal behaviour. Avoid or minimise detailed descriptions of method and reporting from the scene. It is also recommended to refer to the location using a non-descriptive term such as “a tourist attraction in the Barossa Valley”.

Media self-care

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

Mindframe project team

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Support services

24/7 support

Lifeline: 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
Kids Helpline: 1800 551 800
kidshelpline.com.au

1800RESPECT: 1800 737 732

Other resources

Relationships Australia: 1300 364 277 relationships.org.au
Head to Health: mental health portal - headtohealth.gov.au
Life in Mind: suicide prevention portal - lifeinmind.org.au
SANE: online forums - sane.org

Aboriginal and Torres Strait Islander: healthinphonet.ecu.edu.au
Lesbian, gay, bisexual, trans, and/or intersex: 1800 184 527 qlife.org.au
Culturally and linguistically diverse: embracementalhealth.org.au



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