

**Media alert**

13 July 2020

Please cascade to all media staff

**Reminder for safe reporting on the death of Benjamin Keough**

*Mindframe* wishes to acknowledge the grief and loss of family, friends and others in the community who may be impacted by the death of celebrity, Benjamin Keough.

While we understand that this is an incident of public interest, *Mindframe* urges media to refrain from speculating on the cause or events leading to Keough's death, or simplifying the cause to a single factor.

We also strongly recommend media refrain from linking Keough's death to other celebrity deaths with similar circumstances or life factors. Coverage of suspected suicide by a celebrity can glamourise and normalise suicide, with research showing it can prompt imitation by vulnerable people.

*Mindframe* reminds Australian media professionals to avoid reporting explicit detail about method and location, including use of detailed and dramatic photographs or videos, as this can also lead to imitation by people who are vulnerable to self-harm and suicide.


*Mindframe* recommends being cautious when sharing or posting overseas content online, and to ensure articles are in line with Australian reporting standards and editorial codes.

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

As more details emerge about the incident, we ask the Australian media to consider the *Mindframe* [guidelines](#).

**Handle a celebrity death with care**

Repeated coverage of a celebrity suicide can glamourise and normalise suicide. Minimise details about method and location, consider focusing on the wastefulness of the death, and add information about risk factors for suicide and always include help-seeking services for people who may be vulnerable.

 Learn more at [mindframe.org.au](https://mindframe.org.au) Follow us @MindframeMedia

### Help-seeking information

Individuals are more likely to seek help and support when appropriate services are included in stories. 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.

## Support services

### Adult

**Lifeline:** 13 11 14

[lifeline.org.au](http://lifeline.org.au)

**Suicide Call Back Service:** 1300 659 467

[suicidcallbackservice.org.au](http://suicidcallbackservice.org.au)

**Beyond Blue:** 1300 224 636

[beyondblue.org.au/forums](http://beyondblue.org.au/forums)

**MensLine Australia:** 1300 789 978

[mensline.org.au](http://mensline.org.au)

### Youth

**Kids Helpline:** 1800 551 800

[kidshelpline.com.au](http://kidshelpline.com.au)

**headspace:** 1800 650 890

[headspace.org.au](http://headspace.org.au)

**ReachOut:** [ReachOut.com](http://ReachOut.com)

### Other resources

**Head to Health:** mental health portal

[headtohealth.gov.au](http://headtohealth.gov.au)

**Life in Mind:** suicide prevention portal

[lifeinmindaustralia.com.au](http://lifeinmindaustralia.com.au)

**SANE:** online forums [saneforums.org](http://saneforums.org)

**Aboriginal and Torres Strait Islander:** [healthinonet.ecu.edu.au](http://healthinonet.ecu.edu.au)

**Lesbian, gay, bisexual, trans, and/or intersex:** 1800 184 527 [qlife.org.au](http://qlife.org.au)

**Culturally and linguistically diverse:** [embracementalhealth.org.au](http://embracementalhealth.org.au)



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### Other key national resources

**Head to Health:** mental health portal: [www.headtohealth.gov.au](http://www.headtohealth.gov.au)

**Life in Mind:** suicide prevention portal: [www.lifeinmindaustralia.com.au](http://www.lifeinmindaustralia.com.au)

### Media 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 can be found [here](#).

### Mindframe project team

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