

Mindframe advice for reporting on a recent incident at Bilgola, Sydney**1 February 2019****Please cascade to all media staff**

Mindframe reminds the Australian media of the need for responsible reporting following a recent incident in Bilgola, Sydney.

While we recognise the story is of public interest and will receive ongoing coverage, it is important that media report responsibly.

When reporting on this story *Mindframe* advises the following:

- Avoid linking the recent incident with other deaths in this location due to the risk of contagion.
- Refrain from including detailed descriptions of the method and location (i.e. do not mention this event occurred at Bilgola Beach). Describing methods and locations may lead to imitation by vulnerable individuals.
- Avoid publishing detailed, distressing or dramatic photographs or footage of the location or the deceased.

It is also important to avoid speculating on details of this incident, or to suggest causation for the occurrence.

Mindframe urges media to consider safe and responsible reporting and the continued support of the family, friends and the community of the Northern Beaches of Sydney.

Finally, any coverage of this recent incident should include details of general and youth specific [help-seeking](#) contact details listed below.

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

The Mindframe project team

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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.

Key Youth Support Services include:

Kids Helpline (24/7): 1800 55 1800 www.kidshelpline.com.au

headspace: 1800 650 890 www.headspace.org.au

ReachOut: au.reachout.com

National 24/7 Crisis Services

Lifeline: 13 11 14 www.lifeline.org.au

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

MensLine Australia: 1300 78 99 79 www.mensline.org.au

beyondblue: 1300 22 4636 www.beyondblue.org.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](#).



Minimise details about method and location

Issue	Options to consider
Reporting explicit detail about method has been linked to increases in use of that method and overall suicide rates.	✓ If it is important to mention method, discuss in general terms e.g. 'mix of drugs' instead of detailing the type and quantity.
Reporting uncommon or new methods of suicide can lead to imitation as well as a lasting impact on rates.	✓ Remove specific details about new or unusual methods of suicide and references to ways further information can be found e.g. online.
Describing locations of suicide may promote these to vulnerable people and increase frequency of attempts at these sites.	✓ If referring to a location, describe this in general terms only e.g. use 'at a nearby park' instead of detailing the exact location.
Avoid using detailed or dramatic photographs or footage, e.g. images of people standing on ledges or of implements used in a suicide attempt.	✓ Images or footage depicting method or location of a suicide can lead to imitation by vulnerable people.