

Mindframe advice for reporting incident at Chatswood Chase**22 July 2019****Please cascade to all media staff**

Mindframe reminds media of the importance of responsible coverage of the incident at Chatswood Chase and urges promotion of help-seeking information for vulnerable audiences.

We recognise the story is of public interest and may receive ongoing coverage. It is important to ensure that media report responsibly, given that repeated and sustained coverage can increase the risk to those who may be impacted by the content.

The inclusion of detailed descriptions of the method and means in relation to this incident may lead to imitation by vulnerable individuals.

As this is a public space, *Mindframe* is requesting for all media to refrain from detailing:

- the exact location;
- images and video footage of the location;
- descriptions of height; and
- speculation around the circumstances leading up to this event.

The Australian media are encouraged to consider the *Mindframe* [guidelines](#) when covering any story which refers to deaths in relation to falls.

Avoid: Reporting explicit detail about method and means. This includes the location and specifics around access to the location.

Use: If it is essential to include method, discuss in general terms:

e.g. ***'Police state that this incident took place in a local shopping precinct. This location is known to authorities'***

Avoid: Detailed dramatic photographs, descriptions of heights, diagrams or videos.

NOTE: Graphic images or footage depicting method or location can lead to imitation by vulnerable people.

The traumatic nature of events such as this can have a profound impact on whole communities and may last for a period of time. *Mindframe* encourages the continued support of grief and loss for the family, friends and community within the Chatswood area.

Finally, any coverage of this recent incident should include details of [help-seeking](#) information along with any other crisis support lines that may be required as the story develops.

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
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

Youth

Kids Helpline: 1800 551 800
kidshelpline.com.au
headspace: 1800 650 890
headspace.org.au
ReachOut: au.reachout.com

Other resources

Head to Health: mental health portal
headtohealth.gov.au
Life in Mind: suicide prevention portal
lifeinmindaustralia.com.au
SANE: online forums saneforums.org

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



Other key national resources

Head to Health: mental health portal: www.headtohealth.gov.au

Life in Mind: suicide prevention portal: 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](#).

Key national 24/7 crisis support services include:

- Lifeline 13 11 14 www.lifeline.org.au
- Suicide Call Back Service 1300 659 467 www.suicidecallbackservice.org.au
- MensLine Australia 1300 789 978 www.mensline.org.au
- Beyond Blue 1300 224 636 www.beyondblue.org.au

Key national Domestic and Sexual Abuse support services include:

- 1800RESPECT 1800 737 732 www.1800respect.org.au (24/7)
- Lifeline 13 11 14 www.lifeline.org.au (24/7)
- MensLine Australia 1300 789 978 www.mensline.org.au (24/7)
- Kids Helpline 1800 55 1800 www.kidshelpline.com.au (24/7)
- Relationships Australia 1300 364 277 www.relationships.org.au
- A comprehensive list of services available to the community can also be found: <https://www.whiteribbon.org.au/find-help/domestic-violence-hotlines/>
- For research on family wellbeing and domestic violence:
 - www.aifs.gov.au
 - www.anrows.org.au

As more details emerge about the incident, please refer to the *Mindframe* [guidelines](#).



Reporting suicide: a quick guide for the media

Recommendations for reporting a suicide death

Decide whether to report. Ensure a suicide has been confirmed by official sources to avoid speculation or interfering with investigations. Assess if there is a clear public interest in the story, consult your editorial policies and seek advice from experts.

Reduce prominence. Vulnerable people may be drawn to stories about suicide. Place a story on the inside pages of a newspaper or further down the order of broadcast reports. Removing 'suicide' from headlines and search terms can also help reduce prominence.

Modify or remove information that may increase risk.

- Refrain from using content of a suicide note as this does not give appropriate context to the reasons behind the death.
- Limit promotion of public and online memorials.
- Avoid images that may glorify the death in some way.
- Minimise details about method and location of death.

Take care interviewing family and friends. Respect people's grief and privacy in the period immediately after a death. Consider delaying interviews as people bereaved by suicide may be vulnerable or at risk of suicide themselves.

Apply cultural considerations. Naming or depicting an image of a person who has died can cause great distress in some communities. Seek advice before using the name or image of an Aboriginal or Torres Strait Islander person.

Handle celebrity suicide with care. 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 help-seeking options for people who may be affected.

Promote help-seeking support services:

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

MensLine Australia: 1300 789 987

mensline.org.au

Mindframe project team

Tel: 02 4924 6900 Email: mindframe@hnehealth.nsw.gov.au Twitter: @MindframeMedia