

**Mindframe advice for reporting on recent incident in Coochin Creek, QLD****6 February 2019****Please cascade to all appropriate staff**

*Mindframe* reminds media of responsible reporting on the recent deaths in Coochin Creek, QLD. We ask media to use caution when speculating about the causes behind this incident until confirmed by police or after coronial findings.

QLD police are currently reporting this incident using the following language “At this stage, detectives are treating the death of the child as suspicious and the man’s death as non-suspicious” and *Mindframe* advises media do the same.

*Mindframe* reminds Australian media to be mindful and sensitive of the family affected by this incident, as well as friends and the Coochin Creek community when reporting.

When reporting on this incident *Mindframe* recommends the following:

- **Avoid:** Describing the incident as a murder-suicide.
- **Avoid:** Reporting explicit detail about method, if it is essential to include method, discuss in general terms e.g. found at a nearby park.
- **Avoid:** Using detailed or dramatic photographs or videos; graphic images or footage depicting method or location can lead to imitation by vulnerable people.

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

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

**The Mindframe project team**

**Tel:** 02 4924 6900 **Email:** [mindframe@hnehealth.nsw.gov.au](mailto:mindframe@hnehealth.nsw.gov.au) **Twitter:** @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.

### 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)

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

### Key Youth Support Services include:

**Kids Helpline (24/7):** 1800 55 1800 [www.kidshelpline.com.au](http://www.kidshelpline.com.au)

**headspace:** 1800 650 890 [www.headspace.org.au](http://www.headspace.org.au)

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

### 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](#).



## 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](http://131114.lifeline.org.au)

**Suicide Call Back Service:** [1300 659 467 suicidecallbackservice.org.au](http://1300659467.suicidecallbackservice.org.au)

**beyondblue:** [1300 24 636 beyondblue.org.au](http://130024636.beyondblue.org.au)

**MensLine Australia:** [1300 789 987 mensline.org.au](http://1300789987.mensline.org.au)