

Mindframe advice for reporting on the death of Danny Frawley**10 September 2019****Please cascade to all media staff**

Mindframe wishes to pass on condolences to family, friends and the AFL community following the passing of Danny Frawley near Ballarat VIC.

While we recognise this story is of public interest and may receive ongoing coverage as further details emerge, it is important that media refrain from speculating on the circumstances surrounding Frawley's death as this is a matter for police investigation and possible coronial findings.

It is also important that media report responsibly, given that repeated and sustained coverage can increase the risk to those who may be impacted by the content.

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 acknowledgement and continued support of grief and loss for the family, friends and the broader community in VIC.

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.

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

Avoid: Reporting explicit detail about method and means.

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

E.g. 'Police investigations continue'

Avoid: Speculation around the circumstances leading up to the incident

Note: this is for police investigation only and possible coronial findings.

Avoid: Using detailed and dramatic photographs or videos of the scene

NOTE: Graphic images or footage depicting method or location can lead to imitation by people who are vulnerable to self-harm and suicide.

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

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.

 **Support services**

Adult

Lifeline: 13 11 14
lifeline.org.au
Suicide Call Back Service: 1300 659 467
suicidcallbackservice.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



AFL Players' Association -

AFLPA Wellbeing services can be found at: www.aflplayers.com.au/wellbeing/

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](#).