

Please cascade to all media staff

## Reminder when reporting: Port Arthur 25<sup>th</sup> anniversary

April 28-29 marks 25 years since 35 people were killed and 23 were wounded at Port Arthur, Tasmania.

We ask the media to be mindful of the effect the prominence and quantity of reporting being released may have on the community. The shocking nature of this event had a profound impact on local communities, as well as the nation as a whole. Care should be taken when reporting on significant anniversaries of traumatic events.

Australian media professionals are also reminded that stereotypes that link mental illness and violence can lead to negative community attitudes towards people with mental illness. However, balanced and accurate reporting has the potential to increase understanding of mental illness. Please consider the [Mindframe guidelines](#) to ensure the content of stories related to this incident provide context and factual information to avoid stigmatising those who are living with a mental illness in the community.



### Avoid negative stereotypes

Myths	Facts
People who are mentally ill are violent, dangerous, untrustworthy or unpredictable.	✓ Many violent people have no history of mental illness and most people with a mental illness have no history of violence. People with a mental illness are more likely to be the victims of violence and crime than the perpetrators.
People are unable to recover from mental illness.	✓ Mental illness is not a life sentence. Most people will recover completely and go on to live full and productive lives. There are various treatments available to enable people to manage their symptoms/illness.
Mental illnesses are all the same.	✓ There are many types of mental illnesses and many kinds of symptoms or effects.
People who share the same diagnosis will have the same experience of mental illness.	✓ Even though a particular mental illness will tend to show a certain range of symptoms, not everyone will experience the same symptoms. A diagnosis will tell you little about a person's ability and personal characteristics.
Some cultural groups are more likely than others to experience mental illness.	✓ Anyone can develop a mental illness and no one is immune to mental health problems. Cultural background may affect how people experience mental illness and how they understand and interpret the symptoms of mental illness.
People with a mental illness differ in appearance to others in the community.	✓ People with mental illness do not look any different from others in the community.


**EVERYMIND**

**Mindframe**

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

It is also important to ensure help-seeking is included in all stories (online, print and broadcast) when issues related to [suicide and mental ill-health](#), [domestic violence](#), or [drug and alcohol use](#) are discussed. Including help-seeking information when traumatic events or unexpected deaths occur can also encourage individuals and communities to seek support when they need it.

**Media self-care.** Reporting on traumatic events can also impact the welfare of journalists. To support media professionals the *Mindframe* team, 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.** 02 4924 6900 | [mindframe@health.nsw.gov.au](mailto:mindframe@health.nsw.gov.au) | Twitter: @MindframeMedia

