

Mindframe advice for reporting on the death of Preethi Reddy and ex-partner in NSW**6 March 2019****Please cascade to all media staff**

Mindframe wishes to pass on condolences to family and friends, following the passing of Preethi Reddy in Sydney NSW.

We recognise the story is of public interest and will receive ongoing coverage with the breaking story of the death of her ex-partner. It is important that media report responsibly, given that repeated and sustained coverage can increase the risk to those who are vulnerable or distressed by the content.

We ask the Australian media to consider the *Mindframe* [guidelines](#) when covering stories that appear to have used intentional methods to take their own life.

The inclusion of detailed descriptions of the method and means in the events leading up to the death of the ex-partner, may lead to imitation by vulnerable individuals.

Avoid: Reporting explicit detail about method and means

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

E.g. *'Police have identified that the death was intentional and took place in Willow Tree, NSW'*

Avoid: Using detailed or dramatic photographs 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 the community of both Sydney and the Upper Hunter area of NSW.

Finally, any coverage of this recent incident should include details of [help-seeking](#) contact details for both domestic violence and self-harm as listed below.

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

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 national Domestic and Sexual Abuse and self-harm 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/>

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](#).



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](tel:131114)
lifeline.org.au

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

beyondblue: [1300 24 636](tel:130024636)
beyondblue.org.au

MensLine Australia: [1300 789 987](tel:1300789987)
mensline.org.au