

Please cascade to all appropriate staff

Reminder for reporting on the suicide death of Melinda Coleman

While the unexpected death of Melinda Coleman, mother of Netflix star Daisy Coleman, is a story of public interest and will receive ongoing coverage, it is important media report responsibly.

Australian media are strongly encouraged to exercise caution when reporting on this evolving incident and to be mindful of the syndication of overseas content.

Media are encouraged to use caution around quotes or social media posts that may contain problematic language or details. While it is important to share the voice of lived experience, media also need to consider the potential impact this may have on vulnerable audiences.

Everymind Program Manager, Sara Bartlett says it is also strongly recommended that media refrain from speculating about motivation or connecting Coleman's death to others with similar circumstances or life factors.

"New research shows there is a strong link between media reporting on suicide deaths of celebrities and imitative behaviour by members of the community who are vulnerable to suicide.

"Media can help to protect Australian audiences by referring to the *Mindframe* guidelines and reporting safely and sensitively."

Journalists are also reminded that coverage of childhood trauma and sexual assault may result in increases in online discussions and the sharing of lived experience stories. As such, it is recommended that media ensure there is responsible moderation and monitoring of article threads, online forums and social media comments to facilitate safe conversations and help-seeking behaviour.

More information on reporting guidelines can be found on the [Mindframe](#) website.

The *Mindframe* project team

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Help-seeking information

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. It is recommended in this instance that youth focused support services be included along with services to support those with a lived experience of childhood trauma or sexual assault.

National 24/7 Crisis Services

Lifeline: 13 11 14 www.lifeline.org.au

Suicide Call Back Service: 1300 659 467 www.suicidecallbackservice.org.au

Blue Knot Foundation: 1300 657 380 www.blueknot.org.au

Kids Helpline: 1800 551 800 www.kidshelpline.com.au

Beyond Blue: 1300 22 4636 www.beyondblue.org.au



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: ReachOut.com

Other resources

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

Life in Mind: suicide prevention portal
lifeinmind.org.au

SANE: online forums saneforums.org

healthinonet.ecu.edu.au - Aboriginal and Torres Strait Islander

[1800 184 527 qlife.org.au](http://1800.184.527.qlife.org.au) - Lesbian, gay, bisexual, trans, and/or intersex
embracementalhealth.org.au - Culturally and linguistically diverse



Mindframe An initiative of



EVERYMIND

mindframe.org.au

Other key national resources

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

Life in Mind: Suicide prevention portal: www.lifeinmind.org.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](#).

