

**Mindframe advice for reporting on the deaths of Woman and Child in Illawarra region in NSW****21 May 2019****Please cascade to all media staff**

*Mindframe* wishes to pass on condolences to family and friends, following the passing of unnamed woman and child in the Illawarra region in NSW.

We recognise the story is of public interest and will receive ongoing coverage. It is important to ensure that media report responsibly, given that repeated and sustained coverage can increase the risk to those who may be impacted by the content.

**The inclusion of detailed descriptions of the method and means in relations to this incident, may lead to imitation by vulnerable individuals.**

This is a local geographical area known to authorities and *Mindframe* is requesting for all media to refrain from detailing the exact location, descriptions of height and information around the circumstances that may or may not have contributed to the deaths.

The Australian media are encouraged to consider the *Mindframe* [guidelines](#) when covering any story which refers deaths in relation to falls.

**Avoid:** Reporting explicit detail about method and means. This includes the location, specifics around access to the location.

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

E.g. 'Police state that this incident took place in a national park. This location is known to authorities'

**Avoid:** Using detailed dramatic photographs, descriptions of heights, diagrams 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 the Sydney, Illawarra and Shoalhaven region in NSW.

Finally, 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, 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.



### Support services

#### Adult

Lifeline: 13 11 14

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

Suicide Call Back Service: 1300 659 467

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

Beyond Blue: 1300 224 636

[beyondblue.org.au/forums](http://beyondblue.org.au/forums)

MensLine Australia: 1300 789 978

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

#### Youth

Kids Helpline: 1800 551 800

[kidshelpline.com.au](http://kidshelpline.com.au)

headspace: 1800 650 890

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

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

#### Other resources

Head to Health: mental health portal

[headtohealth.gov.au](http://headtohealth.gov.au)

*Life in Mind*: suicide prevention portal

[lifeinmindaustralia.com.au](http://lifeinmindaustralia.com.au)

SANE: online forums [saneforums.org](http://saneforums.org)

[healthinonet.ecu.edu.au](http://healthinonet.ecu.edu.au) - Aboriginal and Torres Strait Islander

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

[mhima.org.au](http://mhima.org.au) - Culturally and linguistically diverse



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

### Other 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](tel:131114)

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

**Suicide Call Back Service:** [1300 659 467](tel:1300659467)

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

**beyondblue:** [1300 24 636](tel:130024636)

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

**MensLine Australia:** [1300 789 987](tel:1300789987)

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