

Mindframe reminder for safe reporting on passing of Parkland school shooting survivors in Florida**25 March 2019****Please cascade to all media staff**

Mindframe would like to thank the Australian media for its responsible coverage of the recent passing of two Parkland school shooting survivors in Florida last week and urges promotion of help-seeking information for distressed viewers.

With the story being in the public interest and receiving ongoing coverage, it's important the media continue to report responsibly given that repeated and sustained coverage can increase risk to those that are vulnerable or distressed.

When reporting on this incident *Mindframe* recommends the following:

- **Avoid:** Reporting explicit detail about method and means as this may lead to imitation by vulnerable individuals. If it is essential to include method, discuss in general terms.

Mindframe urges Australian media professionals to be cautious when sharing or posting overseas content and to ensure articles are in line with Australian reporting standards and editorial codes.

Any coverage of this incident should include details of [help-seeking](#) resources below.

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

**Support services****Adult**

Lifeline: [13 11 14](tel:131114)
lifeline.org.au
Suicide Call Back Service: [1300 659 467](tel:1300659467)
suicidcallbackservice.org.au
beyondblue: [1300 24 636](tel:130024636)
beyondblue.org.au
MensLine Australia: [1300 789 978](tel:1300789978)
mensline.org.au

Youth

Kids Helpline: [1800 551 800](tel:1800551800)
kidshelpline.com.au
headspace: [1800 650 890](tel:1800650890)
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 sane.org

healthinonet.ecu.edu.au - Aboriginal and Torres Strait Islander
[1800 184 527 qlife.org.au](http://1800184527qlife.org.au) - Lesbian, gay, bisexual, trans, and/or intersex
mhima.org.au - Culturally and linguistically diverse

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.

National 24/7 Crisis Services:

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

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

MensLine Australia: 1300 78 99 79 www.mensline.org.au

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

Key Youth Support Services:

Kids Helpline (24/7): 1800 55 1800 www.kidshelpline.com.au

headspace: 1800 650 890 www.headspace.org.au

ReachOut: au.reachout.com

Self-care

Reporting suicide and mental ill-health 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 include self-care tips for journalists as well as advice for editors and line managers, and can be found [here](#).

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