

Mindframe reminder: upcoming World Suicide Prevention Day and RUOK?Day

Please cascade to all appropriate staff

Mindframe would like to take the time to remind Australian media to consider safe reporting when developing stories around **World Suicide Prevention Day**, Tuesday 10 September and **R U OK?Day** Thursday 12 September, 2019.

Media plays a powerful role in raising awareness of suicide and suicide prevention, but stories about suicide can also have the potential to do harm.

Covering suicide sensitively and accurately can challenge public misconceptions and myths, increase community awareness and encourage discussion and prevention activities.

Suicide is a complex issue and journalists are often faced with questions about whether to report and how to report.

Mindframe would like to remind media professionals covering these events of resources available online [here](#), which provides evidence-based practical advice for journalists reporting on suicide and mental ill-health.

TIPS TO DEVELOP SAFER STORIES

Safe language: Language used in media reports can impact on interview participants directly, and indirectly on vulnerable audiences. This is specifically in relation to reporting on mental health issues, suicide and self-harm.

It is also important to remember that suicide, self-harm and mental ill-health are complex issues and certain ways of reporting on these can adversely impact vulnerable members of the community. To help provide context, please refer to the following quick tips on safely reporting [Suicide](#), [Mental Ill-health](#) and [self-harm](#).

Safer interviews: People with lived experience of suicide ideation, past attempts of suicide or discussing the loss of a loved one, are often negatively impacted by their experiences and this may result in complex trauma, which can be life-long.

Interviewing people with lived experience may result in the discussion of mental ill-health, diagnosis of a mental illness, self-harm and suicide.

Finding the right national and local agencies or organisations to give comment can help add balance and accurate help-seeking key messages to your media stories.

To access resources developed to support lived experience speakers, [click here](#).

To access a list of experts to help give context or request for comment, [click here](#).

HELP-SEEKING INFORMATION

Include these to meet the guidelines:

- Include at least two (2) help-seeking lines
- Include both phone and website contact details
- Align media story/communication with appropriate services

Individuals are more likely to seek help and support when appropriate services are included in stories. We have compiled a list of help-seeking organisations that are regularly discussed in media stories discussing suicide.



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
lifeinmindaustralia.com.au
SANE: online forums saneforums.org

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



Media self-care

Reporting suicide 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. These resources can be found [here](#).

Contact information

Please contact *Mindframe* for further information or advice:

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