

Mindframe reminder for safe reporting on Keith Flint passing**5 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 Prodigy front man Keith Flint.

While we understand that this is an incident of public interest, we remind media to refrain from speculating on cause or events that led up to this death until confirmed by official sources. This includes not speculating on details of method or location of death. Coverage of suicide by a celebrity can glamourise and normalise suicide, with research showing it can prompt imitation by vulnerable people.


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

Finally, 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.

Handle a celebrity death with care

Repeated 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 always include help-seeking services for people who may be vulnerable.

 Learn more at mindframe.org.au Follow us @MindframeMedia **EVERYMIND**

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

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 and advice for editors and line managers, and can be found [here](#).

The *Mindframe* project team

Tel: 02 4924 6900

Email: mindframe@hnehealth.nsw.gov.au

Twitter: @MindframeMedia