

Please cascade to all media staff

***Mindframe* advice for communicating on the impact of COVID-19 lockdown on youth mental health**

Media and all public communicators are urged to use responsible language on the issue of youth mental health and suicide and the COVID-19 public health orders.

While the media play a powerful role in raising awareness of suicide and suicide prevention, media stories about youth suicide also have the potential to do harm.

Media should be cautious in sharing social media content, particularly where this contains details of suicide or self-harm, and always include relevant help-seeking information, including services dedicated to young people.

The *Mindframe* team is available to support not only the media, but people who speak in the media – such as politicians and interest groups, police and courts spokespeople and anyone preparing for a media interview about mental health or suicide.

The team can offer guidance not only on language, but also on reporting of data, and interviewing people with lived experience.

Some ways to minimise the risk of harmful communication include:

- Share stories that validate the challenges currently being experienced by Australian communities as well as stories of hope or recovery to help build resilience and increase help-offering within our communities
- Include information on services/helplines or pathways to support to encourage individuals to reach out for help when they need it
- Ensure communication does not sensationalise youth mental health and suicide or provide specific details about the method or location of a suicide death or attempt.
- Images or video accompanying news or social media posts should also align with these recommendations.

Support services

Adult

Lifeline: 13 11 14

lifeline.org.au

Suicide Call Back Service: 1300 659 467

suicidcallbackservice.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

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

Lesbian, gay, bisexual, trans, and/or intersex: 1800 184 527 qlife.org.au

Culturally and linguistically diverse: embracementalhealth.org.au



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Media self-care

Ongoing reporting on COVID-19 can impact on the welfare of journalists. The *Mindframe* team and the [DART Centre Asia Pacific](#) have provided a range of self-care tips for media reporting on the COVID-19 pandemic. This resource can be found [here](#).

Mindframe project team

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