

Media alert

3 March 2021

Please cascade to all media staff

***Mindframe* reminder on reporting suicide and sexual assault**

Australian media professionals are reminded to apply the *Mindframe* guidelines in ongoing reporting of suicide and sexual assault. While these stories are of public interest, it is important media report responsibly as they continue to develop.

Prominent and sustained coverage and continued public discussion can have an impact on whole communities as well as individuals who have experienced sexual assault, suicide, and mental ill-health.

Media are also reminded that discussion of trauma and sexual assault may result in increased online discussions and the sharing of lived experience stories. As such, it is recommended that media ensure there is responsible moderation and monitoring of article threads, online forums and social media comments to facilitate safe conversations and help-seeking behaviour.

Reminder of the safe use of language and tone

The language and tone applied to media reports can impact interview participants directly, and indirectly on vulnerable audiences - specifically in relation to reporting around mental health issues, suicide and self-harm.

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

Help-seeking information

Mindframe recommends media add help-seeking information to stories (online, print and broadcast) that can provide somewhere for people who may be adversely impacted by the coverage, to seek professional support. Individuals are more likely to seek help and support when appropriate services are included in stories.

Mindframe would also like to advise the inclusion of Blue Knot Foundation counselling hotline at this time.

[Blue Knot Foundation](#) - 1300 657 380

Counselling and support for survivors of complex trauma

Support services

Adult

Blue Knot Foundation: 1300 657 380
blueknot.org.au
Lifeline: 13 11 14
lifeline.org.au
Suicide Call Back Service: 1300 659 467
suicidecallbackservice.org.au
Beyond Blue: 1300 24 636
beyondblue.org.au
MensLine Australia: 1300 789 978
mensline.org.au

1800RESPECT: 1800 737 732 (24/7)

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 Australia: sane.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

Reporting suicide and mental illness can also impact to the welfare of journalists. To support media professionals the *Mindframe* team, 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](#).

Mindframe project team

02 4924 6900 | mindframe@health.nsw.gov.au | Twitter: @MindframeMedia

