

Media alert: Safe reporting on the ABS Causes of Death data 2022

26 September 2023 | Please cascade to all media staff

The Australian Bureau of Statistics (ABS) will tomorrow release its 2022 Causes of Death data. This data set will include annual national suicide information.

Media and communications professionals reporting on the data are encouraged to be thoughtful, responsible and accurate to reduce the risk of harm or stigma for those in the community with lived and living experience of mental health concerns and suicide.

Everymind will be hosting a joint online briefing session with the ABS for media and those working in the mental health and suicide prevention sectors on the statistics specifically relating to suicide deaths. Register and read more about this briefing [here](#).

Note: While this briefing is free, registration is essential. You will receive a unique Zoom link to join the live webinar on the day.

Recommendations for reporting about suicide data:

- **Consider the context**

Consider the context of your reporting as this can influence the interpretation of the data depending on what information you include or exclude. It is recommended to report on trends over time rather than comparing points in time, and to look at suicide rates as opposed to numbers of deaths. *Mindframe* has further advice on how to communicate safely about suicide data [here](#).

- **Seek expert commentary**

The *Mindframe* [Expert Directory](#) connects media professionals with experienced individuals who can provide commentary relating to mental health and wellbeing to support safe, responsible, contextualised and accurate reporting and communication.

- **Consult *Mindframe* guidelines**

Mindframe has a series of [guidelines](#) and resources freely available for use by media including specific advice relating to the safe, sensitive and accurate reporting on [suicide](#) and other issues.

- **Use safe, sensitive, and non-stigmatising language**

Inaccurate language can have a serious and negative impact on public understanding and perceptions about suicide, may adversely impact those with lived experience, and can discourage help-seeking behaviours. Read more about safe and non-stigmatising language [here](#).

- **Always include help-seeking information when communicating about mental ill-health and suicide**

The inclusion of help-seeking information encourages individuals to seek help and support when it is needed. When discussing mental health concerns and suicide, it is important to include links or contact details for population groups that may feature prominently in articles or coverage (e.g. youth-based services that operate 24/7). *Mindframe* guidelines recommend including at least two services. More on this along with details for important support services you may wish to consider including with your reporting: mindframe.org.au/help-seeking

Adult

Lifeline: 13 11 14 | Text 0477 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

StandBy Support After Suicide
1300 727 247

Youth

Kids Helpline: 1800 551 800
kidshelpline.com.au

headspace: 1800 650 890
headspace.org.au

ReachOut: ReachOut.com

Aboriginal and Torres Strait Islander: 13YARN.org.au or 13 92 76
Lesbian, gay, bisexual, trans, and/or intersex: 1800 184 527 qlife.org.au
Culturally and linguistically diverse: embracementalhealth.org.au

Other resources

Head to Health: mental health portal
headtohealth.gov.au

Life in Mind: suicide prevention portal
lifeinmindaustralia.com.au

SANE: 1800 187 263 (10am-10pm)
online forums: saneforums.org

Support for media

For free support when reporting on or communicating publicly about suicide or mental ill-health, call 02 4924 6900, visit mindframe.org.au or email mindframe@health.nsw.gov.au

Media self-care

Reporting suicide and mental illness can also impact 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 on suicide and mental illness. These resources can be found [here](#).

Contact

Everymind staff are available to support media professionals when reporting on topics relating to mental ill-health and suicide to help ensure quality reporting as well as safe and accurate portrayal of these themes.

Mindframe representative for support on reporting:

Dr Elizabeth Paton, Project Lead

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