

Please cascade to all media staff

Reminder for safe reporting on the death of Brian Laundrie

Australian media professionals are reminded to apply the *Mindframe* guidelines in ongoing reporting on the death of Brian Laundrie.

Although details of Laundrie's death are being reported widely in the United States, *Mindframe* guidelines recommend refraining from reporting on suicide method in order to reduce the risk of imitative suicidal behaviour.

Mindframe guidelines recommend being cautious when sharing or posting overseas content online, and to ensure articles are in line with Australian reporting standards and editorial codes.

Media are also asked to refrain from speculating on the cause or events leading to Laundrie's death, or simplifying the cause to a single factor.

As more details about the incident emerge, we ask the Australian media to consider the [Mindframe guidelines](#).

Minimise details about method and location

Issue	Options to consider
Reporting explicit detail about method has been linked to increases in use of that method and overall suicide rates.	✓ If it is important to mention method, discuss in general terms e.g. 'mix of drugs' instead of detailing the type and quantity.
Reporting uncommon or new methods of suicide can lead to imitation as well as a lasting impact on rates.	✓ Remove specific details about new or unusual methods of suicide and references to ways further information can be found e.g. online.
Describing locations of suicide may promote these to vulnerable people and increase frequency of attempts at these sites.	✓ If referring to a location, describe this in general terms only e.g. use 'at a nearby park' instead of detailing the exact location.
Images or footage depicting method or location of a suicide can lead to imitation by vulnerable people.	✓ Avoid using detailed or dramatic photographs or footage, e.g. images of people standing on ledges or of implements used in a suicide attempt.

Help-seeking information

Individuals are more likely to seek help and support when appropriate services are included in stories. 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.

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

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



Mindframe

An initiative of



EVERYMIND



@MindframeMedia

mindframe.org.au

Other key national resources

Head to Health: Mental health portal: www.headtohealth.gov.au

Life in Mind: Suicide prevention portal: www.lifeinmindaustralia.com.au

Media self-care

Reporting suicide and mental illness 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 can be found [here](#).

Mindframe project team

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



EVERYMIND