

Media alert

28 September 2021

Communicating about Australian suicide data scheduled for release

Media and all public communicators are urged to report responsibly on suicide data being released this week.

This data includes the Australian Bureau of Statistics' (ABS) 2020 Causes of Death data and the Australian Institute of Health and Welfare's 'Serving and ex-serving Australian Defence Force members who have served since 1985: suicide monitoring 2001 to 2019'. **To attend the *Mindframe* ABS 2020 Causes of Death data briefing, please register [online](#).**

Mindframe recognises that media and communications professionals are an important source of information for the community on issues relating to suicide. The *Mindframe* team encourages all communicators to adhere to the [Mindframe media guidelines](#) when reporting on this data.

It is important to remember that each number presented in suicide data represents an individual life; a life that was valued and will be missed.

When reporting on suicide data, we encourage all communicators to:

- Remember that data does not show the full impact of suicide deaths
- Be mindful of the impact that frequent and prolonged reporting on suicide deaths may have on the community
- Report on suicide rates, as opposed to suicide numbers alone. Caution should be taken when comparing across time periods or groups and you should seek advice on interpretation of data
- Avoid simplistic explanations for why a person has died by suicide, by ensuring risk factors are reported in their broader context and not attributing the death to a singular cause or risk factor
- Use correct terminology when reporting on suicide data. Please see the [Mindframe Data and statistics page](#) for further information.
- Use person-centred and strengths-based language that is non-stigmatising
- Focus on personal stories of those who have overcome suicidal thinking to promote hope and encourage others to seek help
- Seek expert opinion to provide context and perspective. Please see the [Mindframe Expert Directory](#) for contacting experts within the sector.
- Remove or minimise details about the method or location of a suicide death as this can have impacts on people who are vulnerable to suicide and those bereaved by suicide
- Include help-seeking information. Please see the [Mindframe help-seeking page](#) for further information.

When reporting on serving and ex-serving Australian Defence Force members, we encourage all communicators to:

- Consider other events or factors that might be impacting on veteran communities at this time, as well as the prominence and volume of reporting
- Focus on personal stories of those who have overcome suicidal thinking to promote hope and encourage others to seek help
- Include help-seeking information specific to veteran and defence communities. Help-seeking information specific to veteran communities is available on the [Mindframe website](#).

Media self-care

Reporting on suicide data can impact the wellbeing of media and communications professionals. To support media professionals the *Mindframe* team, in consultation with the [DART Centre Asia Pacific](#), has developed journalism [self-care resources for media professionals](#).

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.

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
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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Support services

24/7

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
MensLine Australia: 1300 789 978
mensline.org.au
ReachOut: [au.reachout.com](#)

Other resources

ADF All-Hours Support Line (ASL): 1800 628 036
Open Arms - Veterans and Families Counselling:
1800 011 046 (24/7) [openarms.gov.au](#)
Department of Veterans' Affairs: [dva.gov.au](#)
Australian Defence Force: [www1.defence.gov.au](#)



Head to Health (mental health portal): [headtohealth.gov.au](#)
Life in Mind (suicide prevention portal): [lifeinmind.org.au](#)
SANE (online forums): [saneforums.org](#)



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Contacts

The *Mindframe* team is available to support media professionals to report on topics relating to suicide to ensure the quality of reporting and the portrayal of these issues is safe and accurate. Please do not hesitate to contact the team directly using the below details:

Mindframe representative:

Janine Johnston, Senior Project Officer

mindframe@health.nsw.gov.au | 0447 600 916

Twitter: @MindframeMedia