

Media alert

Please cascade to all media staff

29 November 2019

***Mindframe* advice for the safe reporting of death on the Gold Coast, QLD**

Mindframe urges Australian media to remain cautious and responsible in its coverage of the fatality on the Gold Coast, QLD during Schoolies period.

As more information emerges, we ask all media to:

- Refrain from including explicit descriptions of location of a death
- Refrain from including explicit description of method used e.g. which floor the fall occurred
- Avoid using descriptive images e.g. photo of the building with arrows depicting fall
- Avoid speculating on the events leading up to a suicide death.

Why? Evidence reiterates that describing methods and locations can increase risk of direct imitation by vulnerable individuals.

We also urge media to refrain from reporting at the scene and to avoid publishing detailed, distressing or dramatic footage of the location or interviewing bereaved witnesses.

It is also important to note that repeated and sustained coverage of a death can be distressing for readers, in particular those bereaved by suicide.

As more details come to light, media are reminded to refer to [Mindframe guidelines](#).

Finally, any coverage of this incident should include [help-seeking](#) contact details as listed below.

**Support services****Adult**

Lifeline: [13 11 14](tel:131114)

lifeline.org.au

Suicide Call Back Service: [1300 659 467](tel:1300659467)

suicidecallbackservice.org.au

beyondblue: [1300 24 636](tel:130024636)

beyondblue.org.au

MensLine Australia: [1300 789 978](tel:1300789978)

mensline.org.au

Youth

Kids Helpline: [1800 551 800](tel:1800551800)

kidshelpline.com.au

headspace: [1800 650 890](tel:1800650890)

headspace.org.au

ReachOut: au.reachout.com

healthinfonet.ecu.edu.au - Aboriginal and Torres Strait Islander

[1800 184 527](tel:1800184527) qlife.org.au - Lesbian, gay, bisexual, trans, and/or intersex

mhima.org.au - Culturally and linguistically diverse

Other resources

Head to Health: mental health portal

headtohealth.gov.au

Life in Mind: suicide prevention portal

lifeinmindaustralia.com.au

SANE: online forums sane.org

The Mindframe project team

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Media self-care









To support media professionals *Mindframe*, in consultation with the [DART Centre Asia Pacific](#), has developed [self-care resources](#) for journalists media professionals reporting on high profile incidents.



Self-care for journalists

Every person will have an individual trauma response based on the type and severity of the experience, their age, gender, resilience and other psychosocial factors.

Warning signs for seeking professional assistance may include:

-  Being unable to handle the intense feelings or physical sensations
-  Feeling numb and empty
-  Continuing to experience strong distressing emotions
-  Continuing to have physical symptoms of being tense, agitated and on edge
-  Continuing to have disturbed sleep and/or nightmares
-  Having no-one to support you and with whom you can share your feelings and emotions
-  Having relationship problems with friends, family and colleagues
-  Increasing your use of alcohol or drugs.

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.

National 24/7 Crisis Services

Lifeline: 13 11 14 www.lifeline.org.au

Suicide Call Back Service: 1300 659 467 www.suicidecallbackservice.org.au

MensLine Australia: 1300 78 99 79 www.mensline.org.au

Beyond Blue: 1300 22 4636 www.beyondblue.org.au

Kids Helpline 1800 55 1800 www.kidshelpline.com.au

headspace 1800 650 890 www.headspace.org.au

Research shows that youth and young adults prefer online access of help-seeking due to anonymity and allows access to resources and further information.

Key national resources

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

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