

Media alert

31 August 2022 | Please cascade to all media staff

Reminder for safe reporting: Death of a woman at Sydney office

Australian media professionals are reminded to apply [Mindframe guidelines](#) when reporting on suspected suicide deaths.

Avoid or minimise detailed descriptions of method and location, particularly when reporting from the scene. Research has shown that communicating details of method and location can increase suicidal behaviour in the community. It is recommended to refer to public locations in general and non-descriptive terms.

Please be mindful of the prominence and quantity of reporting being released, as prolonged and sustained reporting can have significant lasting negative impacts on the individuals, organisations and communities involved.

Recommendations for media when reporting on stories of this nature:

- Avoid speculation about the mental health status or motives of the person who died - do not imply the death was spontaneous or the result of a single factor or event.
- Consult authoritative sources to ensure accuracy and avoid harmful stereotypes or associations that can impact those living with a mental illness as well as their families and friends.
- Use safe, sensitive, and non-stigmatising language. Read more about safe and non-stigmatising language: mindframe.org.au/language
- Ensure help-seeking is included in all stories (online, print and broadcast). Individuals are more likely to seek help and support when appropriate services are included.

Support services

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: au.ReachOut.com

Other resources

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

Life in Mind: suicide prevention portal
lifeinmind.org.au

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

Aboriginal and Torres Strait Islander: healthinonet.ecu.edu.au or 13YARN.org.au

Lesbian, gay, bisexual, trans, and/or intersex: 1800 184 527 qlife.org.au

Culturally and linguistically diverse: embracementalhealth.org.au

Support for media

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

To report stigmatising content in the media visit <https://www.sane.org/services/stigmawatch/report-a-media-item-to-stigmawatch>

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](#).

Contact *Mindframe*

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