

Media alert

28 January 2022 | Please cascade to all media staff

Reminder for safe reporting: Yarra Ranges deaths

Australian media professionals are reminded to apply *Mindframe guidelines* when reporting on suspected suicide and self-harm in relation to violent crime. While the recent deaths in Victoria's Yarra Ranges are of public interest and will receive ongoing media coverage, it is important for media to report on this incident responsibly.

Avoid or minimise detailed descriptions of suicide or self-harm method and location, particularly when reporting from the scene. Research has shown that communicating details of method and location can impact individuals vulnerable to suicide and increase imitative suicidal behaviour. 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 on these and similar deaths, as prolonged and sustained reporting can have significant lasting negative impacts on the communities involved.

In reporting on stories of this nature, media should:

- Avoid speculation about the mental health status or motives of the individuals involved
- Consult authoritative sources to ensure accuracy and avoid harmful stereotypes or associations that can impact on those living with a mental illness and their families
- 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

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

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: mhima.org.au

Media self-care

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

Mindframe project team

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