

Media alert

28 February 2024 | Please cascade to all media staff

Safe and sensitive reporting: Death of person in protest of conflict in Gaza

Australian media professionals are reminded to apply *Mindframe* guidelines when reporting on acts of self-harm. This includes removing graphic images or footage of self-harm, which can increase distress among viewers.

Other recommendations for media in reporting on the death of US Airman Aaron Bushnell:

- Avoid the use of stigmatising language relating to self-harm or suicide, including language used in opinion or editorial pieces.
- Consider the prominence and volume of reporting being released, as prolonged and sustained reporting can have significant lasting negative impacts and may lead to further self-harm or suicidal behaviour in the community.
- 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.

Please refer to the [*Mindframe guidelines: Reporting Suicide and mental ill-health*](#). Further language guidance can be found in the [*Our words matter: Guidelines for language use*](#).

Mindframe support for media

For free support in reporting safely on suicide, call 02 4924 6900, visit mindframe.org.au or email mindframe@health.nsw.gov.au

Mindframe would like to remind all journalists and managers supporting journalists that these tragic incidents can impact on the welfare of those reporting the story. *Mindframe*, in consultation with the DART Centre Asia Pacific, provides [self-care tips for journalists](#) as well as advice for editors and line managers.

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: ReachOut.com

Aboriginal and Torres Strait Islander: 13YARN.org.au or 13 92 76

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

Culturally and linguistically diverse: embracementalhealth.org.au

Other resources

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

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

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

For more information including free advice for media, please contact **Mindframe:**

mindframe@health.nsw.gov.au | Twitter: [@MindframeMedia](https://twitter.com/MindframeMedia) | 02 4924 6900