



Mindframe: Quick reference guide for communicating safely about suicide and self-harm data

This guide has been developed to support safe and accurate reporting on data related to suicide and self-harm. The way that suicide data is reported on can affect those who have been impacted by suicide in our community.

This guide should be used as a reference before reporting on data and as part of disseminating the data to the public. Statistics referencing suicide can provide context and are drawn upon in policy and decision making, media and communications, and for the

purposes of raising community awareness.

To assist responsible reporting on data, we recommend using this quick reference guide in conjunction with the [Mindframe guidelines](#) for safely communicating about suicide and self-harm.

For more detail and context, access the full suite of *Mindframe* guidelines, and other supporting resources specifically for communication about data and statistics [here](#).



When communicating about suicide and self-harm data *Mindframe* recommends to consider:

Key guidance:

- Each number represents a life lost along with the family, friends and communities who are grieving the loss of each of those people. Include this acknowledgement in any reporting.
- Consider what information you are including or excluding that could influence the interpretation of the data.
- Highlight prevention focused messaging to reiterate that statistics and rates are not inevitable and that suicide is preventable.
- We recommend reporting on suicide rates, as opposed to numbers of deaths.
- As suicide rates can fluctuate from one point in time to another, we recommend looking at trends over time rather than comparing points in time.
- When reporting on suicide trends in a local community, include the strengths and needs of those communities, and seek input from the local suicide prevention sector.
- Comparisons between populations should be interpreted with caution and reported in context.
- The depiction of method or location can increase the risk of further suicidal behavior for those who are impacted by suicide. Omit specific methods or locations, and consult the [Mindframe guidelines](#) to reduce the risk of harm.
- Avoid language and images that increase stigma or glamorise suicide. Refer to the [Images matter](#) and [Our words matter](#) guidelines.
- Be aware that comparisons with international suicide statistics can be problematic due to differences in coronial reporting, classification of deaths, definitions and time periods.
- Be mindful of the frequency suicide statistics are being reported in the community.
- Keep material in context by seeking input from people with lived experience and other experts.
- Encourage help-seeking and help-offering by providing the details of at least two 24/7 appropriate [sources of support](#).
- For the latest data on suicide & self-harm, visit the [Australian Institute of Health and Welfare website](#).