

Mindframe Reminder

Mindframe welcomes help-seeking support from Netflix with the pending release of series '13 Reasons Why' S2

23 March 2018

Please cascade to all appropriate staff

Mindframe welcomes the news that Netflix is supporting help-seeking messaging with the pending release of '13 Reasons Why' season two.

In recent months, *Mindframe* has worked with Netflix on responsible ways to portray suicide and mental illness, to provide expert guidance and advice and to provide relevant support resources.

Research released in the US by the Centre for Media and Human Development at Northwestern University following '13 Reasons Why' season one identified the need for access to help/crisis support and how to start a conversation. Netflix will be extending this support to Australian and international viewers with supplementary video content detailing key messages of hope and demonstrating help-seeking pathways for viewers in need of support. Provision of region-specific crisis support and resources by leading organisations will also be made available via the series website www.13reasonswhy.info

Given the amount of publicity the show generated last year and since Australia is one of the five countries focused on in this study, we encourage the Australian media wishing to seek comment from the Mental Health and Suicide Prevention sector to reach out to *Mindframe* for guidance.

The full *Mindframe* guides for safe reporting of mental illness and suicide can be found at <http://www.mindframe-media.info/for-media/reporting-suicide>. We strongly encourage the promotion of youth-focussed health pathways for any audiences impacted by any coverage in the media or via online platform.

For youth and parents: key national youth support services include:

- Youth 24/7 Crisis Support - Kids Helpline 1800 55 1800 www.kidshelpline.com.au
- Online Clinical support and information - headspace 1800 650 890 www.headspace.org.au
- Mental Health Information for young people and families - Reachout www.reachout.com
- For digital mental health - Head to Health www.headtohealth.gov.au

For Adults: key national 24/7 crisis support services include:

- Lifeline 13 11 14 www.lifeline.org.au
- Suicide Call Back Service 1300 659 467 www.suicidecallbackservice.org.au
- MensLine Australia 1300 789 978 www.mensline.org.au
- *beyondblue* 1300 224 636 www.beyondblue.org.au

If you wish to discuss any of the above information, please contact Mindframe's Jennifer Howard on 02 4924 6900 (0422 028 428) or jennifer.howard@hnehealth.nsw.gov.au

Twitter: @MindframeMedia

If you find any problematic media coverage, please refer directly on to [Sane StigmaWatch](http://www.sane.org) for urgent follow up: <https://www.sane.org/changing-attitudes/report-a-media-item-to-stigmawatch>

Youth Support Services



kidshelpline
Anytime Any Reason

24/7 Crisis Support
www.kidshelpline.com.au
1800 55 1800



Direct Clinical Services
www.headspace.org.au
1800 650 890

Consider the language you use

Certain ways of describing suicide can alienate members of the community or inadvertently contribute to suicide being presented as glamorous or an option for dealing with problems. Some suggestions are provided below.

Issue ?	Problematic X	Preferred ✓
Language that presents suicide as a desired outcome	'successful suicide', 'unsuccessful suicide'	'took their own life', 'ended their own life', 'died by suicide'
Phrases that associate suicide with 'crime' or 'sin'	'committed suicide', 'commit suicide'	'died by suicide', 'took their own life'
Language that glamourises a suicide attempt	'failed suicide', 'suicide bid'	'made an attempt on his life', 'suicide attempt', 'non-fatal attempt'
Phrases that sensationalise suicide	'suicide epidemic'	'higher rates', 'increasing rates', 'concerning rates'
Gratuitous use of the term 'suicide' out of context	'suicide mission', 'political suicide', 'suicide pass' (in sport)	refrain from using the term suicide out of context