

## Mindframe Reminder

### **ANNOUNCED: Release date of Netflix series '13 Reasons Why' season two**

**1<sup>st</sup> May 2018**

*Please cascade to all appropriate staff*

Mindframe welcomes the news from **Netflix** of the global release date of **18<sup>th</sup> of May 2018** for season two of '13 Reasons Why' and encourage responsible reporting when discussing suicide and mental health issues in all mass media around the nation.

In recent months, *Mindframe* has worked with **headspace** to support Netflix and the Australian media with highlighting responsible ways to portray mental health issues and safe discussion of suicide in the media. The purpose of these efforts is to ensure viewers and the wider community stay safe and informed.

Netflix recently released information outlining changes made to help support viewers based on research recommendations identifying the need for help/crisis support. Supplementary videos and promotion of regional help-seeking information have been provided to Netflix customers around the globe.

Highlighting regional help-seeking pathways will provide viewers with prompt access to local services or give those who wish to seek out more information, access to resources specific to their needs. As part of this support, **headspace** have developed tailored resources for young people, parents and schools. These have been designed to assist in engaging in constructive conversations about the difficult themes depicted in the series.

Provision of region-specific crisis supports and resources by leading organisations will be made available with the global release of the second season and can be accessed via the series website [www.13reasonswhy.info](http://www.13reasonswhy.info) or via the [headspace](http://headspace.org.au) website.

Mindframe would like to take this opportunity to remind media to refer to the evidence based [Mindframe guides](#) for safe reporting of mental illness and suicide, and to promote youth-focussed health pathways for any audiences that may be negatively impacted by any coverage in the media or via online platforms.

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

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

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

- **Lifeline 13 11 14** [www.lifeline.org.au](http://www.lifeline.org.au)
- **Suicide Call Back Service 1300 659 467** [www.suicidecallbackservice.org.au](http://www.suicidecallbackservice.org.au)
- **MensLine Australia 1300 789 978** [www.mensline.org.au](http://www.mensline.org.au)
- **beyondblue 1300 224 636** [www.beyondblue.org.au](http://www.beyondblue.org.au)

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

Twitter: @MindframeMedia

## Youth Support Services



kidshelpline  
Anytime | Any Reason


**24/7 Crisis Support**  
[www.kidshelpline.com.au](http://www.kidshelpline.com.au)  
**1800 55 1800**



**Direct Clinical Services**  
[www.headspace.org.au](http://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 	Preferred 
Language that presents suicide as a desired outcome <sup>22</sup>	'successful suicide', 'unsuccessful suicide'	'took their own life', 'ended their own life', 'died by suicide'
Phrases that associate suicide with 'crime' or 'sin' <sup>22</sup>	'committed suicide', 'commit suicide'	'died by suicide', 'took their own life'
Language that glamorises a suicide attempt <sup>23</sup>	'failed suicide', 'suicide bid'	'made an attempt on his life', 'suicide attempt', 'non-fatal attempt'
Phrases that sensationalise suicide <sup>24</sup>	'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