

Mindframe reminder for reporting on fatality in Sydney CBD

9 March 2018

Please cascade to all media staff

Mindframe urges Australian media to remain cautious and responsible in its coverage of the fatality in the Sydney CBD yesterday.

While we understand that this is a legitimate incident of public interest, we ask all media to refrain from including detailed descriptions of the method and location of this death. Describing methods and locations may lead to imitation by vulnerable individuals.

Quick tips when reporting on this incident:

- ✓ Refrain from using 'suicide' in a headline
- ✓ Refrain from using descriptive words of intent, such as 'jump/jumped/plunged'
 - Instead use 'fell/fall'
- ✓ Refrain from using statements around jumping over barriers or removing safety equipment
- ✓ Refrain from using images that demonstrate how this incident occurred
 - such as 'jumped here/landed here'

We also urge media to avoid publishing detailed, distressing or dramatic photographs or footage of the location or the deceased.

Finally, any coverage of this incident should include details of help-seeking resources – see the following page for suggestions.

More information on reporting guidelines can be found on the [Mindframe website](#).

The *Mindframe* project team

Tel: 02 4924 6900

Email: mindframe@hnehealth.nsw.gov.au

Twitter: @MindframeMedia

Self-care

Reporting suicide and mental illness can also impact on 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 include self-care tips for journalists as well as advice for editors and line managers and can be found [here](#).

Help-seeking information

Adding help-seeking information to stories (online, print and broadcast) can provide somewhere for people who may be adversely impacted by the coverage to find professional support.

National 24/7 Crisis Services

- **Lifeline:** 13 11 14 www.lifeline.org.au
- **Suicide Call Back Service:** 1300 659 467 www.suicidecallbackservice.org.au
- **MensLine Australia:** 1300 78 99 79 www.mensline.org.au
- **beyondblue:** 1300 22 4636 www.beyondblue.org.au

Youth Support Services

24/7 support

- **Kids Helpline:** 1800 55 1800 www.kidshelpline.com.au
- **Direct clinical services**
- **headspace:** 1800 650 890 www.headspace.org.au

Minimise details and images about method and location

Studies have shown that explicit or technical descriptions and images of method or locations used for suicide have been linked to increased rates of suicide.

Issue



Images or footage that depicts the method or location of a suicide can lead to imitation by vulnerable people.



Options to Consider



Avoid the use of detailed or dramatic photographs or footage, e.g. *images of people standing on ledges or of implements used in a suicide attempt.*

 **HELPFUL WAYS TO PRESENT INFORMATION**

Suicide is an important issue of community concern. While there is limited research evidence to support positive outcomes related to media reporting of suicide, it is generally agreed that:

- Media play an important role in reporting about the broader issue of suicide, which includes analysis of policy, practice, research, rates and trends, and other areas of public interest
- Covering suicide sensitively and accurately can challenge public misconceptions and myths, increase community awareness and encourage discussion and prevention activities
- It is helpful when the community is informed about the risk factors of suicide, including warning signs, the importance of taking suicidal thoughts seriously and providing information about where people can get support
- Coverage that focuses on personal stories about overcoming suicidal thinking can promote hope and may encourage others to seek help
- Reporting that focuses on suicide as a health and community issue helps to increase community awareness and decrease stigma
- Reports that show the impact that suicide has on individuals and communities can increase understanding about the experiences of those affected by suicide.

Contact information

The *Mindframe* National Media Initiative can provide media comment or expert advice on media reporting of suicide and/or mental illness. Our spokesperson is: Marc Bryant, Program Manager *Mindframe* National Media Initiative.

For further information or advice, please visit the [Mindframe website](#) or contact:

The *Mindframe* project team

Tel: 02 4924 6900

Email: mindframe@hnehealth.nsw.gov.au

Twitter: @MindframeMedia

The SANE Media Centre

Tel: 03 9682 5933

Mob: 0407 367 215

Email: media@sane.org