

Mindframe media alert

Passing of Dr Stuart Kidd – urging media to support safe conversations

12th July 2018

please cascade to all appropriate staff

Mindframe is saddened to hear of the passing of Dr Stuart Kidd and our thoughts are with Dr Kidd's family, friends and loved ones during this difficult time.

Mindframe thanks and encourages the media to continue to reporting safely on this death, including continuing to support grief and loss at this time.

With Dr Kidd's recent sharing of his lived experience of childhood trauma and abuse and his subsequent death, this may result in audiences increasing their engagement in online discussions and sharing of their own lived experiences. *Mindframe* recommends that article threads, online forums and social media commentary sections be monitored to support safe conversations and help-seeking behaviour. Social media recommendations can be found [here](#).

Quick tips for safe social media engagement:

- If discussion of suicide ideation occurs demonstrating immediate threat
 - call 000 and provide operator with details
- If discussion of generalised suicide ideation occurs
 - provide assistance to the author by giving access to crisis supports – see help-seeking below
- If discussion of methods or known locations for attempted suicide
 - Remove/delete comment and provide assistance to the author by giving access to crisis supports.

Help-seeking information

Individuals are more likely to seek help and support when appropriate services are included in stories. *Mindframe* recommends adding help-seeking information to stories (online, print and broadcast) can provide somewhere for people who may be adversely impacted by the coverage to seek 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

Self-care

Reporting suicide and mental illness can also impact 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. Resources can be found [here](#).

Contact information

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

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

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The SANE Media Centre

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