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National Media Initiative

# *Mindframe* reminder to media: Safe and responsible reporting of the marriage equality debate when covering issues relating to suicide, self-harm and mental illness.

**4 October 2016**

*Mindframe* would like to ask the Australian media to consider the *Mindframe* guidelines during the current debate and proposed plebiscite on marriage equality.

The *Mindframe* team is working with peak agencies, Suicide Prevention Australia and Mental Health Australia, around issues that may arise at this time and their impact on vulnerable audiences, specifically in relation to reporting around mental health issues, suicide and self-harm.

## Help-seeking Information

Representatives from the mental health and suicide prevention sectors acknowledge there are many Australians, both for and against marriage equality, who feel passionate about this topic and may therefore be vulnerable during the lead up campaigning.

People are more likely to seek help and advice when appropriate services are included in stories. To help ensure stories do not impact negatively on vulnerable audiences, add help-seeking information such as QLife, which provides nationwide peer-supported telephone and web-based services to support lesbian, gay, bi, transgender and intersex (LGBTI) people of all ages.

**Promote help-seeking** ✓

**National 24/7 crisis support**

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

**National LGBTI support and advice**

**QLife** www.qlife.org.au
1800 184 527 (3:00pm–12:00am)
**MindOUT!**
www.lgbtihealth.org.au/mindout

**Youth specific services**

24/7 crisis support
**Kids Helpline** 1800 55 1800
www.kidshelp.com.au
Clinical intervention and advice
**headspace** 1800 650 890
www.headspace.org.au

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The *Mindframe* National Media Initiative is the leading national organisation facilitating the development and dissemination of evidence-based guidelines, support and advice for journalists reporting suicide, self-harm and mental illness.

**To support safe discussions in mass communication and to avoid those that may pose a risk to vulnerable people, *Mindframe* reminds media to refer to the following resources:**

- A guide to **safe reporting of mental illness and suicide** is available here.
- A guide for **people speaking publicly** in forums, events, media and social media is here.
- A guide to support the **promotion of help-seeking for vulnerable people** is here

**Advice for media communicating about issues specific to people who identify as LGBTI:**

- Reporting on **mental illness in LGBTI communities** is here.
- Reporting on **suicide in LGBTI communities** is here.

It is also important for media professionals to review content from overseas articles to ensure stories are in line with Australian reporting standards and editorial codes before posting online.

- Australian **media industry codes and standards** on the issue of reporting suicide can be found here.

## Self-care for journalists

Reporting mental illness and suicide can also have an impact on the welfare of journalists. To support media professionals *Mindframe*, in consultation with the **DART Centre Asia Pacific,** 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.

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:


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