

**Mindframe media alert**

**Media reminder with reference to the reported family deaths in Sydney:  
 Reporting of explicit details of method**

**18 October 2016**  
 please cascade to all media staff







Mindframe would like to remind the media of the risk of copycat behaviour, or contagion, when Australian media report explicit details of a method used in suicide or suicide-related deaths, particularly when it is prominent news.

We ask media professionals to refrain from including descriptions and to consider the language you use for any ongoing reports.

See recommendations below:

**Minimise details about method and location**

Studies have shown that explicit or technical descriptions and images of methods<sup>43</sup> or locations<sup>44</sup> used for suicide have been linked to increased rates of suicide. Some recommendations are provided below.

Issue 	Options to Consider 
Reporting explicit detail about method has been linked to increases in both use of that method and overall suicide rates. <sup>45</sup>	 If it is important to mention the method, discuss in general terms only, e.g. use 'cocktail of drugs' instead of detailing the type and quantity of medications taken.
Reporting uncommon or new methods of suicide can lead to imitation as well as a lasting impact on rates. <sup>46</sup>	 Remove specific details about new or unusual methods of suicide and references to ways further information can be obtained about these methods, e.g. online.
Describing locations of suicide may promote these to vulnerable people and increase the frequency of attempts at these sites. <sup>47</sup>	 If it is important to refer to a location, describe this in general terms only, e.g. use 'at a nearby park' instead of detailing the exact location. In advocacy stories (e.g. around safety at a specific site) limit the number of times the location is described in detail or mentioned in each report.
Images or footage that depicts the method or location of a suicide can lead to imitation by vulnerable people. <sup>48</sup>	 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.

## 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>51</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>52</sup>	'committed suicide', 'commit suicide'	'died by suicide', 'took their own life'
Language that glamorises a suicide attempt <sup>53</sup>	'failed suicide', 'suicide bid'	'made an attempt on his life', 'suicide attempt', 'non-fatal attempt'
Phrases that sensationalise suicide <sup>54</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

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.

### 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)

### Key national youth support services include:

- Kids Helpline 1800 55 1800 [www.kidshelp.com.au](http://www.kidshelp.com.au)
- headspace 1800 650 890 [www.headspace.org.au](http://www.headspace.org.au)

Reporting suicide can also impact to 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 and advice for editors and line managers, and 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 spokespeople include:

- Jaelea Skehan, Director Hunter Institute of Mental Health
- Marc Bryant, Program Manager *Mindframe* National Media Initiative

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

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