



## MEDIA ALERT:

### ***Mindframe advice for Australian media reporting on Coroners Court of Victoria Inquest***

The *Mindframe* National Media Initiative (*Mindframe*) reminds media professionals to continue cautious and responsible coverage of the upcoming Coroners Court of Victoria inquest into several youth suicide deaths in rural Victoria during 2009, given that repeated and sustained coverage of suicide can increase risk to audience members who are vulnerable or distressed.

Suicide is a complex issue and sensationalist reporting of this subject can negatively impact on vulnerable members of the community. A quick guide to safe reporting can be found [here](#).

Adding help-seeking information to your stories (online, print and broadcast) provides options for crisis support for people who may be adversely impacted. A list of 24-hour crisis lines can be found [here](#).

Given the youth focus of the inquest, the following organisations provide specialist youth support:

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

Your own media industry codes and standards on the issue of reporting suicide can be found [here](#).

For further advice on media reporting of suicide and mental illness, please contact:

- The *Mindframe* project team  
T: (02) 4924 6904 M: 0427 227 503 E: [mindframe@hnehealth.nsw.gov.au](mailto:mindframe@hnehealth.nsw.gov.au)
- The SANE Media Centre  
T: (03) 9682 5933 M: 0414 427 291 E: [media@sane.org](mailto:media@sane.org)

To support the media, *Mindframe* also has a web page with [story sources and contacts](#).

On behalf of the *Mindframe* project team,

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