



# Encouraging safe and purposeful media reporting

## What do we know?

- Suicidal behaviour can be learned through the media. Responsible reporting about suicide in the media can reduce suicide rates, and improve awareness and help seeking. Australia leads the world in application of the evidence around media and suicide yet there can be a misunderstanding about the purpose of media guidelines.
- What is said (or not said) about suicide is important. The community needs to drive the conversation about what is working locally, what people can do to help and where more effort is required.

## What is happening?

- Taking a proactive, coordinated approach to working with the media and providing Mindframe training to local media and organisations.
- Developing a 'Regional Suicide Response Plan' to coordinate efforts, minimise media that may traumatise the community and increase coverage that promotes help seeking information.

## What can I do?

### Local media and partner organisations

- Work with us to plan a helpful and safe conversation about suicide prevention in the media to ensure it does no harm and builds awareness about places to get help.
- Contact your Primary Health Network (PHN) to become a Champion and help promote local efforts.
- Attend Mindframe Media training, follow the Mindframe guidelines and download the Mindframe app.
- Fill out surveys so that we know if the project is working.

### General community and those with lived experience of suicide and loss

- If you would like to help with local suicide prevention efforts, contact your PHN to discuss speakers training, participating in a working group to improve a service, or becoming a Champion.
- Avoid discussing or sharing online graphic details of individual suicides and information about methods of suicide deaths. There is good evidence that for those who are vulnerable, this increases the risk they will think seriously about suicide.

**Contact us:** Call the LifeSpan team at (02) 9382 4530,  
email us at [suicideprevention@blackdog.org.au](mailto:suicideprevention@blackdog.org.au) or visit our website at [www.lifespan.org.au](http://www.lifespan.org.au)

To find out how you can support this initiative and help make a difference, please visit [www.lifespan.org.au](http://www.lifespan.org.au)

