

# Help-seeking info

Vulnerable people can be adversely affected by suicide stories. People are more likely to seek help and advice when appropriate services are included in stories.

## Add at least two 24/7 crisis support to stories:

- 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)
  - Kids Helpline 1800 55 1800  
[www.kidshelpline.com.au](http://www.kidshelpline.com.au)
  - MensLine Australia 1300 78 99 78  
[www.mensline.org.au](http://www.mensline.org.au)
- ✓ Add two crisis services to any story about suicide
  - ✓ Match service information to the story (e.g. age, gender, illness)
  - ✓ Provide direct links to services in online content

## For more detailed information, go to:

[www.mindframe-media.info](http://www.mindframe-media.info) and follow @MindframeMedia on Twitter



SA Mental Health Commission



*SA: a great state of mind.*

[samentalhealthcommission.com.au](http://samentalhealthcommission.com.au)



SA Mental Health Commission

# Walking through a Mindfield

REPORTING ON  
MENTAL ILLNESS & SUICIDE

# 45%



of Australians will experience a diagnosable mental illness in their life – that's almost half of your audience!

Responsible reporting of mental health issues raises awareness, encourages people to seek help and helps dispel myths.

# REPORTING ON MENTAL ILLNESS & SUICIDE

Guidelines recommended by *Mindframe*, with the support of the SA Mental Health Commission.

## Ask

- Is mental illness relevant to the story?
- Do I know it's 100% true that someone's mental state is a factor in the story?
- Am I providing a diagnosis by media – or encouraging experts to do so?

## Remember

- People who experience severe mental illness are more likely to be victims – not perpetrators – of violent crimes
- Use accurate and respectful language – a person is so much more than their diagnosis and people 'live with' rather than 'suffer from' mental illness
- Share stories of people with lived experience of mental illness – they are the real experts
- Add help-seeking information – at least two 24-hour crisis numbers for any story about mental illness or suicide



USE

### Mental Illness

- A person with a mental health problem
- A person who has experienced psychosis or 'a person with schizophrenia'
- They are "living with", have "a diagnosis of mental illness" or being treated for

### Suicide

- Took their own life
- Ended their own life
- Died by suicide
- Made an attempt on their life
- Suicide attempt
- Non-fatal suicide attempt
- Higher rates of suicide
- Increasing rates
- Concerning rates



DON'T USE

### Mental Illness

- |            |                           |               |
|------------|---------------------------|---------------|
| × unhinged | × mentally ill            | × a sufferer  |
| × maniac   | × victim                  | × psycho      |
| × loony    | × the afflicted           | × schizo      |
| × mad      | × a person suffering from | × happy pills |

### Suicide

- |                        |                    |                     |
|------------------------|--------------------|---------------------|
| × successful suicide   | × suicide bid      | × political suicide |
| × unsuccessful suicide | × suicide epidemic | × suicide pass      |
| × failed suicide       | × suicide mission  | × committed suicide |