

World Suicide Prevention Day

September 10th 2018

Working Together to Prevent Suicide

Facts and
Figures



Over **800,000** people die by suicide annually,
representing 1 person every 40 seconds





• Suicide is the **15th leading cause of death** globally, account for 1.4% of all deaths and

• The global suicide rate is **11.4** per 100 000 population



15.0/100 000 for males



8.0/100 000 for females



- Suicide is the leading cause of death in **people aged 15-24** in many European countries
- Globally suicide rates among this age group are **higher in males** than females
- Self-harm largely occurs among older adolescents, and globally is the **2nd leading cause of death for older adolescent girls**



World Suicide Prevention Day
Working Together to Prevent Suicide
September 10, 2018



.In 2012, **76%** of global suicide occurred in low- and middle-income countries 39% of which occurred in the South-East Asia Region





World Suicide Prevention Day
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I A S P
International
Association
for
Suicide
Prevention

·In **25 countries** (within WHO member states) suicide is currently still criminalized

·In an additional **20 countries** suicide attempters may be punished with jail sentences, according to Sharia law





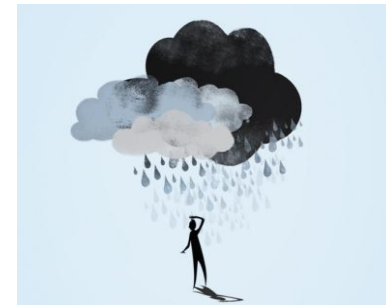
.Suicide is the result of a **convergence of risk factors** including but not limited to genetic, psychological, social and cultural risk factors, sometimes combined with experiences of trauma and loss





. **Depression** is the most common psychiatric disorder in people who die by suicide

. **50%** of individuals in high income countries who die by suicide have major depressive disorder at their time of death





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For every 1 suicide 25 people make a suicide attempt





.**135 people** are affected by each suicide death

.This equates to **108 million** people bereaved by suicide worldwide every year





Relatives and close friends of people who die by suicide are a **high-risk group** for suicide, due to:

- The psychological trauma of a suicide loss
- Potential shared familial and environmental risk
- Suicide contagion through the

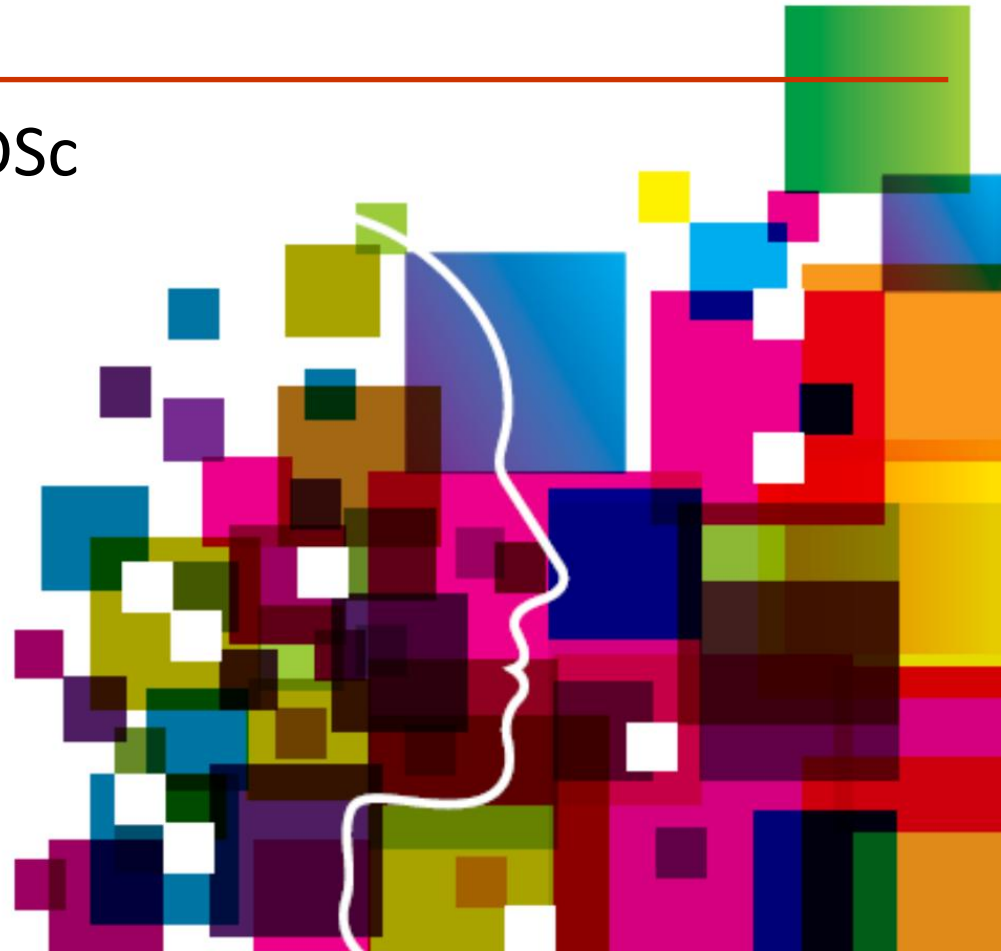


Aiutare attraverso i media: una prospettiva internazionale

EmProf Diego De Leo AO, DSc

Dept Psychiatry, University of Queensland,
Australia

Dept Community Medicine, West Virginia
University, USA



SULLA VENEZIA-TRIESTE



**Donna si uccide
buttandosi sotto
al treno. Forti ritardi
per i convogli**

Si lancia nel vuoto dal "ponte dei suicidi": morto un uomo di 30 anni

PER APPROFONDIRE: carabinieri, ponte, roana, suicidio, uomo, vigili del fuoco



Hong Kong pop star Ellen Joyce Loo, 32, dies in fall from her Happy Valley flat

Singer became household name aged 15 as co-founder of band at17

PUBLISHED : Sunday, 05 August, 2018, 1:38pm

UPDATED : Tuesday, 07 August, 2018, 7:36pm



Giovane calciatore lascia post su Facebook e si suicida: «Mi dispiace per chi soffrirà»



di Silvia Natella



Una giovane star del calcio gallese, **Brendon Holder**, non ha retto alla perdita della madre e si è tolto la vita lasciando uno struggente messaggio di addio su **Facebook**.

«Mi dispiace per tutti quelli che staranno male. Per favore, non pensate che io sia egoista. Non ero il migliore dei figli e degli amici. Non vedo l'ora di vederti mamma», sono le parole postate sabato mattina prima di suicidarsi e dopo aver pubblicato una foto insieme alla **mamma** quando era piccolo. Il cadavere è stato trovato qualche ora più tardi, **come riporta Metro**.

Choc a Venezia: turista suicida Si butta dalla finestra del Danieli La moglie gridava disperata /Foto



TRAGEDIA NELL'HOTEL STORICO

Luoghi iconici: il Golden Gate a San Francisco



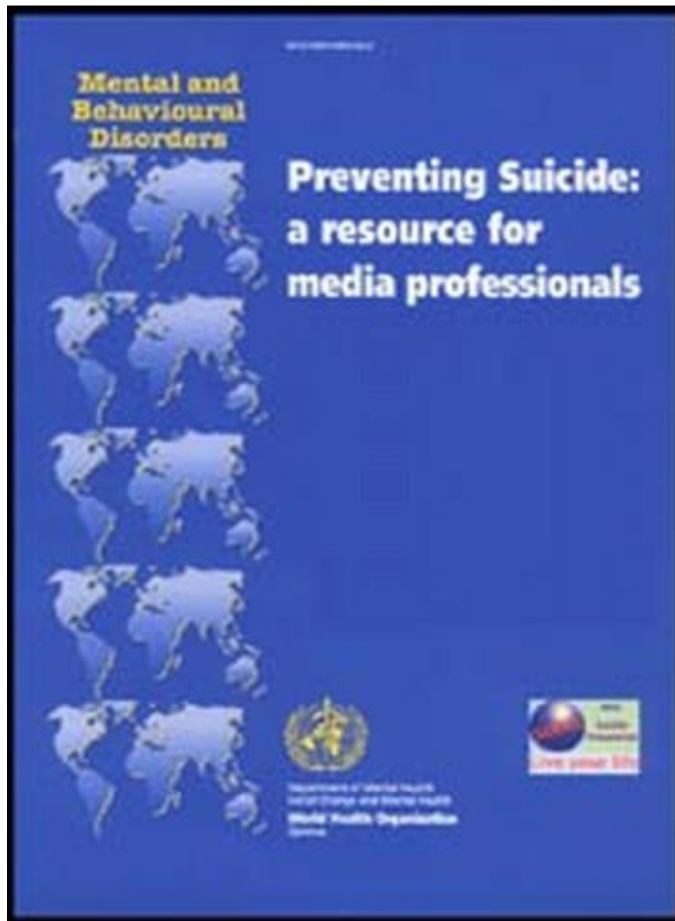
CRISIS COUNSELING

**THERE IS HOPE
MAKE THE CALL**

**THE CONSEQUENCES OF
JUMPING FROM THIS
BRIDGE ARE FATAL
AND TRAGIC.**







First published: 2000
WHO, Geneva

Revised version: 2008, 2017

We are particularly indebted to Professor Diego de Leo, Griffith University, Brisbane, Queensland, Australia, who produced an earlier version of this booklet. Our gratitude also goes to Dr Lakshmi Vijayakumar, SNEHA, Chennai, India, for her assistance in the technical editing. The text was reviewed by the following members of the WHO International Network for Suicide Prevention, to whom we are grateful:

Dr Sergio Pérez Barrero, Hospital de Bayamo, Granma, Cuba

Dr Annette Beautrais, Christchurch School of Medicine, Christchurch, New Zealand

Dr Ahmed Okasha, Ain Shams University, Cairo, Egypt

Professor Lourens Schlebusch, University of Natal, Durban, South Africa

Professor Jean-Pierre Soubrier, Groupe Hospitalier Cochin, Paris, France

Dr Airi Värnik, Tartu University, Tallinn, Estonia

Professor Danuta Wasserman, National Centre for Suicide Research and Control, Stockholm, Sweden

Dr Shutao Zhai, Nanjing Medical University Brain Hospital, Nanjing, China.

Risk associated with the health system and society

Risk factors associated with the health system and society at large include difficulties in accessing health care and in receiving the care needed, easy availability of the means for suicide, **inappropriate media reporting that sensationalizes suicide**, and stigma against people who seek help for suicidal behaviours, or for mental health and substance abuse problems (WHO, 2014).



Recommendation

.At the population level, responsible reporting of suicide (such as avoiding language which sensationalizes or normalizes suicide or presents it as a solution to a problem, avoiding pictures and explicit description of the method used, and providing information about where to seek help) is recommended for the reduction of suicidal behaviours.

The health sector should assist and encourage the media to follow responsible reporting practices related to suicidal behaviour.

.Strength of recommendation: **STRONG**



What works in suicide prevention

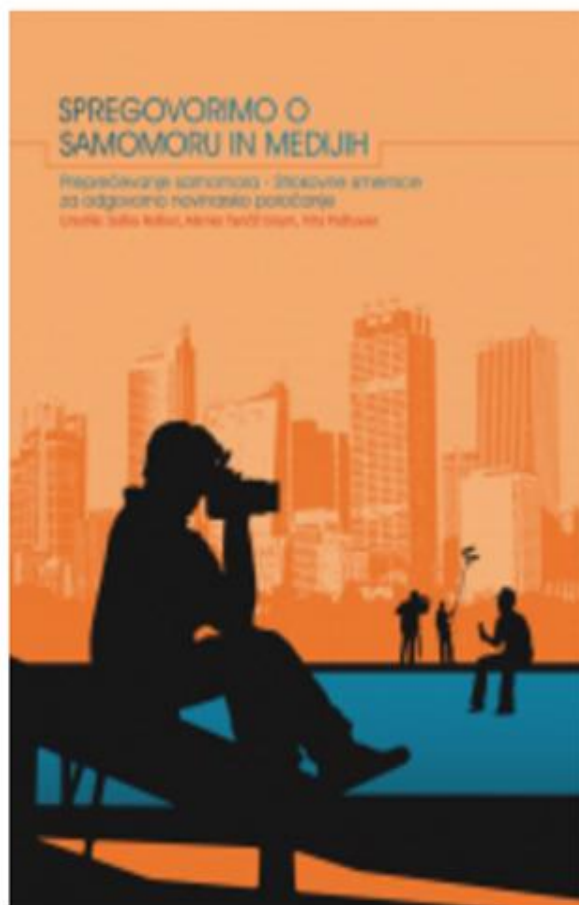
In a global perspective, there is **STRONG EVIDENCE** for:

- .Asking for suicidality;
- .Removing means;
- .Providing regular contact to self-harmers;
- .Providing social support;
- .Restricting access to means (population level);
- .Reducing alcohol availability;
- .**Promoting responsible media reporting.**



Let's talk about suicide and media

In cooperation with Institute of Public Health we published guidelines for responsible media reporting on suicide in a publication *Let's talk about suicide and media* in 2010. Further on, workshops for journalists and editors of interested media corporations from different Slovenian regions were conducted. Since the guidelines were published, we have been following media coverage of suicide-related topics and warning journalists and editors about media influence on suicide risk.



THE ADAPTATION AND IMPLEMENTATION OF GUIDELINES FOR RESPONSIBLE MEDIA REPORTING ON SUICIDE IN SLOVENIA

PRIREDBA IN IMPLEMENTACIJA STROKOVNIH SMERNIC ZA ODGOVORNO NOVINARSKO POROČANJE O SAMOMORU V SLOVENIJI

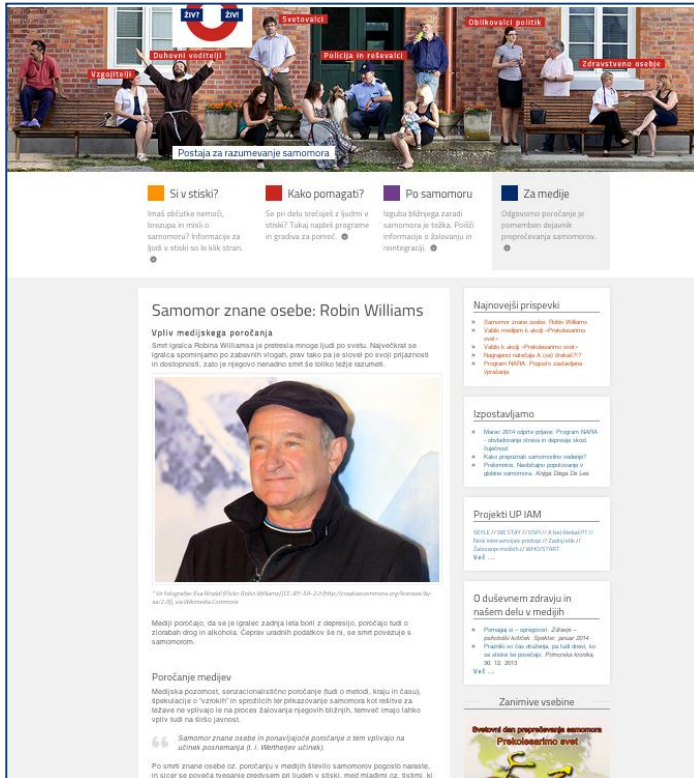
Saška ROŠKAR^{1*}, Alenka TANČIČ GRUM¹, Vita POŠTUVAN², Anja PODLESEK³, Diego DE LEO⁴

Results. The comparison of baseline and follow-up periods revealed some significant differences. Reporting in the follow-up period was less sensationalistic, there was less reporting about specific cases of suicides and more about causes of suicide and pathways out of mental distress. Furthermore, in the follow-up period, there was a significant improvement related to headlines of media articles. Contact information about where to seek help was more often included in the articles.

Conclusion. The findings are promising, but working with the media needs to be continuous and ongoing if sustainable results are to be achieved.



Public figures' suicide and a call for responsible reporting



Increase in the six months after his death:
18.690 vs 16.849 predicted (a 10% increase, especially in men, people aged 30-44 and use of hanging) (Fink et al, 2018)

Most read



Stanley A. Lewy
Founder and President

916 West Gordon Terrace
Suite One
Chicago, Illinois 60613
773-935-2691
www.spassoc.org



June 12, 2018

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New York, NY 10112

Gentlemen:

Coverage of suicides by news organizations have in the past been quite mixed when the victims have been unknown, or quite recognizable such as the recent Kate Spade and Anthony Bourdain deaths. The suicide prevention community has for several years, tried to educate the media in a meaningful, educational, non-sensational method of bring the news to the public, without causing a great deal of pain and suffering to those still at risk.

Last week, and into the weekend, NBC News on a national and on the local level, here in Chicago, handled the reporting of these two situations, occurring so close in time, in near textbook fashion. Your emphasis was on the lives of the victims followed by informed information about warning signs and suggested help for people at risk. You followed that by posting the telephone number and web contact for people to reach out for help.

Please share our thanks and congratulations to your NBC News staff in New York, and your NBC5 news team in Chicago for a job very well done. I assume your other local teams across the nation did as well.

Thank you from the bottom of my heart,

A handwritten signature in blue ink, which appears to read "Stanley A. Lewy".



Una guida per i media



Una guida per i media

Considerazioni di base:

- l'opportunità della segnalazione di una morte per suicidio: decidere se denunciare il fatto.
- Bisogna essere garantiti che il verdetto di suicidio sia stato confermato da fonti ufficiali al fine di evitare speculazioni o di interferire con eventuali indagini per escludere circostanze sospette.
- Valutare se vi sia un chiaro interesse pubblico nella conoscenza del caso, magari dopo aver consultato esperti e responsabili editoriali.

Una guida per i media

.E' opportuno non dare troppo risalto alla notizia. Le persone più vulnerabili (per malattia mentale, difficoltà esistenziale, giovane età oppure età molto avanzata) possono essere particolarmente influenzate da storie di suicidio e mettere in atto comportamenti imitativi.

.Inserire la storia nelle pagine interne di un giornale o tra le notizie di coda di una trasmissione, facendo attenzione a rimuovere la parola "suicidio" dai titoli e dai termini di ricerca.



Una guida per i media

- Modificare o rimuovere le informazioni che possono aumentare il rischio di emulazione:

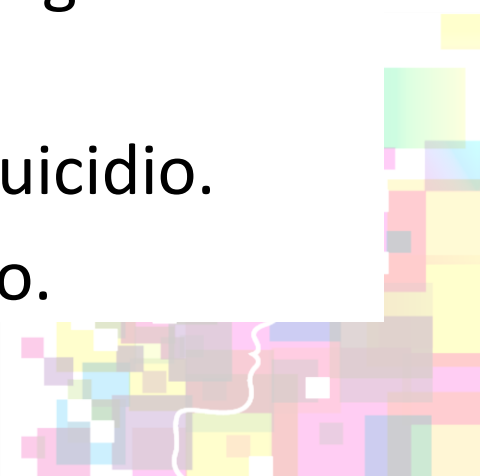
- Ridurre al minimo i dettagli circa il metodo e il luogo di morte.

- Evitare le immagini che glorifichino in qualche modo la morte.

- Considerare se utilizzare il contenuto di un biglietto d'addio.

- Evitare di formulare giudizi sulle cause del suicidio.

- Non attribuire la morte ad un singolo evento.



Minimise details about method and location

Studies have shown that explicit or technical descriptions and images of methods or locations 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.	➔ If it is important to mention the method, discuss in general terms only. <i>e.g. Use 'cocktail of drugs' instead of detailing the type and quantity of medications taken.</i>
Reporting uncommon or new methods of suicide can lead to imitation as well as a lasting impact on rates.	➔ Remove specific details about new or unusual methods of suicide and references to ways further information can be obtained about these methods. <i>e.g. online.</i>
Describing locations of suicide may promote these to vulnerable people and increase the frequency of attempts at these sites.	➔ If it is important to refer to a location, describe this in general terms only. <i>e.g. Use 'at a nearby park' instead of detailing the exact location.</i> 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.	➔ Avoid the use of detailed or dramatic photographs or footage. <i>e.g. Images of people standing on ledges or of implements used in a suicide attempt.</i>

(MINDFRAME, 2015)



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.	'successful suicide', 'unsuccessful suicide'	'took their own life', 'ended their own life', 'died by suicide'
Phrases that associate suicide with 'crime' or 'sin'	'committed suicide', 'commit suicide'	'died by suicide', 'took their own life'
Language that glamourises a suicide attempt	'failed suicide', 'suicide bid'	'made an attempt on his life', 'suicide attempt', 'non-fatal attempt'
Phrases that sensationalise suicide	'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

(MINDFRAME, 2015)



Una guida per i media

- Fare molta attenzione nell'intervistare parenti e amici. Il rispetto del dolore della gente e della privacy nel periodo immediatamente successivo ad un decesso sono priorità assolute.
- Considerare che le persone in lutto per suicidio possono essere particolarmente vulnerabili al rischio di suicidio per se stesse.



Una guida per i media

.Prestare attenzione e sensibilità alle differenze culturali. Denominare o raffigurare l'immagine di una persona morta può causare grande angoscia in alcune comunità.



Una guida per i media

.Essere consapevoli dell'impatto del comportamento suicidario sugli individui e la comunità e dare comunicazione esplicita della presenza di questo importante effetto (*social learning*).



Una guida per i media

- Maneggiare con particolare sensibilità il suicidio di una persona famosa.
- L'effetto di 'contagio' può essere particolarmente elevato, come quello di 'normalizzare' il suicidio.
- Per ridurre il rischio, ridurre al minimo i dettagli sul metodo e il luogo, nonché la ricostruzione delle ultime ore di vita del soggetto.



Una guida per i media

- Aggiungere informazioni sui fattori di rischio, enfatizzando lo spreco di vita appena perduta.
- Chiedere il parere di esperti per commenti, corretta interpretazione delle statistiche e assistenza alle persone con ideazione suicidaria.
- Dare informazioni sui fattori di rischio e sui segnali di pericolo.
- Sottolineare l'importanza di prendere sul serio ogni comunicazione suicidaria.



Choosing the experts

Australian Institute for Suicide Research and Prevention

Available for comment on: Suicide and suicide prevention

Media enquiries: Louise Durack, Communications Officer

T: 07 5552 8654

M: 0419 649 516

E: l.durack@griffith.edu.au

W: www.griffith.edu.au/health/australian-institute-suicide-research-prevention

E: aisrap@griffith.edu.au

beyondblue

Available for comment on: Depression and anxiety-related disorders

Media enquiries: Julie Foster, Head of Communications

T: 03 9810 6114

M: 0409 433 501

E: media@beyondblue.org.au

Anne Wright, Senior Advisor: Media and Communications

T: 03 9810 6108

M: 0411 035 695

T: 03 9810 6100

W: www.beyondblue.org.au; www.youthbeyondblue.com

Black Dog Institute

Available for comment on: Depression and bipolar disorder

Media enquiries: Emily Cook, Senior Media and Public Relations Officer

T: 02 9382 3712

M: 0405 208 616

E: e.m.cook@blackdog.org.au

T: 02 9382 4530

W: www.blackdoginstitute.org.au



Una guida per i media

.Riportare storie vissute da soggetti che hanno superato una crisi suicidaria per promuovere la speranza e incoraggiare le persone sofferenti a cercare aiuto.

.Offrire informazioni sul come e dove ottenere aiuto!



Indicazioni di fine articolo - Irlanda

- Samaritans 116 123 or email jo@samaritans.org
- Console 1800 247 247 – (suicide prevention, self-harm, bereavement)
- Aware 1890 303 302 (depression, anxiety)
- Pieta House 01 601 0000 or email mary@pieta.ie - (suicide, self-harm)
- Teen-Line Ireland 1800 833 634 (for ages 13 to 19)
- Childline 1800 66 66 66 (for under 18s)



Queensland suicides: State in grip of silent killer within

DARYL PASSMORE, The Courier-Mail

September 3, 2016 4:00pm

A suicide prevention roundtable to be chaired by Health Minister Cameron Dick on Thursday would help shape the group's work, she said.

One area would be better recognising at-risk people who come into contact with hospitals and GPs for other reasons. Nearly one in three people who commit suicide has made a previous attempt.

Developing strategies for better follow-up support will be one of the priorities of a new federally funded two-year regional prevention pilot program to be run by the Brisbane North Primary Health Network, which extends from the Brisbane River to Kilcoy.

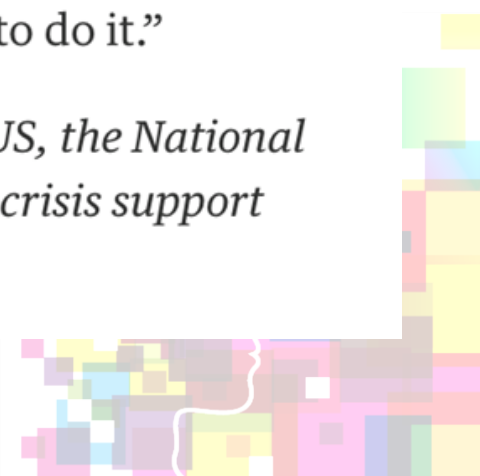
If you or someone you know needs help contact Lifeline on 13 11 14 or [beyondblue](#) on 1300 22 4636



'Let's reach out to men to halt shocking suicide rate'

Stringer added: "Don't take people's responses at face value, and never worry about taking time to truly find out how people are feeling. Also, asking someone whether they have thought about suicide will not cause them to do it."

In the UK, The Samaritans can be contacted on 116 123. In the US, the National Suicide Prevention Hotline is 1-800-273-8255. In Australia, the crisis support service Lifeline is on 13 11 14.



Media can help preventing suicide

Role of media reports in completed and prevented suicide: Werther v. Papageno effects

Thomas Niederkrotenthaler, Martin Voracek, Arno Herberth, Benedikt Till, Markus Strauss, Elmar Etzersdorfer, Brigitte Eisenwort and Gernot Sonneck

BJPsych

The British Journal of Psychiatry (2010)
197, 234–243. doi: 10.1192/bjp.bp.109.074633



However, reporting on suicide in the media can also have a protective effect, keeping people from engaging in suicidal behaviour, often referred to as the “**PAPAGENO effect**”*



Research shows that when focusing on the story of people who survived a suicidal crisis, describing positive coping skills, this is positively correlated with the decrease of suicide rates (Niederkrötenenthaler et al., 2010).

***Papageno** refers to the character ‘Papageno’ in the opera ‘The Magic Flute’ of Mozart. In the story Papageno overcomes a suicidal crisis thanks to the help of friends.

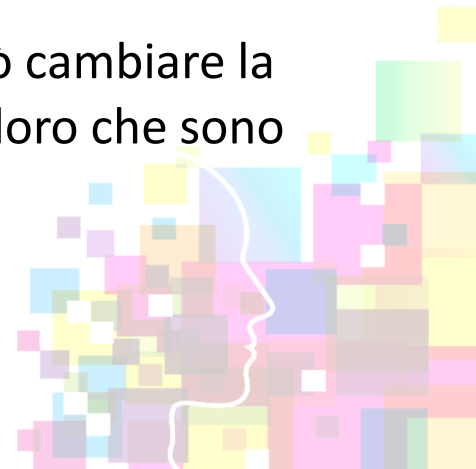
[Photo by Ken Howard]



Più di 50 studi internazionali hanno dimostrato che alcuni tipi di copertura di notizie sono in grado di aumentare la probabilità di suicidio in individui vulnerabili. L'entità dell'aumento è correlata alla quantità, durata e prominenza della copertura.

Il rischio aggiuntivo di suicidio aumenta quando la storia descrive in modo esplicito il metodo di suicidio, utilizza titoli o immagini drammatiche e riprende più volte la notizia. Una copertura estesa sensazionalizza e rende attraente la morte.

Riferendo sul suicidio con attenzione, e per breve tempo, può cambiare la percezione pubblica e correggere falsi miti, incoraggiando coloro che sono vulnerabili o a rischio a chiedere aiuto.



Suggerimenti per Media Online, Message Boards e Bloggers

Bloggers, giornalisti e commentatori pubblici possono aiutare a ridurre il rischio di contagio attraverso posts o links a servizi di cura, e informazioni su segnali di pericolo, servizi di cura, e linee telefoniche di supporto.

Includere storie di speranza e guarigione, informazioni su come superare una crisi suicidaria e migliorare la propria resilienza.

Il pericolo che storie, foto e video diventino virali fa sì che il rispetto di un codice di comportamento sia imperativo.

Spesso i social network diventano luoghi iconici alla memoria della persona deceduta e devono essere monitorati per la possibilità di commenti spiacevoli e dichiarazioni di intenzioni suicidarie di altri. E' importante che vi sia vigilanza e rimozione dei messaggi inappropriati.





When you search Tumblr using terms like “suicide” or “self-harm” it automatically redirects to a screen that asks, “Are you okay?” with resources.

Everything okay?

If you or someone you know is struggling with thoughts of suicide, the Lifeline is here to help: call 1-800-273-8255

If you are experiencing any other type of crisis, consider chatting confidentially with a volunteer trained in crisis intervention at www.imalive.org, or anonymously with a trained active listener from 7 Cups of Tea.

And, if you could use some inspiration and comfort in your dashboard, you should consider [following the Lifeline on Tumblr](#).

Go back

[View search results](#)



#chatsafe, 10.8.2018



Jaelea Skehan

Director at Everymind
22h • Edited

Today, Orygen released the **#chatsafe** guidelines which support young people to communicate safely about suicide on social media. They are designed around how young people use social m... orygen.org.au ...see more

#chatsafe

A young person's guide for
communicating safely online
about suicide



Orygen
The National Centre of Excellence
in Youth Mental Health


chatsafe

Media Guidelines in the World: The Landscape



NATIONAL » TAMIL NADU

CHENAI, February 28, 2016

Updated: February 28, 2016 05:32 IST

'Scribes must be careful in publishing suicide cases'

STAFF REPORTER

COMMENT · PRINT · T T

 Like  Share 4  Tweet  G+1  in Share 4  Pin it  Share 1



REPORTING SUICIDE: GUIDELINES FOR JOURNALISTS FROM JOURNALISTS

REPORTING SUICIDE: GUIDELINES FOR JOURNALISTS FROM JOURNALISTS

The Malta Press Club is joining The PressWise Trust, the National Union of Journalists (UK and Ireland) and the International Federation of Journalists (IFJ) in recommending these guidelines, which were compiled in consultation with suicide prevention agencies. The aim of the guidelines is to assist print, broadcast and on-line journalists to appreciate the risks associated with suicide coverage, and suggest simple ways of avoiding unnecessary harm.



PHILIPPINES

Reporting on suicide: Media told to 'focus on prevention'





RADIO TELEVISION DIGITAL NEWS ASSOCIATION

Visibility, Advocacy, Training, Resources, Networking and Awards for Electronic Journalists





THE HONG KONG JOCKEY CLUB
Centre for Suicide Research
and Prevention
THE UNIVERSITY OF HONG KONG
香港大學香港賽馬會防止自殺研究中心



Recommendations on SUICIDE



Reporting and Online Information Dissemination for Media Professionals





Take Care – Be Aware

How Journalists can help to prevent copycat suicides

NEWS



Just In

Rio 2016

Australia

World

Business

Sport

Analysis & Opinion

Pr



Print



Email



Facebook



Twitter



More

Guidelines for suicide reporting welcomed

The World Today Simon Santow

Posted 2 Aug 2011, 10:22am

For many years now Australian journalists and media outlets have largely avoided reporting suicides.

MAP: [Australia](#)

Suicide

Following a series of complaints about media coverage of suicide in the UK, MediaWise undertook research into journalism codes of conduct and training on the issue. This work was part of joint project with **Befrienders International** that included a comprehensive global review of research finding about the impact of suicide coverage ('Suicidal Behaviour and the Mass Media') conducted by Kathryn Williams and Keith Hawton, of the Centre for Suicide Research, Department of Psychiatry, Oxford University.



Position Statement 70

Suicide Reporting in the Media

August 2015



The Royal
Australian &
New Zealand
College of
Psychiatrists



Reporting and portrayal of suicide

Full resource book



Reporting suicide and mental illness: A Mindframe resource for media professionals

Mindframe
for media professionals

**Reporting suicide and mental illness:
A *Mindframe* resource for media professionals**

Download



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Reporting Suicide: A resource for the media

A new resource for the media reporting of suicide has been adopted by New Zealand print and broadcast media agencies.





Lifeline Saving Lives
Crisis Support. Suicide Prevention.



Guidelines for safely speaking about suicide

The way suicide related stories are presented in the news can have a serious effect on people who may be thinking about suicide, have previously attempted suicide or have lost a loved one to suicide.

Lifeline encourages all media who are reporting on the topic of suicide to be familiar with the following guidelines and resources:

- [Mindframe](#) (AUS)
- [Suicide Prevention Resource Centre \(SPRC\)](#) (USA)

It's important to know the right way to report on suicide so that we don't put people at risk or perpetuate myths





Canadian Psychiatric Association
Dedicated to quality care

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September 06, 2016

About Us

Media Guidelines for Reporting Suicide





[Home](#) > [Media centre](#) > Media Guidelines for the reporting of suicide

MEDIA GUIDELINES FOR THE REPORTING OF SUICIDE

[Samaritans' Media Guidelines for Reporting Suicide](#) have been produced following extensive consultation with journalists and editors throughout the industry.

They are aimed at those reporting suicide in any media, from factual description to dramatic portrayal.



Suicide.org

Suicide Prevention, Awareness, and Support

Suicide.org is a 501c3 NON-PROFIT Organization and Website

[Suicide.org Suicide Survivors Forum - Click for Info!](#)

Media Guidelines for Suicide





International Association for Suicide Prevention (IASP)

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Special Interest group - Suicide and the Media



RECOMMENDATIONS FOR REPORTING ON SUICIDE

Developed in collaboration with: American Association of Suicidology, American Foundation for Suicide Prevention, Annenberg Public Policy Center, Associated Press Managing Editors, Canterbury Suicide Project - University of Otago, Christchurch, New Zealand, Columbia University Department of Psychiatry, ConnectSafely.org, Emotion Technology, International Association for Suicide Prevention Task Force on Media and Suicide, Medical University of Vienna, National Alliance on Mental Illness, National Institute of Mental Health, National Press Photographers Association, New York State Psychiatric Institute, Substance Abuse and Mental Health Services Administration, Suicide Awareness Voices of Education, Suicide Prevention Resource Center, The Centers for Disease Control and Prevention (CDC) and UCLA School of Public Health, Community Health Sciences.



~~Instead of that, do this:~~

- Big or sensationalistic headlines, or prominent placement (e.g., “Kurt Cobain Used Shotgun to Commit Suicide”).
- ◆ Inform the audience without sensationalizing the suicide and minimize prominence (e.g., “Kurt Cobain Dead at 27”).
- Including photos/videos of the location or method of death, grieving family, friends, memorials or funerals.
- ◆ Use school/work or family photo; include hotline logo or local crisis phone numbers.
- Describing recent suicides as an “epidemic,” “skyrocketing,” or other strong terms.
- ◆ Carefully investigate the most recent official data and use non-sensational words like “rise” or “higher.”

~~Instead of that, do this:~~

- Describing a suicide as inexplicable or “without warning.”
 - ◆ Most, but not all, people who die by suicide exhibit warning signs. Include the “Warning Signs” and “What to Do” in your article.
- “John Doe left a suicide note saying...”
 - ◆ “A note from the deceased was found and is being reviewed by the medical examiner.”
- Investigating and reporting on suicide similar to reporting on crimes.
 - ◆ Report on suicide as a public health issue.



~~Instead of that, do this:~~

- Quoting/interviewing police or first responders about the causes of suicide.
- ♦ Interview experts on causes and treatments of suicidality in general.
- Referring to suicide as “successful,” “unsuccessful” or a “failed attempt.”
- ♦ Describe as “died by suicide” or “completed” or “killed him/herself.” Suicide Contagion or “Copycat Suicide” occurs when one or more suicides are reported in a way that contributes to another suicide.

