

Mindframe reminder for responsible reporting on Canadian murder suspects**25 July 2019****Please cascade to all media staff**

Mindframe reminds Australian media of the need for responsible reporting of the ongoing actions regarding murder suspects Bryer Schmegelsky and Kam McLeod in Canada.

In light of sustained international and national media coverage of the murder of Australian Lucas Fowler and American Chynna Deese, it's important that media **refrain from the use of sensationalist headlines and quotes that normalise or appear to encourage suicide.**

When reporting on this incident *Mindframe* strongly recommends the following:

- **Avoid:** Use of sensationalist terms, including terms such as 'suicide mission' or 'blaze of glory'.
- **Avoid:** Use of quotes that predict suicidal behaviour.
- **Avoid:** Sharing or posting overseas content such as syndicated articles or social media news feeds that contain problematic quotes, or are otherwise not in line with Australian reporting standards and editorial codes.
- **Include:** [help-seeking](#) information for people who may be vulnerable, including youth support services such as [Kids Helpline](#) and [headspace](#), as young people may be impacted and are known to seek help online.

Mindframe urges Australian media to be mindful and sensitive of the families and communities affected by this incident. It's important that the media report responsibly given that repeated and sustained coverage can increase risk to those that are vulnerable or distressed.

Any coverage of this incident should include details of [help-seeking](#) resources, listed below.

More information on reporting guidelines can be found on the [Mindframe](#) website.

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Help-seeking information

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.

National 24/7 Crisis Services

Lifeline: 13 11 14 www.lifeline.org.au

Suicide Call Back Service: 1300 659 467 www.suicidecallbackservice.org.au

MensLine Australia: 1300 78 99 79 www.mensline.org.au

Beyond Blue: 1300 22 4636 www.beyondblue.org.au



Support services

Adult

Lifeline: 13 11 14

lifeline.org.au

Suicide Call Back Service: 1300 659 467

suicidecallbackservice.org.au

Beyond Blue: 1300 224 636

beyondblue.org.au/forums

MensLine Australia: 1300 789 978

mensline.org.au

Youth

Kids Helpline: 1800 551 800

kidshelpline.com.au

headspace: 1800 650 890

headspace.org.au

ReachOut: ReachOut.com

Other resources

Head to Health: mental health portal

headtohealth.gov.au

Life in Mind: suicide prevention portal

lifeinmindaustralia.com.au

SANE: online forums saneforums.org

healthinonet.ecu.edu.au - Aboriginal and Torres Strait Islander

1800 184 527 qlife.org.au - Lesbian, gay, bisexual, trans, and/or intersex

mhima.org.au - Culturally and linguistically diverse



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mindframe.org.au

Other key national resources

Head to Health: mental health portal: www.headtohealth.gov.au

Life in Mind: suicide prevention portal: www.lifeinmindaustralia.com.au

Media self-care

Reporting suicide and mental illness can also impact on 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 can be found [here](#).

If you find any problematic media coverage, please refer directly on to [Sane StigmaWatch](#) for urgent follow up:

<https://www.sane.org/services/stigmawatch>



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