

Mindframe reminder for safe reporting on school shooting in Brazil**14 March 2019****Please cascade to all media staff**

Mindframe reminds media of responsible reporting on the recent school shooting in Brazil and urges promotion of help-seeking information for distressed viewers.

When reporting on this story *Mindframe* advises the following:

- Omit explicit details of method and location when describing how the perpetrators took their own life e.g. description of specific weapons.
- Avoid use of graphic or distressing images of victims or deceased.
- Refrain from linking the motivations of the perpetrator to mental illness. Research shows that less than 4% of mass shootings have any links to mental illness. Making this link can result in stigma.
- Avoid using language such as ‘crazed gunman’ and ‘psychopath’ as this can also contribute to stigma.

Finally, always 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.

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

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

Youth support services:

Kids Helpline (24/7): 1800 55 1800 www.kidshelpline.com.au

headspace: 1800 650 890 www.headspace.org.au

ReachOut: au.reachout.com

 **Support services****Adult**

Lifeline: 13 11 14
lifeline.org.au
Suicide Call Back Service: [1300 659 467](tel:1300659467)
suicidecallbackservice.org.au
Beyond Blue: 1300 24 636
beyondblue.org.au
MensLine Australia: [1300 789 978](tel:1300789978)
mensline.org.au

Youth

Kids Helpline: 1800 551 800
kidshelpline.com.au
headspace: 1800 650 890
headspace.org.au
ReachOut: au.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](http://1800184527qlife.org.au) - Lesbian, gay, bisexual, trans, and/or intersex
mhima.org.au - Culturally and linguistically diverse

mindframe.org.au**Self-care**

Reporting suicide and mental ill-health can also impact to 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 include self-care tips for journalists as well as and advice for editors and line managers, and can be found [here](#).

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