

Mindframe reminder for safe reporting following release of coroner's report for Keith Flint**12 March 2019****Please cascade to all media staff**

Mindframe reminds media of responsible reporting on the recent death of Keith Flint, following the release of the coroner's report and in particular, reporting on specific details of method.

The inclusion of detailed descriptions of the method and means, especially when reporting a celebrity suicide, may lead to imitation by vulnerable people. Coverage of suicide by a celebrity can glamourise and normalise suicide, with research showing this can also prompt imitation by those who are vulnerable to suicide.

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

- **Avoid:** Reporting explicit detail about method, if it is essential to include method, discuss in general terms.
E.g. *'It has been identified that the death was intentional and took place in Essex, UK'*.
- **Avoid:** Using detailed or dramatic photographs or videos; graphic images or footage depicting method or location can lead to imitation by vulnerable people.

With the story being in the public interest and receiving ongoing coverage, it's important the media report responsibly given that repeated and sustained coverage can increase risk to those that are vulnerable or distressed.

Mindframe urges Australian media professionals to be cautious when sharing or posting overseas content online, and to ensure articles are in line with Australian reporting standards and editorial codes.

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

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

Handle a celebrity death with care

Repeated coverage of a celebrity suicide can glamourise and normalise suicide. Minimise details about method and location, consider focusing on the wastefulness of the death, and add information about risk factors for suicide and always include help-seeking services for people who may be vulnerable.

 Learn more at mindframe.org.au

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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

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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