

# WE CAN LEARN TO PREVENT SUICIDES. YOU CAN HELP!

## **KNOW-HOW FOR ALL CREATORS OF MEDIA CONTENT**

*Incl. journalists, bloggers, vloggers, filmmakers, writers, communicators, news agencies*

How should media report on suicides?

### **WHAT TO DO? HERE ARE 10 KNOW-HOW TIPS.**

- Providing information about a suicide or attempted suicide, focus on how to prevent such events. State where and how you can get help and support.
- Strengthen the message of the text with appropriate graphics that encourage seeking support in a crisis, e.g., with a telephone icon.
- Use negative terms when referring to the word "suicide" terms (e.g., unnecessary death, pain) versus positive (e.g., effective, accessible) with the word "help". If you provide that help is unavailable or ineffective, describe how to survive a difficult period, e.g., by dissipating the negative thoughts with music or physical activity.
- Be aware that some content can exist on the Internet harmful, e.g., there are persuasion to self-harm or suicide. Inform that it is necessary to avoid such content and blocking suspicious contacts.
- Describe how your heroes coped with specific problems, e.g., suicidal thoughts, depression, addiction, violence, and problems family or financial. If they held off another person from suicide, it's worth mentioning how they did it!
- Quote the experts who tell you how to deal with depression, mental crises, suicidal thoughts, and others' problems such as various forms of violence.
- Inform how to recognize related warning signals with the suicidal intent and how to help the person who sends these signals.
- Emphasize that physical activity, sleep hygiene, proper diet and avoiding harmful substances, incl. alcohol, strengthen mental resilience.
- Give examples of institutions and companies that support their employees in solving life crises and promote health-promoting activities.
- Inform about the projects and research results that they offer hope to deal with the problem of suicides.



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**ELLIPSE**

E-Lifelong Learning In Prevention  
of Suicide in Europe

## **WHAT TO AVOID? HERE ARE 10 KNOW-HOW TIPS.**

- Do not include sensational news in your title about someone he dies by suicidal death and how and why he or she did it. If you will not write, not show how the person takes own life, you will reduce the risk of someone imitating this behaviour.
- Avoid presenting details showing how someone took one's own life, e.g., describing a place, showing a loop gallows, weapons, etc.
- Refrain from describing and disseminating news about new ways and methods of dying by suicide.
- Do not combine the word "suicide" with one specific cause or with no reason whatsoever. There are always many reasons for this step.
- Do not portray suicide as the only rational solution in the event of e.g., financial problems, breakup relationship, experiencing violence, illness, disability, or failures.
- Do not combine the word "suicide" with positive terms, e.g., relief, end, journey of suffering.
- Do not portray the person who took own life as victim of a system, martyr, or role model. Don't accuse certain people or institutions of her death. Don't post their name and photo. Do not include the content of farewell letter - in this way, you glorify and increase the likelihood of imitation.
- Do not use disrespectful or offensive expressions and don't be contemptuous to people with mental health problems and other high-risk groups, because they are people who need help and support, not exclusion from society.
- Don't allow hate in the comments below your posts online. Delete it or turn off the comments option.
- Don't spread myths about suicide and healing psychiatric. One of them is the claim that it is impossible to help a person with suicidal thoughts.

## **WHERE CAN I FIND HELP?**

1. Wherever you are: <https://findahelpline.com/>
2. Whatever you're going through, a Samaritan is waiting for your call and will face it with you 24 hours a day, 365 days a year. Call 116 123 for free.  
[www.samaritans.org](http://www.samaritans.org)
3. If you wish to find a way of coping alone or to help someone during a longer period, go to <https://12stepsplan.com> (Languages: AT, EN, HU, NO, PL, SE, UA)
4. In a life-threatening emergency, call 112

*Source of recommendations: ELLIPSE (E-Lifelong Learning in Prevention of Suicide and Depression in Europe) and Media Group at Working Group on Prevention of Suicide and Depression at Public Health Council Ministry of Health, Poland.*