

To DO or not to Do: what is the story?

Mental Health, Raising Awareness & the Media

Guidelines, Best Practices, Resources & Examples

The Carter Center Mental Health Program - Journalism Resource Guide on Behavioral Health

This resource guide is intended to aid the media in fair and accurate coverage of mental illness and behavioral health issues in order that they may create a positive impact and encourage help-seeking.

https://www.cartercenter.org/resources/pdfs/health/mental_health/2015-journalism-resource-guide-on-behavioral-health.pdf

Recommendations for Reporting on Suicide

The Recommendations for Reporting on Suicide were developed by leading experts in suicide prevention and in collaboration with several international suicide prevention and public health organizations, schools of journalism, media organizations and key journalists as well as Internet safety experts. The recommendations are based on more than 50 international studies on suicide contagion.

<http://reportingonsuicide.org/>

TEAM Up Resources

TEAM Up brings together mental health experts, entertainment industry professionals and journalists to encourage deeper reporting and more accurate depictions of people living with mental illness and thoughts of suicide to reduce stigma, increase help seeking behavior and help prevent suicide.

The website offers resources, including guidelines and toolkits, for journalists, the entertainment industry and the broader community

<http://www.eiconline.org/teamup/>

Poytner News University - Reporting on Suicide and Mental Health Issues

Poytner News University offers classes, resources and guidelines to journalist about reporting on suicide and mental health issues.

<https://www.newsu.org/resources/sri/covering-suicide-and-mental-health>

<http://www.poynter.org/2015/5-ways-to-prepare-your-newsroom-to-cover-suicide-more-effectively/370874/>

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Action Alliance for Suicide Prevention – Framework for Successful Messaging

The Action Alliance is the Public-Private Partnership Advancing the National Strategy for Suicide Prevention. They have developed the *Framework for Successful Messaging* which is a research-based resource that outlines **four critical issues** to consider when messaging to the public about suicide: strategy, safety, positive narrative and guidelines.

<http://suicidepreventionmessaging.actionallianceforsuicideprevention.org/framework>

Guidelines for Telling Your Own Story

The Alliance has compiled a set of “Guidelines for Telling Your Own Story,” including for youth advocates, voices of recovery and presentations by suicide loss and attempt survivors. The Guidelines are one of the key components of the Alliance’s messaging framework.

http://suicidepreventionmessaging.actionallianceforsuicideprevention.org/guidelines_topics/Telling%20Your%20Own%20Story

Stand Together Talking About Suicide

The Alliance convened a series of expert panels titled “Stand Together: An Action Alliance Event Series” to bring awareness to suicide during Suicide Prevention Month. The series will be segmented into three panels, each focusing on a specific demographic, including: men in their middle years, teens, and military and veterans, and includes resources for journalists.

<http://conversation.actionallianceforsuicideprevention.org/index.html>

Resources about Lived Experience

Honest, Open, Proud (formerly known as Coming Out Proud Program)

Training for people with lived experience by people with lived experience – Research shows those who have disclosed aspects of their mental illness report a sense of person empowerment and an increase in confidence to seek and achieve individual goals. HOP is a three-session group program run usually by pairs of trained leaders with lived experiences with the objective of reducing the self-stigma Associated with mental illness.

<http://comingoutproudprogram.org/>

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National Consortium for Stigma and Empowerment

www.stigmaandempowerment.org

Associated Press Stylebook

The Associated Press publishes a stylebook each year with guidelines for journalists. In recent years, there have been two additions to the style book that support best practices for safe reporting on suicide and mental health

Entry on mental illness is added to AP Stylebook -

<http://www.ap.org/content/press-release/2013/entry-on-mental-illness-is-added-to-ap-stylebook>

Entry on suicide reporting added to AP Stylebook -

<http://www.poynter.org/2015/ap-stylebook-change-blit-is-now-acceptable-on-first-reference/329759/>

Other Helpful Websites and Resources

Suicide Prevention Resource Center - Resource and Programs Page

Searchable database of resources around suicide and suicide prevention, including media guidelines, media and social media campaign examples, postvention models in various settings, including schools and colleges, etc.

<http://www.sprc.org/resources-programs>

SAMHSA - Developing a Stigma Reduction Initiative

Developed in 2006 out of SAMHSA's Elimination of Barriers Initiative, the toolkit provides basics for developing local campaigns, initiatives and activities to build awareness and counter the discrimination and stigma associated with mental illnesses. A major focus of the kit is grassroots support and outreach.

<http://store.samhsa.gov/shin/content/SMA06-4176/SMA06-4176.pdf>

Clackamas County Sheriff's Office Suicide Prevention Messaging

22 Pushups Challenge Veterans Suicide Prevention Video:

<https://www.youtube.com/watch?v=5zwV3VueA8g&feature=youtu.be>

KATU TV coverage: <http://katu.com/news/local/clackamas-co-sheriffs-office-22-pushups-video-raises-awareness-for-veterans-issues>

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In My Opinion: Take Action to Prevent Gun Suicides

http://www.oregonlive.com/opinion/index.ssf/2016/09/take_action_to_help_prevent_gu.html

Polk County Suicide Prevention Video Contest Winner

Levi Smith, a 2016 graduate of Central High in Polk County Oregon, created this suicide prevention video for the Mid-Valley Suicide Prevention Coalition.

https://youtu.be/FrCg_zgUZ5k

Visit the Mid-Valley Suicide Prevention on Facebook

(www.facebook.com/midvalleysuicidepreventioncoalition) or their website

(<https://mvsuicideprevention.org/resources/display/Home>), to learn more about how they're preventing suicide in Polk County.