Pain Isn't Always Obvious

KN⬤W
THE SIGNS

Suicide Is Preventable.org

Working *with* Media *as Partners* in Suicide Prevention

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CalMHSA
California Mental Health Services Authority
Compassion. Action. Change.

PROPOSITION 63 CALIFORNIA
MENTAL HEALTH SERVICES ACT

WELLNESS • RECOVERY • RESILIENCE

Each Mind Matters

California's mental health movement creating a community of individuals and organizations dedicated to a shared vision of mental wellness and equality

Suicide Prevention – Know the Signs

A statewide suicide prevention social marketing campaign with the overarching goal to increase Californians' capacity to prevent suicide by encouraging individuals to **know the signs**, **find the words** to talk to someone they are concerned about, and to **reach out** to resources.

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Working <u>WITH</u> Media

- "US" vs. "THEM"

- Have a Plan

- Simplify the Process

- Help *Them* Help <u>You</u>

- Be Gracious

Media Engagement Plan

Purpose: Active engagement of news media to promote and implement recommendations for reporting on suicide

Goals of the Media Engagement Plan

- Promote recommendations for responsible reporting on suicide and suicide prevention to local media

- Coordinate activities to engage media in suicide prevention

Materials

- It' Up to US: Recommendations for Reporting on Suicide (Full Document)
- It's Up to US: Recommendations for Reporting on Suicide (Quick Guide)
- Speaker's Bureau List
- Positive Message Samples for Social Media/Online Articles
- Media Advisory Template (In light of recent events)
- Template Letters to Media: Concerns and Support
- Take-Home Points: Media and Public Information Officers

Recommendations for Reporting on Suicide (Full Document)
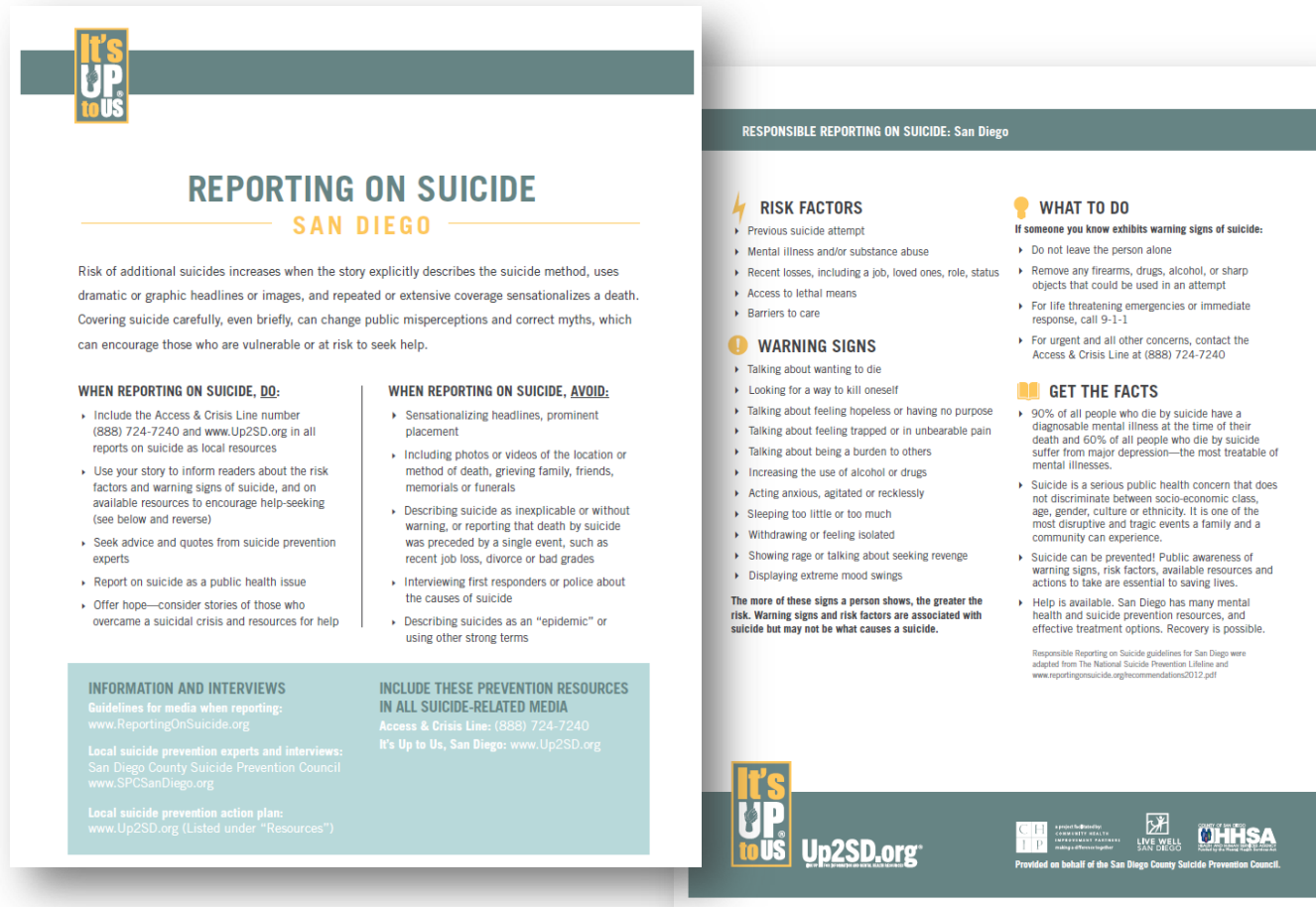
It's Up to US: Recommendations for Reporting on Suicide (Quick Guide)

RECOMMENDATIONS FOR REPORTING ON SUICIDE

Provide the media with suggestions on how to report on suicide in ways that will reduce the risk of suicide contagion, and will promote prevention. Here are a few key messages for how you can help the media report on suicide in a safe and responsible manner. Learn more about the Recommendations for Reporting on Suicide at www.reportingonsuicide.org.

1. PROVIDE A SUICIDE PREVENTION RESOURCE
- Always have suicide prevention resource information on hand, for instance:
  - San Diego Access and Crisis Line: (888) 724-7240
  - Mental Health and Suicide Prevention Resources: Up2SD.org
- Offer a description of the resources you provide

2. DISCUSS WARNING SIGNS AND RISK FACTORS
- Discuss more than one warning sign or risk factor for suicide (warning signs on back)
- Discuss the fact that many risk factors can contribute to suicide

3. AVOID INFORMATION ABOUT SUICIDE METHOD
- Avoid giving details to the media about how the suicide was carried out
- Avoid specific details about the weapon that was used

4. FOCUS ON COMPLEXITY OF SUICIDE
- Make a broad statement about the complexity of suicide.
- Avoid mentioning only one preceding event; don't over-simplify. There is no easy answer.
- Avoid speculation – rarely do we ever truly know the causes.

5. AVOID SENSATIONAL LANGUAGE
- Use objective language (Avoid terms like "crazy" and "psycho")
- Use reliable data to describe suicide. Refrain from including statistics that make suicide seem common, normal or acceptable.
- Maintain a hopeful tone

Up2SD.org

Provided on behalf of the San Diego County Suicide Prevention Council.

Speaker's Bureau List

Previous Efforts

- Media Engagement Forums: "Recommendations for Reporting on Suicide"

- Public Information Officer Workshops: "Responding to the Media about Suicide"

- Responding to high profile incidents

Strategies Moving Forward

- Public Information Officer Workshops: "Responding to the Media about Suicide"
- One-on-One meetings with media outlets
  - "Buy-in" from local outlets, adoption of protocols
  - Offer trainings to staff on reporting recommendations
  - Strengthen relationship with media outlets
  - NOTE: based on target demographics
- Creation of Media Response Team:
  - Continuing response process for high profile AND additional media content related to suicide (response plan)
- Training to schools of journalism at local colleges/universities

Media Response Plan

Purpose: Active engagement of news media to promote and implement recommendations for reporting on suicide

Media Response Team (MRT)

- Made up of members of the Media Sub-Committee, with additional support from advisory team members

- The process for media response will include:
  - Monitoring for news and entertainment media pieces about suicide and suicide prevention
  - Review of submissions, and determination of level of response, if any
  - Coordination of response to media outlet

Advisory Team

- Purpose: To provide additional support to by identifying members with specialty working with specific populations (NOTE: will be invited to attend next PIO workshop)

- Target populations: (please offer more)

  - Military/Veterans
  - LGBTQ
  - Native American/American Indian
  - Latino (Spanish-Speaking)

  - Refugee/Immigrant
  - Youth/Schools
  - TAY
  - Older Adults
  - African American

Active/Ongoing Response

1. Members submit recommendation to respond to active/ongoing event

2. Member(s) self-nominate to update "Active Response" template

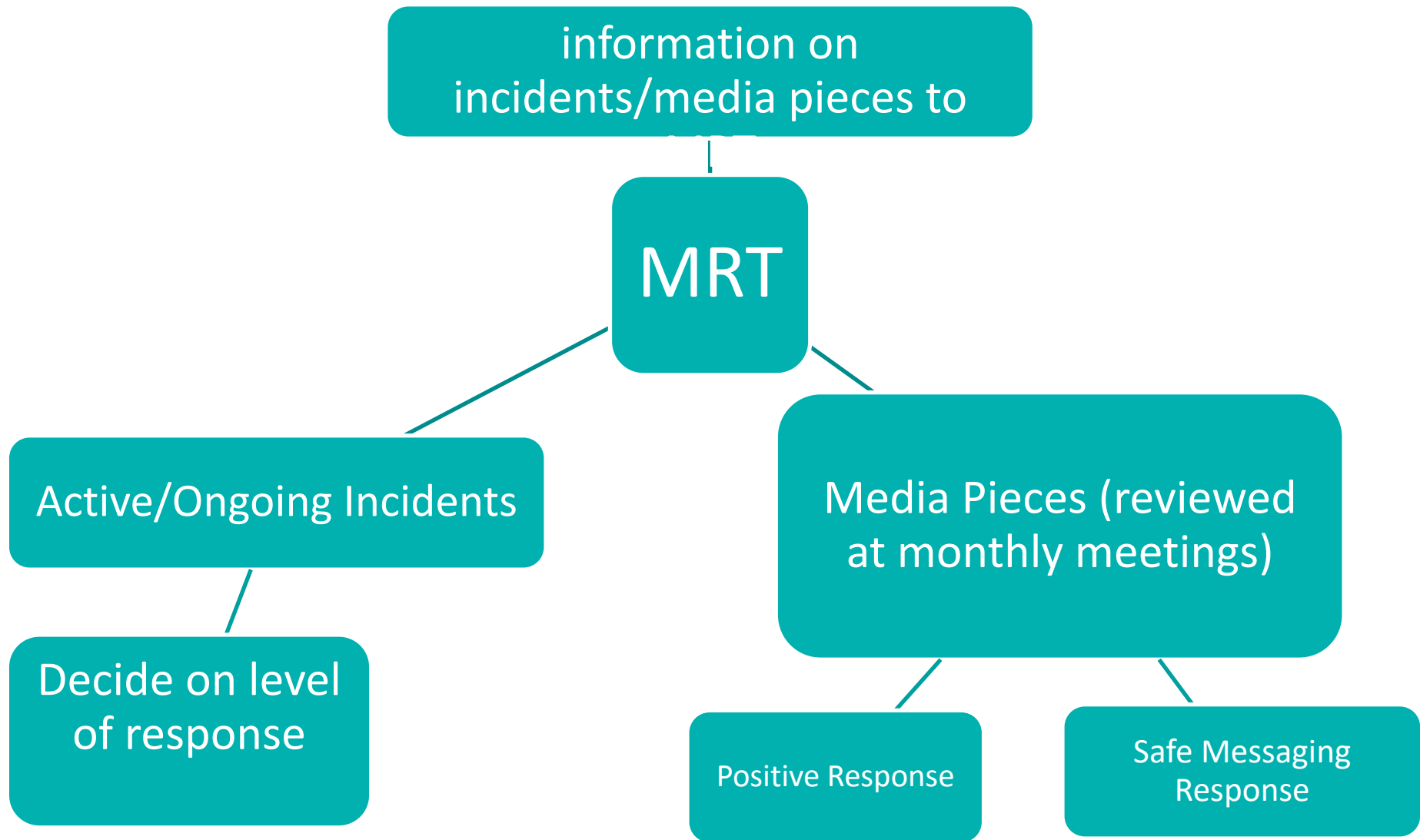3. Responding member delivers message to media outlet(s)

Examples: Coronado bridge incidents, I-5 incident, celebrity deaths by suicide

Positive Response (thank you)

- Provide Resource ["Call Out Box" (print/online), "Ticker" (TV), Audio (Radio)]
- Include warning signs and/or risk factors
- Avoid information about method
- Demonstrate complexity of the causes of suicide
- Avoid sensational/normalizing language around suicide (epidemic, skyrocketing, etc.)
- Use appropriate language around mental health ("living w/ MI", "has bipolar")
- Cover stories about suicide prevention and mental health
- Appropriate use of images (includes hopeful images)
- Include interview with appropriate

Safe Messaging Response (Next time could you please…)

- Don't provide a resource
- Don't provide education components (warning signs, risk factors)
- Offer descriptors about means/method
- Oversimplifies cause(s) of suicide (bullied to death, died of a broken heart)
- Uses sensational language (epidemic, skyrocketing, etc.)
- Uses inappropriate language around suicide (committed, successful)
- Use inappropriate language around mental health (suffers, "she is bipolar")
- Use of concerning images (means, methods)

information on incidents/media pieces to MRT

MRT

Active/Ongoing Incidents

Decide on level of response

Media Pieces (reviewed at monthly meetings)

Positive Response

Safe Messaging Response

Know the Signs >> Find the Words >> Reach Out

Thank you!

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Please complete the evaluation!