

“Mindful Media: Engaging journalists, producers and social media partners in safe, responsible media portrayals and the consequences of misrepresentation.”

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*Youth United for Responsible Media Representation &
Allcove Youth Advisory Group*

Vicki Harrison

Stanford Psychiatry Center for Youth Mental Health & Wellbeing

**May 5-6, 2019
San Francisco**



Center for Youth Mental Health & Wellbeing

Stanford Dept of Psychiatry & Behavioral Sciences

Spearheading a new national vision for adolescent and young adult wellness and mental health support

Our Initiatives:

- Allcove Integrated Youth Mental Health Centers
Bay Area Pilot, National Technical Assistance, Youth Advisory Group
- Media & Mental Health
- Educational & Community Partnerships
- Youth-Led Education & Anti-Stigma Initiatives
- Suicide Prevention
- Early Psychosis Program Support
- Biannual Adolescent Mental Wellness Conference

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allcove

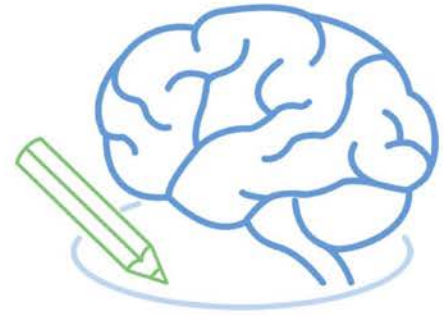
allcove.org

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 yth live₃

youth united

for responsible media representation



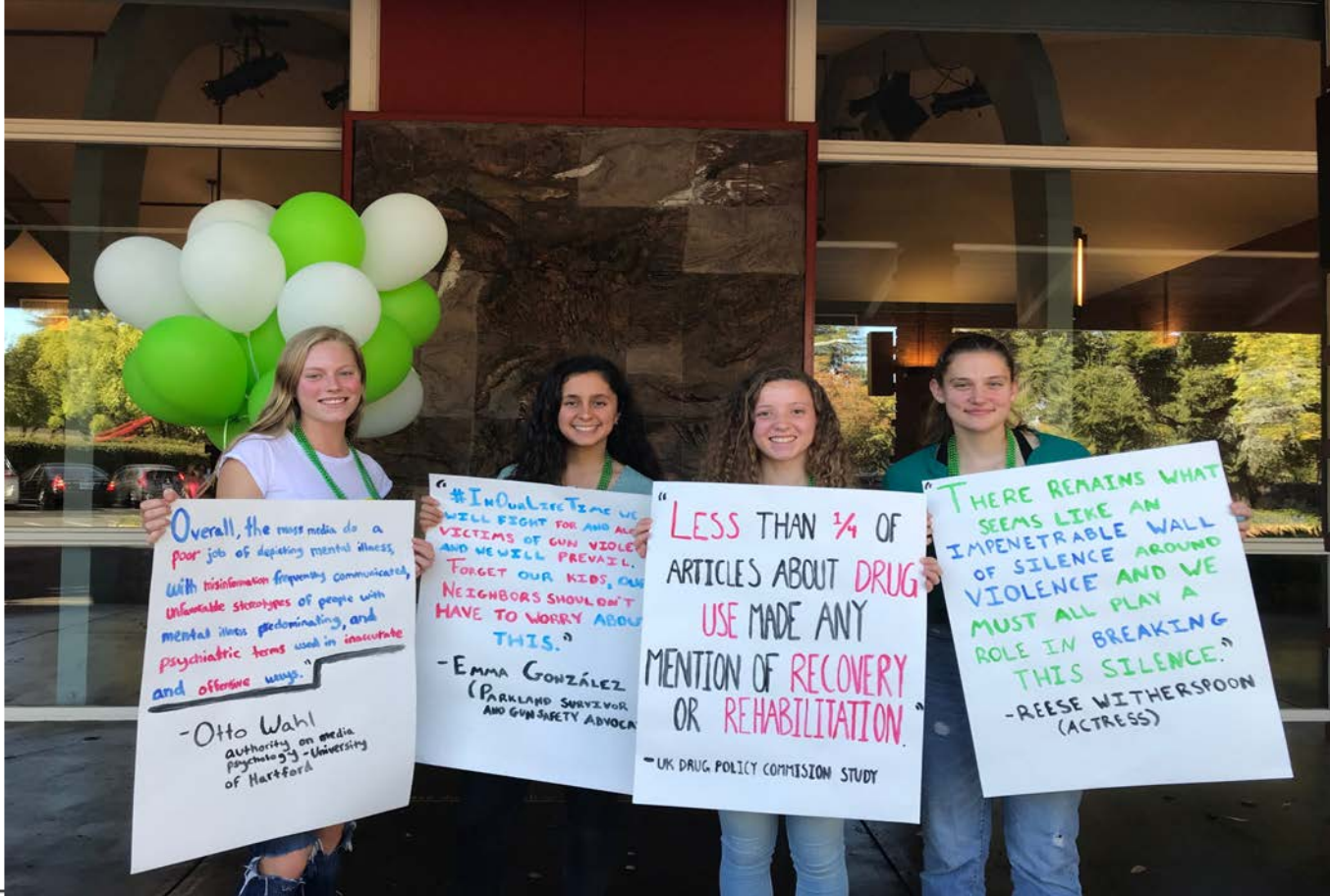


Mindful Media Conference

addressing misrepresentation

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bring change to mind
let's talk mental health

Misrepresentation of Mental Health in the Media

Gun Violence Breakout Group

October 6th, 2018



Mindful Media Conference
addressing misrepresentation

THE PROBLEM

- The use of guns and the violence associated with such behavior has been seen to have many problematic impacts on the wellbeing of viewers
- By misusing such objects, viewers begin to misconceive their power and often proceed to behave in a rash manner as well
- This manifests itself through the misdoings on the end of some of the proprietors of mass shootings

DISCUSSION QUESTIONS

- What are some movies/TV shows you've watched where you see the issues of gun violence? How was it portrayed?
- How do you feel the news reports on issues of gun violence?
- What do you believe are the best solutions for how gun violence is misrepresented in the media? How can we make those solutions achievable?

POSSIBLE SOLUTIONS

- Advocate and educate citizens about the harmful power of guns
- Advocate that producers of TV shows/movies or journalism where such violence is represented to reconsider their content they produce
- Do not support TV shows and media that does a poor job of representing guns and gun violence

RESOURCES

EVERYTOWN RESEARCH



TV GUIDE ARTICLE



TEEN VOUGE 13RW ARTICLE



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Body Image/ Oversexualization

- In a 2008 study of print media, 52% of ads with women featured them as sex objects.
- In men's magazines, women were objectified 76% of the time.

(Stankiewicz/Roselli, 2008)

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Impact on Young Girls

“The media sends the message that girls should be pretty, not powerful; noticed, not respected.”

UNICEF USA

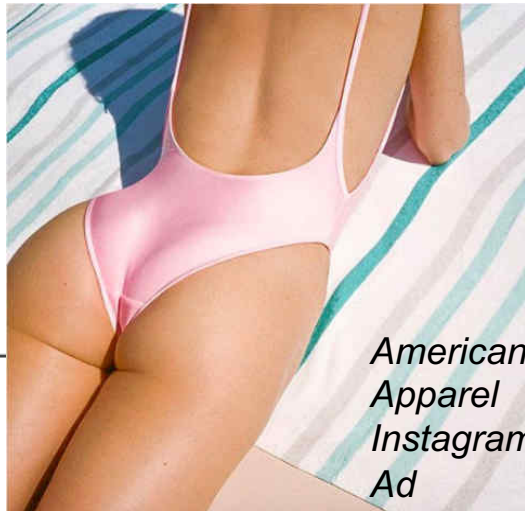
- Only 11% of girls worldwide call themselves beautiful.
- 81% of 10 year old girls in US are afraid of being fat

Dove Self Esteem Project



Objectification

Sexual objectification contributes to harmful stereotypes that normalize & trivialize violence against women and can lead to feelings of shame, depression, appearance anxiety, low self esteem, & eating disorders.



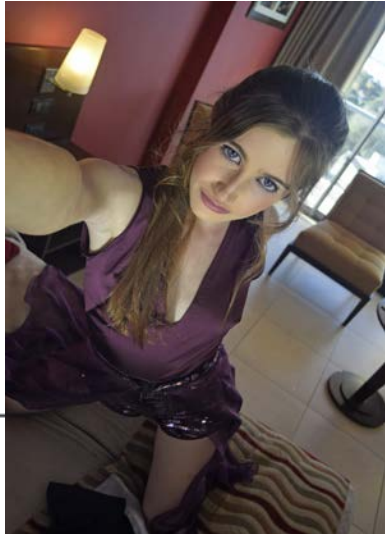
*American
Apparel
Instagram
Ad*



Self-Objectification

The use of mass media increased self objectification among both men and women, regardless of age

(Karsay, Knoll & Matthes, Dec 2017)



One third of young women's Instagram self-images met criteria for self-objectification; adopting a sexually suggestive pose was most common

(Bell, Cassarly & Dunbar, 2018)



1 in 5

Young people have a mental health condition

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5,000

Adolescent deaths by suicide in the US each year

5%

Of those deaths are influenced by contagion

250

Lives could be saved each year if all media outlets were to abide by safe reporting standards





Mental health in movies and television



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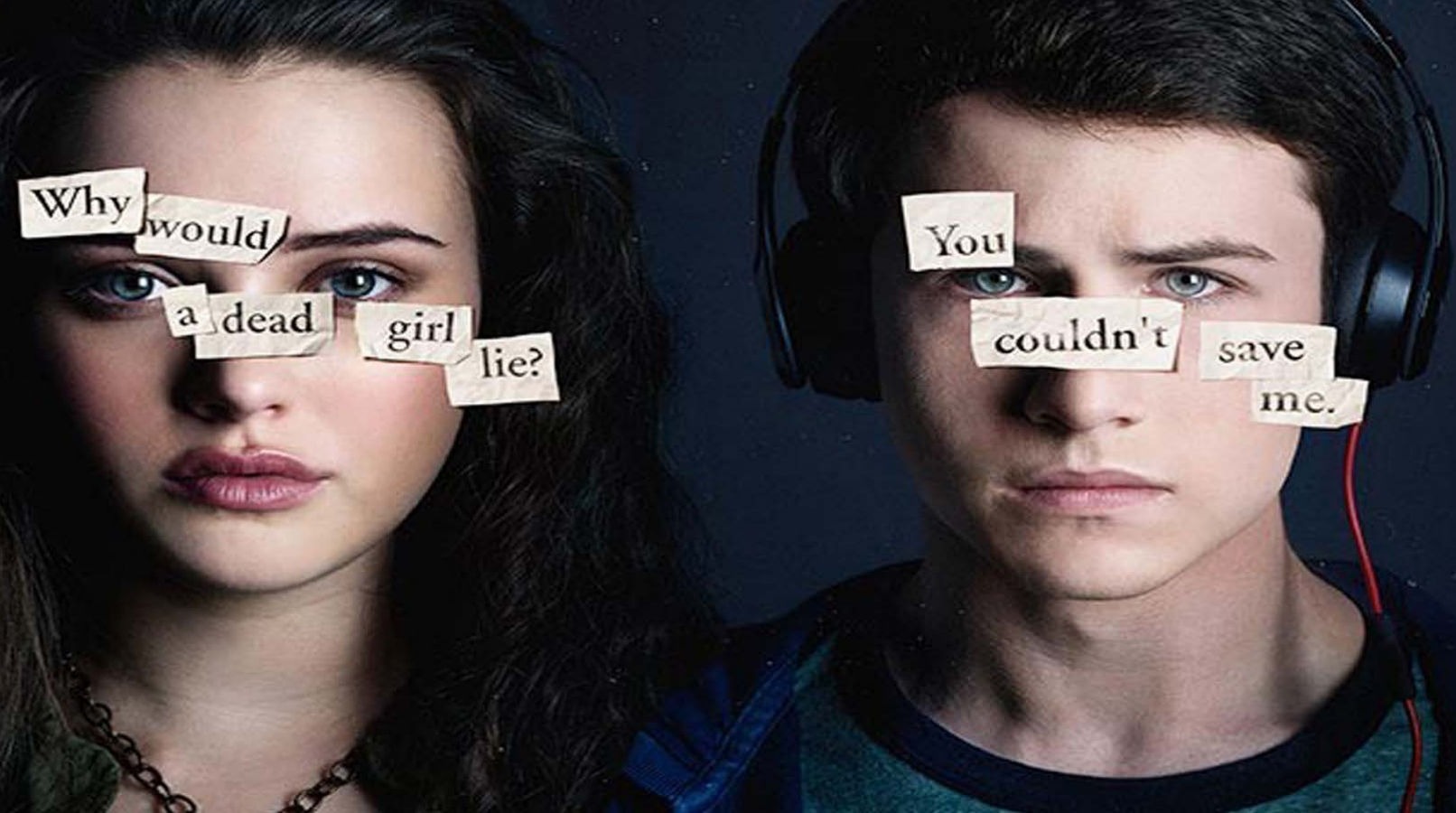


Think before you publish.

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13 Reasons Why



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in the two weeks following the release of
13 Reasons Why, there were

1,500,000

More suicide-related google searches than expected

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Why Are Palo Alto's Kids Killing Themselves?

Diana Kapp | Photo: Justin Maxon | May 22, 2015

A panicked town struggles with a wave of suicides.





The Upshot

Teen Suicide: Diana Kapp on her stor...

 SOUNDCLOUD

  Share



15:06

 3.9K

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KQED NEWS

 forum

LISTEN LIVE

TRENDING

PROGRAMS 

  DONATE




HOST

Michael Krasny

Jan 29, 2015 at 9:00 AM

SHARE



FORUM

Palo Alto's Gunn High School Reels From Teen Suicides



LISTEN

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MEDIA-INFLUENCED SUICIDE CONTAGION

- **The Werther Effect:** the degree of publicity given to a suicide story is directly correlated with the number of subsequent suicides (WHO, 2008)
- **Dose-Response Effect:** as the frequency and prominence of stories increases, so does the suicide rate
- **Suicide Contagion:** a process by which exposure to the suicide or suicidal behavior of one or more persons influences others to attempt or die by suicide

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Increase in suicides the months after the death of Robin Williams in the U.S.

David S. Fink , February 7, 2018




ABSTRACT

....Time-series models indicated that we would expect 16,849 suicides from August to December 2014; however, **we observed 18,690 suicides in that period, suggesting an excess of 1,841 cases (9.85% increase)**. Although excess suicides were observed across gender and age groups, males and persons aged 30–44 had the greatest increase in excess suicide events. **This study documents associations between Robin Williams' death and suicide deaths in the population thereafter.**

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Leading suicide prevention
experts have developed
evidence-based guidelines to
help media professionals cover
suicide responsibly.

Find them at:
www.reportingonsuicide.org

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Covering Suicide Responsibly

DON'T

- Offer graphic descriptions of the death
- Say “committed suicide”
- Use big, sensationalistic headlines
- Offer reasons for the death
- Include photos of the location or method

DO

- Focus on the person’s life, rather than death
- Say “die by suicide”
- Stick to the facts and inform the audience
- Offer mental health resources and hope

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THERE'S HOPE...

- **The Papageno Effect:** when suicide is actively prevented by spreading hope, help, and resources through the media
- **Safe Reporting Guidelines:** developed by leading suicide prevention researchers
 - (www.reportingonsuicide.org)

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Avicii Died of Apparent Suicide

"He really struggled with thoughts about meaning, life, happiness," family says. "He wanted to find peace"

Kate Spade killed herself 'after her husband demanded a divorce and moved out' as her sister says she suffered from manic depression for years and was obsessed with Robin Williams' suicide

NEWS

Anthony Bourdain used the belt from his bathrobe to kill himself

By Associated Press

June 9, 2018 | 7:16am | Updated

Opinion

Anthony Bourdain Was the Kind of 'Bad Boy' We Need More Of

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Kate Spade found dead in her NYC home, leaves heartbreaking suicide note telling daughter it's not her fault



By GRAHAM RAYMAN , ROCCO PARASCANDOLA , NOAH GOLDBERG , REUVEN BLAU and RICH SCHAPIRO JUN 05, 2018 | 12:30 PM



Avicii's Suicide Caused by Self-Inflicted Cuts from Glass

AVICII SUICIDE BY BROKEN GLASS ...

NEWS

Anthony Bourdain used the belt from his bathrobe to kill himself

By Associated Press

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Kate Spade killed herself 'after her husband demanded a divorce and moved out' as her sister says she suffered from manic depression for years and was obsessed with Robin Williams' suicide



US & Canada

Kate Spade: Death ruled suicide by medical examiner

Avicii Died of Apparent Suicide

"He really struggled with thoughts about meaning, life, happiness," family says. "He wanted to find peace"

Opinion

Anthony Bourdain Was the Kind of 'Bad Boy' We Need More Of

CNN's Anthony Bourdain dead at 61



By Brian Stelter, CNN
Updated 8:49 PM ET, Fri June 8, 2018



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Tuesday, June 05, 2018

Eponymous bag and fashion designer Kate Spade was found hanging by a scarf in her New York City home Tuesday... But according to her sister... Spade suffered from debilitating mental illness and that her suicide was "not unexpected".... After multiple attempts to help her sister, Saffo said she finally "let go," adding, "sometimes you simply cannot SAVE people from themselves!"



How Did They Do?

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Social Media – Healthy or Harmful?



A source of amazing convenience, connection & information yet....unprecedented, rapid, unregulated innovation has created a host of thorny issues for youth:

Privacy, Tech Addiction, Uninformed Consent, Platform Manipulation, Targeted Advertising, Sexting, Online Predators, Body Image, Opportunity Costs, Fake News, Digitally Altered Photos, Hate Speech, and many more...



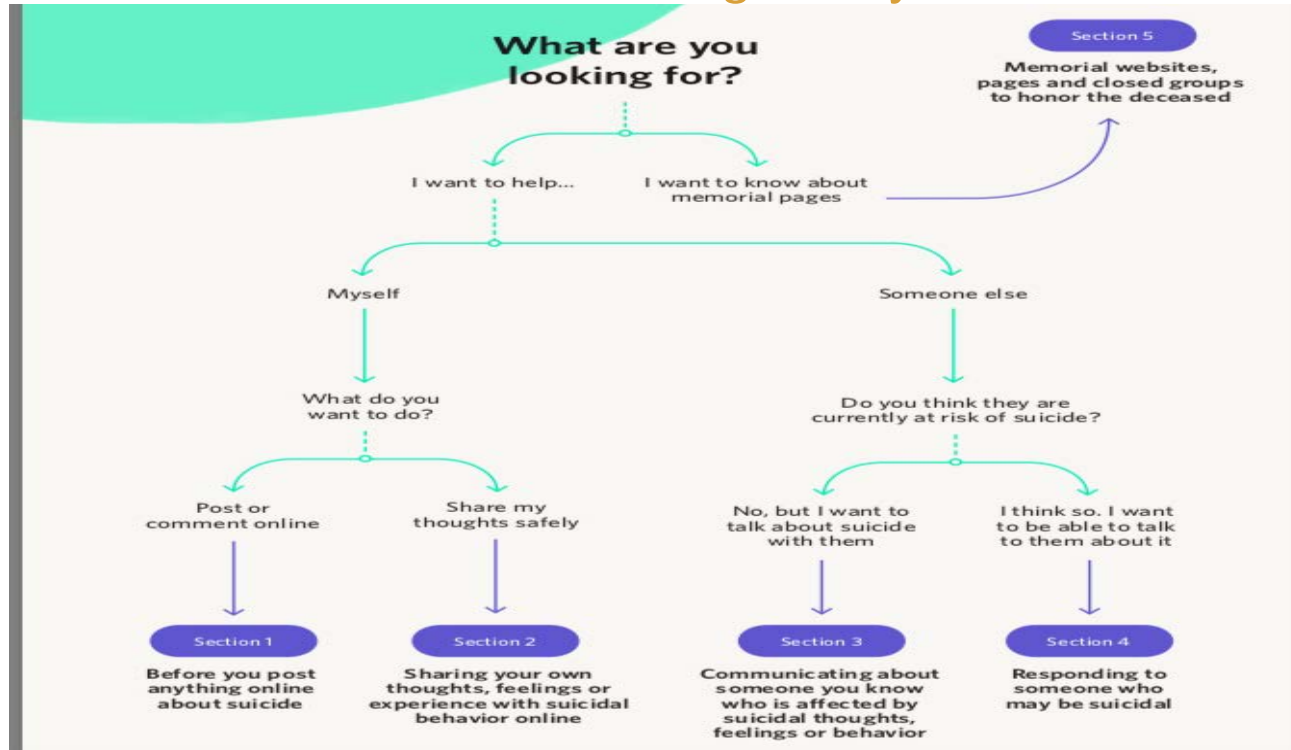
A Megaphone for Unsafe, Triggering Images & Content

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#chatsafe guidelines – just released in US

A Young Person's Guide for Communicating Safely Online about Suicide



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Whose Responsibility is It?

Should journalists be expected to follow safe reporting guidelines?

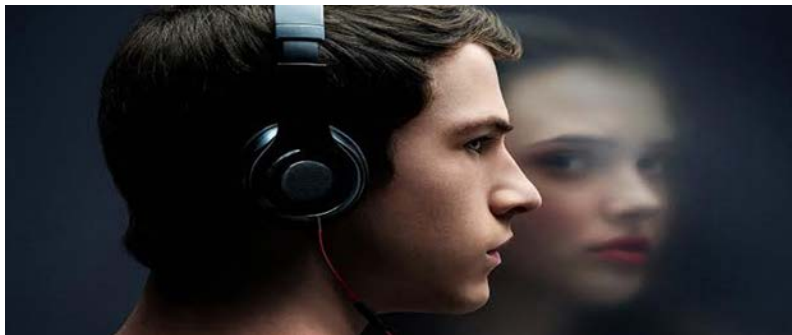
What about entertainment media?

What about social media/technology companies?

What about us – media consumers?

Netflix CEO Responds to ‘13 Reasons Why’ Controversy: Don’t Like It? Don’t Watch It

Variety June 7, 2018



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takeaways.

1. **Suicide is the 2nd leading cause of death for adolescents.** 1 in 5 young people struggles with a mental health condition, which may make them more vulnerable to media influences.
1. Decades worth of research has shown that **irresponsible portrayals** of mental illness and suicide lead to an **increase in suicide rates.**
1. Conversely, stories that send **messages of hope** have been shown to **decrease suicide rates.**



SPEAK UP!

Utilize responsible reporting
guidelines to start productive
conversations about mental health
in your community

Have a story? Send it to us and
we'll publish it on our blog!

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Where do Stanford students go if they've attempted suicide?

Between one and three students are admitted to Stanford Hospital's high-security Inpatient Psychiatric Ward each week

[New messages](#)**Claire Wang**to [Youth United for Responsible...](#)

April 10, 10:23 PM

Hello Youth United Team,

Thank you very much for reaching out with these concerns. The article has been updated to remove the description of self-harm methods utilized by a student in the story. You mention that there are other aspects of the story with which you take issue -- Gillian and I would be happy to discuss these matters with you over email or phone.

Thanks again,
Claire

Claire Wang
Editor in Chief and President
The Stanford Daily

What Can We Do?

Media Training & Partnerships

- Media & Youth Suicide: Best Practices for Reporting and Storytelling:
 - *#ChatSafe Guidelines*
 - *Conference Held April 2018*
 - *Convening National Vanguard Group of Suicide Prevention Orgs & Media Partners*
- Center for Scholars & Storytellers
 - *Summit April 2019*
 - *Collaborations & Upcoming Blog Posts*
- **Innovation and Advocacy**
 - Center for Humane Technology, Hack Mental Health, All Tech Is Human
 - 4 Every Girl Campaign/Parents Television Council, Geena Davis Institute on Gender and Media/Miss Representation

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Thank You!

Contact

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[@allcoveyouth](https://twitter.com/allcoveyouth)