



Media Suicide Guidelines at a Glance

Courtesy of Macomb County Suicide Prevention Coalition

586.307.9100 (24/7)

Suicide is a serious - but preventable - health problem in our community.

As a member of the media, you play an important role in educating the community on suicide prevention. Accurate, balanced, and responsible coverage of suicide minimizes the risk of contagion, reduces stigma, and connects the community to valuable local resources.

Please find attached some helpful media reporting guidelines to use as a reference.

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- Take opportunity to educate public about suicide; provide information on where to get help
- Avoid explicit details regarding methodology and location of a completed or attempted suicide
- Exercise caution in publishing photos, suicide notes, or video footage
- Show due consideration for those bereaved by suicide
- Include sidebar information regarding local resources, prevention information and hotline numbers

- Minimize language that sensationalizes, normalizes, or presents suicide as a solution
- Prevent possible suicide contagion by taking added care in reporting celebrity suicides
- Demonstrate appropriate placement of stories and avoid repetitive, excessive coverage
- Consider overall word usage carefully, particularly in headlines. Avoid use of terms “jumper” “successful suicide” or “committed”
- Use the term “completed suicide” rather than above terms

If you are a breaking news reporter on deadline and in need of comments, quotes, or perspective please contact:

- **Jean Larch:** A crisis intervention specialist at Macomb County Crisis Center and author of *“Dying to be Free: A Healing Guide for Families after Suicide”* 586-307-9100
- **Gary Burnett:** Director of Macomb County Crisis Center: President of Macomb County Suicide Prevention Coalition Task Force 586-307-9100



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Suggested Sidebar Example:

If you are in crisis and need of
immediate help, please call:

Macomb County Crisis Center:

586-307-9100 (24/7)

or

1-800-273-TALK (8255)

Information on suicide prevention and
survivors can be found at the following:

American Association of Suicidology

www.suicidology.org

Know Resolve

www.knowresolve.org

Survivors of Suicide Program

586-307-9100

