Suicide Prevention Australia (SPA) requests that all Conference delegates and presenters adhere to the Mindframe guidelines outlined below, which underpin a Duty of Care for all participants throughout the Conference.

Mindframe is a national initiative from SPA Member Everymind.

1. Be mindful of language

It is important to consider the language we all use at the Conference – whether presenting, asking questions or just in casual conversation at the coffee cart – because we know that those vulnerable to suicide, or bereaved by suicide, can be particularly impacted by language. Please consider the below:

Issue ?	Problematic ✗	Preferred ✓
Language that presents suicide as a desired outcome[51]	'successful suicide', 'unsuccessful suicide'	'took their own life', 'ended their own life', 'died by suicide'
Phrases that associate suicide with 'crime' or 'sin'[52]	'committed suicide', 'commit suicide'	'died by suicide', 'took their own life'
Language that glamourises a suicide attempt[53]	'failed suicide', 'suicide bid'	'made an attempt on his life', 'suicide attempt', 'non-fatal attempt'
Phrases that sensationalise suicide[54]	'suicide epidemic'	'higher rates', 'increasing rates', 'concerning rates'
Gratuitous use of the term 'suicide' out of context	'suicide mission', 'political suicide', 'suicide pass' (in sport)	refrain from using the term suicide out of context

2. Avoid description and method

It is important to ensure that – unless absolutely unavoidable for the purpose of conveying a specific message during a Conference presentation – we avoid discussing explicit details of *how* or *where* someone ended their life, as studies have shown a link in 'copycat' behaviours. Please consider the following:

Patron: His Excellency General the Honourable Sir Peter Cosgrove AK MC (Retd)

P: 02 9262 1130 | E: admin@suicidepreventionaust.org | W: www.suicidepreventionaust.org
GPO Box 219 Sydney NSW 2001 | ABN: 64 461 352 676 | ACN: 164 450 882

Issue ❓		Options to Consider ❓
Reporting explicit detail about method has been linked to increases in both use of that method and overall suicide rates.[45]	➜	If it is important to mention the method, discuss in general terms only, *e.g. use 'cocktail of drugs' instead of detailing the type and quantity of medications taken.*
Reporting uncommon or new methods of suicide can lead to imitation as well as a lasting impact on rates.[46]	➜	Remove specific details about new or unusual methods of suicide and references to ways further information can be obtained about these methods, *e.g. online.*
Describing locations of suicide may promote these to vulnerable people and increase the frequency of attempts at these sites.[47]	➜	If it is important to refer to a location, describe this in general terms only, *e.g. use 'at a nearby park' instead of detailing the exact location.* In advocacy stories (e.g. around safety at a specific site) limit the number of times the location is described in detail or mentioned in each report.
Images or footage that depicts the method or location of a suicide can lead to imitation by vulnerable people.[48]	➜	Avoid the use of detailed or dramatic photographs or footage, *e.g. images of people standing on ledges or of implements used in a suicide attempt.*

To support Conference attendees in their wellbeing and self-care, there will be a Quiet Room and a Counselling Room at the National Suicide Prevention Conference, with trained counsellors on site at all times. These counsellors will be easily identifiable at all times, as they will be wearing different coloured Conference lanyards. This will be made clear to each delegate upon registration.

Please also be aware of the crisis support services available:

- **Lifeline Australia** - Phone **13 11 14** or online [Crisis Support Chat](#)

- **Suicide Call Back Service** - Phone **1300 659 467** or [online counselling](#)

- **Kids Helpline** - Phone **1800 551 800** or [WebChat counselling](#)

- **MensLine Australia** - Phone **1300 789 978** or [online counselling](#)

- **Open Arms** - support for current and ex-serving ADF personnel and their families. Phone **1800 011 046** or visit [website](#)

- **Qlife** - supporting LGBTI Australians to have a conversation about their health and wellbeing. Phone **1800 184 527** or visit [website](#)