

Guidance following a death by suicide

- Organisations/ individuals need to consider whether they wish to speak to the media.
- What it is hoped will be achieved if you or your organisation wishes to speak to the press?
- When speaking to the media is it possible for you to encourage help seeking, encourage those who are in distress to seek help, encourage people to look out for each other?



Things to remember when speaking publicly about a suicide

- Leave out details about the method of suicide
- Language matters
- Encourage help seeking behaviour. **Lifeline 0808 808 8000** and **Samaritans' helpline 116 123**
- Don't brush over the complex realities of suicide and its impact on those left behind



Things to remember when speaking publicly about a suicide

- Be wary of over-emphasising community expressions of grief
- Convey the permanency of suicide and that suicide is preventable
- Speculation about the 'trigger' for a suicide, even if provided by a close family member, should be avoided.
- Use statistics with caution. Check with PHA or Samaritans, to make sure you have the most recent data



Language matters

Phrases to avoid

Commit suicide (suicide is no longer illegal)

Cry for help

A 'successful' or 'unsuccessful suicide

Suicide victim

Hot spot'

Suicide-prone

Suicide 'tourist'



Language matters

Samaritans recommend:

Phrases to use

A suicide

Take one's own life

Person at risk of suicide

Die by/death by suicide

Suicide attempt



Signpost to services

- Please ask the journalist to include the following in their article it could make a big difference to the reader:

Lifeline 0808 808 8000

Samaritans 116 123



Samaritans:

116 123 - this number of FREE to call

jo@Samaritans.org

samaritans.org

Lifeline:

