

Suicide Prevention Action Plan for Media

Media has the power to change how we think and talk about suicide and mental health and well-being. The media can also lessen the harms and prevent future risk by promoting help seeking and following responsible reporting guidelines when communicating information on recent suicide to the public. It is important for media partners to develop and implement policies to ensure safe and responsible reporting on suicide and other related behaviors. Below are some opportunities for action as well as resources to learn more.

Sign up for the [Suicide Prevention Newsletter \(public.govdelivery.com/accounts/MNMDH/subscriber/new?topic_id=MNMDH_271\)](https://public.govdelivery.com/accounts/MNMDH/subscriber/new?topic_id=MNMDH_271). For additional support or guidance, complete the [Suicide Prevention TA form \(redcap.health.state.mn.us/redcap/surveys/?s=8RT4XKK7HH7EE3RN\)](https://redcap.health.state.mn.us/redcap/surveys/?s=8RT4XKK7HH7EE3RN).

Opportunities for action



Safely share mental health stories.

- [Mental Health Media Guide \(mentalhealthmediaguide.com\)](https://mentalhealthmediaguide.com): A guide developed by a coalition of mental health experts and entertainment industry leaders.
- [National Center on Disability and Journalism \(ncdj.org/resources\)](https://ncdj.org/resources): Resources developed to guide and provide recommendations for commonly used disability words and phrases.



When publicly communicating about suicide, it's important to:

- Include stories of hope, help, and healing.
- Emphasize that this is a public health issue, and the public has a role in being there for others who are struggling or in crisis.
- [Framework for Successful Messaging \(suicidepreventionmessaging.org\)](https://suicidepreventionmessaging.org): The framework is a research-based resource that outlines four critical issues to consider when messaging to the public about suicide.
- [Recommendations for Reporting on Suicide \(reportingonsuicide.org\)](https://reportingonsuicide.org): Resources developed by experts in suicide prevention to prevent suicide contagion.



Include information on suicide risk and protective factors and warning signs for suicide.

- [Centers for Disease Control and Prevention Risk and Protective Factors \(cdc.gov/suicide/factors\)](https://cdc.gov/suicide/factors): Information regarding the Risk and Protective Factors that are associated with suicide.



Promote local and statewide resources available to support individuals.

- [211 \(211unitedway.org\)](https://211unitedway.org): An easy-to-remember, three-digit number those families and individuals in Minnesota can call to obtain free and confidential information on health and human services.

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- **988 Suicide & Crisis Lifeline** (988lifeline.org): The Lifeline provides 24/7, free and confidential support for people in distress, prevention, and crisis resources.
- **State Mobile Crisis Services** (mn.gov/dhs/people-we-serve/people-with-disabilities/health-care/childrens-mental-health/resources/crisis-contacts.jsp): Crisis services are available within each county 24 hours a day, 7 days a week. County crisis teams are available for phone support as well as face-to-face crisis help.

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To obtain this information in a different format, call: 651-201-5400.