As a member of the media and our greater Utah community, you have a critical role in preventing suicide deaths. The stories and messages you share impact those affected by and considering suicide. We seek your partnership to save lives and reduce suffering while informing the public in a safe way.

WHY SAFE REPORTING MATTERS

More than 50 worldwide studies have found that the amount, duration and prominence of certain news coverage can increase the likelihood of suicide in vulnerable individuals.

Large headlines, prominent placement and graphic details can glamorize a death and encourage “copycat suicides” or “suicide contagion.”

Balancing suicide coverage with treatment options, stories of recovery and resources for help can change public misconception, correct myths and encourage individuals to seek help.

RESOURCES

Including the following resources can encourage individuals considering suicide to seek help.

- National Suicide Prevention Lifeline
  1-800-273-TALK(8255)
  suicidepreventionlifeline.org

- Trevor Lifeline
  1-866-488-7386
  thetrevorproject.org

- Utah Suicide Prevention Coalition
  utahsuicideprevention.org

- SafeUT app

Learn more at reportingonsuicide.org
# REPORTING TO PREVENT SUICIDE

## RECOMMENDATIONS

<table>
<thead>
<tr>
<th>Instead of this:</th>
<th>Please do/say:</th>
<th>Why:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Committed suicide</td>
<td>Died by suicide</td>
<td>Reduces judgement and stigma by challenging the association between suicide and crime</td>
</tr>
<tr>
<td>Successful/unsuccessful suicide</td>
<td>Suicide attempt</td>
<td>Prevents associations between success/achievement and suicide</td>
</tr>
<tr>
<td>Citing one reason for a death by suicide</td>
<td>Refrain from giving a cause or note complexity</td>
<td>Communicates the complexity behind suicide, which helps prevent contagion</td>
</tr>
<tr>
<td>Reporting suicide similar to crime stories</td>
<td>Report as a public health issue</td>
<td>Suggests mental illness and thoughts of suicide are treatable, not a crime</td>
</tr>
<tr>
<td>Quoting police or first responders on causes</td>
<td>Seek advice from experts</td>
<td>Prevents harmful speculation of an individual’s situation</td>
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</tbody>
</table>

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