

Media, Safe Messaging and Suicide Prevention

LENGTH: 3 hours

AUDIENCE: Anyone working in suicide prevention and/or the media around safe reporting on suicide, journalists, editors, journalism teachers.

LOCATION: Your community

WANT TO KNOW MORE?

Contact **The Connect Program**, NAMI NH at 603.225.5359 or via email at info@TheConnectProgram.org.

Specialized and customized trainings, consultations, train-the-trainer services and conference presentations on suicide prevention and postvention are available.

**It takes
a
community
to prevent
suicide.**



**Training Professionals & Communities in
Suicide Prevention & Response**

MEDIA, SAFE MESSAGING AND SUICIDE PREVENTION

Research demonstrates that how media report on suicide may contribute to increased risk of suicide contagion. The National Suicide Prevention Strategy speaks directly to this critical suicide prevention issue and calls for “improving the reporting and portrayal of suicide; in the entertainment and news media.” Yet despite the importance of this national strategy goal, many local suicide prevention programs avoid dealing with media reporting.

This workshop will provide information and practical approaches for promoting safe messaging and responsible reporting. Using PowerPoint lecture and samples of new media, the workshop will give positive and negative examples of how traditional and new media portray suicide and suicide incidents. Participation and dialogue with the audience will be encouraged to identify strategies for working with and engaging journalists and editors, promoting digital citizenship and responsible reporting/safe messaging and for disseminating recommendations for media and safe messaging.

WHAT PARTICIPANTS WILL GET FROM THE TRAINING:

- An understanding of the importance of safe messaging in suicide prevention
- Knowledge about suicide contagion and its connection to media and safe messaging
- Familiarity with national best practices for safe messaging and responsible media coverage of suicide
- A review examples of positive and negative media coverage of suicide incidents
- Awareness of how culture impacts media coverage
- Understanding of journalist and media culture and resources to engage media
- Strategies for encouraging responsible reporting and safe messaging utilizing new and traditional media sources
- Awareness and understanding of the impact new media is having on suicide prevention, intervention and postvention efforts and methods for utilizing new media in suicide prevention efforts



NAMI New Hampshire

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