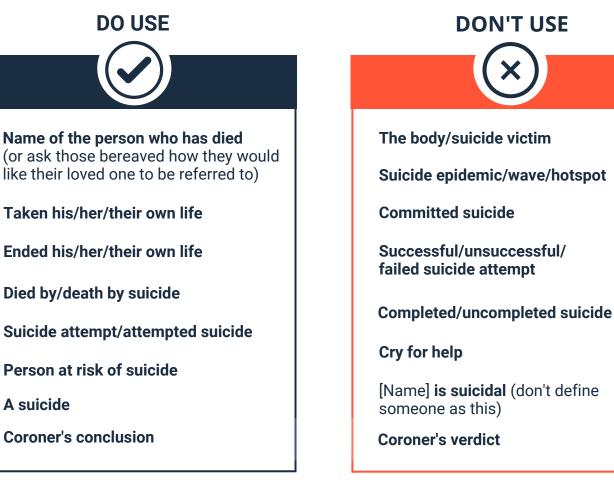
## SUICIDE PREVENTION

## LANGUAGE AND TERMINOLOGY

Language matters when we are talking or writing about suicide. Inappropriate or careless use of language can sensationalise, depersonalise or glorify a death. It can also cause distress to those bereaved by suicide. Always avoid language that criminalises suicide and consider the sensitivities of your audience.



## Other terms explained

**Multiple suicides:** Often used to describe a situation where more than one suicide occurs in a close time frame and geographical proximity. This does not always amount to a cluster | **Suicide cluster:** Describes a situation where more suicides occur than expected in terms of time, place or both | **Contagion:** Suicide clusters can result from 'contagion', whereby one person's suicide influences another person to engage in suicidal behaviour or increases their risk of suicidal ideation and attempts | **Suspected suicide:** Where a death is suspected to be by suicide but the cause of death has not yet been confirmed by a coroner



## Media guidance

Suicide Reporting Toolkit suicidereportingtoolkit.com

Samaritans Media Reporting GuidelinesDorset Open Dosamaritans.org/about-samaritans/media-guidelines01305 361 361

For support in dealing with the media in relation to a suicide or suspected suicide, contact the Public Health Dorset comms team: **phdcomms@dorsetcouncil.gov.uk** 



These local and national organisations can help people affected by suicide:

**Dorset Open Door:** Support for people bereaved by suicide: 01305 361 361

**Cruse Bereavement Support:** Support for all types of bereavement: 0808 808 1677

Samaritans 24/7 helpline: 116 123 Connection 24/7 NHS mental health helpline: 0800 652 0190

Credits: Dr Ann Luce, Associate Professor in Journalism and Communication, Bournemouth University and Samaritans (samaritans.org)