Risk of additional suicides increases when the story explicitly describes the suicide method, uses dramatic or graphic headlines or images, and repeated or extensive coverage sensationalizes a death. Covering suicide carefully, even briefly, can change public misperceptions and correct myths, which can encourage those who are vulnerable or at risk to seek help.

**WHEN REPORTING ON SUICIDE, DO:**
- Include the Access & Crisis Line number (888) 724-7240 and www.Up2SD.org in all reports on suicide as local resources
- Use your story to inform readers about the risk factors and warning signs of suicide, and on available resources to encourage help-seeking (see below and reverse)
- Seek advice and quotes from suicide prevention experts
- Report on suicide as a public health issue
- Offer hope—consider stories of those who overcame a suicidal crisis and resources for help

**WHEN REPORTING ON SUICIDE, AVOID:**
- Sensationalizing headlines, prominent placement
- Including photos or videos of the location or method of death, grieving family, friends, memorials or funerals
- Describing suicide as inexplicable or without warning, or reporting that death by suicide was preceded by a single event, such as recent job loss, divorce or bad grades
- Interviewing first responders or police about the causes of suicide
- Describing suicides as an “epidemic” or using other strong terms

**INFORMATION AND INTERVIEWS**
Guidelines for media when reporting: www.ReportingOnSuicide.org

Local suicide prevention experts and interviews: San Diego County Suicide Prevention Council www.SPCSanDiego.org

Local suicide prevention action plan: www.Up2SD.org (Listed under “Resources”)

**INCLUDE THESE PREVENTION RESOURCES IN ALL SUICIDE-RELATED MEDIA**
Access & Crisis Line: (888) 724-7240
It’s Up to Us, San Diego: www.Up2SD.org
WHAT TO DO

If someone you know exhibits warning signs of suicide:

- Do not leave the person alone
- Remove any firearms, drugs, alcohol, or sharp objects that could be used in an attempt
- For life threatening emergencies or immediate response, call 9-1-1
- For urgent and all other concerns, contact the Access & Crisis Line at (888) 724-7240

GET THE FACTS

- 90% of all people who die by suicide have a diagnosable mental illness at the time of their death and 60% of all people who die by suicide suffer from major depression—the most treatable of mental illnesses.
- Suicide is a serious public health concern that does not discriminate between socio-economic class, age, gender, culture or ethnicity. It is one of the most disruptive and tragic events a family and a community can experience.
- Suicide can be prevented! Public awareness of warning signs, risk factors, available resources and actions to take are essential to saving lives.
- Help is available. San Diego has many mental health and suicide prevention resources, and effective treatment options. Recovery is possible.

The more of these signs a person shows, the greater the risk. Warning signs and risk factors are associated with suicide but may not be what causes a suicide.

Provided on behalf of the San Diego County Suicide Prevention Council.