

Suicide Prevention Task Force Media Guide for Members

Purpose:

Guidelines for presenting information to the media on behalf of the Tulare County Suicide Prevention Task Force (SPTF)

Objectives:

Any media submissions shall be designed to:

- Explain the work and mission of the SPTF.
- Promote understanding and awareness of issues related to suicide prevention and mental health.
- Publicize best practices and inform the public about services, training, events and communication that advance the work of the SPTF.
- Raise awareness about the issue of suicide prevention in our community and educate the public and media regarding appropriate response to reports of suicide.

Practices:

- Communication must reflect the mission and goals of the SPTF.
- Any material submitted must be approved by the Executive Committee in advance.
- Submissions will also be vetted by the Tulare County Media Liaison.

Guidelines:

- Submissions should avoid technical or clinical language.
- Cited data must be attributed according to standard professional practices.
- All submissions should include references to the Suicide and Crisis Lifeline 988 and any local resources available.

Submissions will not:

- Endorse political positions or candidates.
- Engage in or cooperate with media reports that are inconsistent with the mission of the SPTF.
- Cite statistics that are not accurate.