

Suicide Prevention Task Force Media Guide

Some guidelines for presenting information to the media on behalf of the Kings/Tulare Suicide Prevention Task Force:

Objectives:

Expressions in the media of the Suicide Prevention Task Force will 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 task force.
- Raise awareness about the issue of suicide prevention in our communities and educate the public and media regarding appropriate response to reports of suicide.

Practices:

Communication must reflect the mission and goals of the Suicide Prevention Task Force.

SPTF members will not submit material to the media under the auspices of the SPTF without approval of the task force.

Submissions to media must be approved by the Executive Committee in advance.

Submissions will be vetted by the Communications Committee in advance of publication.

Guidelines:

- Submissions will be brief, not more than 500 words.
- They will avoid technical or clinical language.
- Authors will be identified and be available for questions and feedback, at their discretion, with the understanding that responses will be personal to the author and not necessarily those of the task force.
- Cited data must be attributed according to standard professional practices.
- All submissions ought to include references to the National Suicide Prevention Hotline and any local services when appropriate.

Strictures:

Submission will not:

- Endorse political positions or candidates.
- Recommend or approve treatment plans, medications, therapy, clinicians, philosophies, institutions, or any other element that might be construed as an endorsement by this committee.
- Engage in or cooperate with media reports that are inconsistent with the mission of the task force.
- Cite statistics that have not been reported widely in professional publication.