



Mindframe: Quick reference guide for inclusion of content warnings and advice

This guide has been created to provide information about the inclusion of content warnings or advice when reporting on or portraying issues related to suicide.

The current evidence about the use of content warnings is mixed, with limited specific evidence about the impact of content warnings in the context of suicide.

Everymind's national research survey (2024) found that people with a lived experience of suicide believe content warnings should be included in media and public communication about suicide.

With direct evidence still emerging, the *Mindframe* recommendation is to provide content advice when communicating about or portraying suicide.

Content advice does not prevent harm from occurring. Rather, it can provide people with enough detail to make an informed decision about whether to watch, read or listen to suicide-related content or not.

Content advice does not replace following best practice guidance for communicating about suicide.

"Can you imagine losing your child to suicide then finally getting the strength to go and see a movie only to be confronted with a graphic depiction of the method they chose to end their lives with?"

It is beyond crushing.

For me, it is not about censoring artist freedom, but understanding that it is something we must carry for the rest of our lives.

Let us decide if we want to be retraumatized or not."

Jon, Lived Experience Advisor

For more detail on communicating about suicide, including the full suite of *Mindframe* guidelines, and other supporting resources, visit: mindframe.org.au

Key guidance when including a content warning or advice:

- Content advice doesn't need to be complicated or make assumptions about how people will react or feel. A short and straightforward description of the content is enough.
- The terms 'content warning' or 'content advice' are preferred over the term 'trigger warning', particularly in the context of suicide where this may imply a suicide method.
- Situations in which you may particularly want to consider content advice include:
 - Where content contains details or depiction of suicide method or location (note: best practice guidance is to avoid including this).
 - Where the content primarily deals with other topics and suicide content may not be expected.
- Include content advice up front, so that the audience has a choice before consuming the content. It may appear or be included:
 - In the title of a story or report
 - In a verbal introduction to a live audience
 - Included at the start of a podcast episode or presentation
 - As a sentence at the top of a written piece.
 - Posted where people purchase tickets for a talk or performance.
- You may consider adding sources of support, should someone feel distressed by content or choose not to engage.
- It is also recommended to include help-seeking information as part of any content that deals with suicide.

Examples

Content advice: This article includes discussion of suicide.

This week's episode is a conversation with [Joe Smith], and he'll be sharing his story of surviving a suicidal crisis. We encourage listeners to come back to this important episode another time if they feel this conversation may impact them negatively today.

Content warning: This play contains depictions of suicide. Viewers are advised that this death will occur offstage but simulated sounds may be heard during the performance.

This section of the workshop includes discussion of suicide. Please notify the instructor if you wish to sit out or need support.

