

Mindframe recommends thoughtful use of language

Use terms that reflect and empower individual experiences, are adapted to individual preferences or audience and are not sensationalised.

Preferred

Non-judgmental language that is associated with suicide or self-harm

- ✓ E.g. Died by suicide; took their own life; attempted suicide; person who self-harms; lived experience of self-harm

Factual language that accurately informs

- ✓ E.g. Increased rates or higher rates of suicide; address concern in the community

Person-first language that reflects people's experiences

- ✓ E.g. Living with; has a diagnosis of a mental illness; person who uses drugs; person with a dependence on alcohol

Correct terminology relating to treatment and support services

- ✓ E.g. Antidepressants; psychiatrists; psychologists; support service

Problematic

Stigmatising language associated with suicide or self-harm

- ✗ E.g. Committed suicide; successful/completed suicide; self-harmer

Sensationalised language that is inaccurate, alarming or creates a sense of hopelessness

- ✗ E.g. Skyrocketing rates; epidemic; fight or combat drugs; war on drugs

Describing a person by a diagnosis or stigmatising language

- ✗ E.g. Schizophrenic; psych patient; addict; lunatic; psycho; junkie; crackhead; alcoholic; a drunk

Stigmatising language relating to treatment and support services

- ✗ E.g. Happy pills; shrinks; psych ward; nuthouse