

**CENTRE FOR MENTAL HEALTH**

# Seminar

The University of Melbourne



MELBOURNE SCHOOL OF  
**POPULATION  
& GLOBAL  
HEALTH**

## **Working with UK media to encourage informed and safe coverage of suicide and self-harm**

**Presenter: Lorna Fraser**

**Thursday 27th February 2.30pm-3.30pm**

**Seminar Room 515, Level 5**

**207 Bouverie Street, Carlton**



Lorna Fraser heads up Samaritans' Media Advisory Service. Her team works closely with all mainstream media in the UK, providing expert advice on handling the topic of suicide and self-harm across news, documentary, film, drama, music and literature.

Samaritans' guidance in this area is based on the global research evidence base into reporting of suicide.

The driving force for this area of the charity's suicide prevention work is to raise awareness of the risks associated with covering the topic of suicide, to improve standards and support safe and informed coverage of this sensitive issue. This work is based on Samaritans' [\*Media Guidelines for Reporting Suicide\*](#).

The media has a huge opportunity to support international suicide prevention efforts - research shows that responsible coverage of suicide can raise vital awareness and encourage people to reach out for help, which can be a lifeline for many. This is the type of media coverage Samaritans encourages.

Lorna brings to this work both her long-standing media professional background, covering in-house PR and campaigning, and her clinical experience as a psychodynamic therapist.

These seminars are free. Visitors are welcome to attend.  
For more information contact the Centre for Mental Health +61 3 8344 0908