

STRIVING FOR ZERO EXCELLENCE AWARDS

STRIVING FOR ZERO

Preventing Suicides through an Innovative Safe Reporting Tool for Media

County of Santa Clara Behavioral Health Services Department

Research has shown that media coverage of suicide can be a contributing factor to suicidal behavior. To understand compliance with national safe reporting guidelines and to focus its limited resources in targeted work with the media, the County of Santa Clara Suicide Prevention Program pioneered the Tool for Evaluating Media Portrayals of Suicide (TEMPOS). TEMPOS is the first tool that allows media professionals, public health officials, researchers, and suicide prevention experts to score and compare how well news media articles and publications follow safe messaging guidelines. The Suicide Prevention Program applied TEMPOS to a large dataset of suicide-related news articles from June 2018 (when two public figures, Anthony Bourdain and Kate Spade, died by suicide in the same month), to provide baseline data for the Program's safe messaging efforts. At the end of 2023, the Program completed a follow-up evaluation using TEMPOS. The results are helping the Program to monitor and improve upon its safe messaging programming. TEMPOS has its own dedicated web page and is featured as a resource on <u>www.ReportingOnSuicide.org.</u> The tool is also a focal point of webinars developed by Michigan Department of Health and Human Services, Stanford University's Media & Mental Health Initiative, and the County of Santa Clara Suicide Prevention Program, and has been shared with the US House Committee on Energy and Commerce.

An Academic-Community Partnership: the TEMPOS Development Team

TEMPOS

reporting

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Why is TEMPOS an important tool for media professionals?





TEMPOS EMINOS is the first tool that allows media professionals, public health officials, ers, and suicide prevention experts ce to the recommended ines with a user-fri standardized rating scale. The scale can be

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View Guide



(This article belongs to the Special Issue Novel Approaches to Suicide Prevention



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Abstract Resarch suggests that media adherence to suicide reporting recommendations in the aftermath of a highly publicad suicide event can help reduce the risk of initiative behavior, vet there exists no standardized tool for assessing artherance to these standardizes that the transmission of the second standardized tool for assessing artherance to these standardizes that the transmission of the second standardized tool for media professionals, recoardvers, and available provertion cognitor to assess atherance to the occommendations with a user-filentity, standardized rating state. An interdivipting team of rates constructed operational definitions for three levels or antennes to each or the reporting recommentations and poiloids the saile on a sample of atcides to assess reliability and canty scale definitions. In UNI-VD was then used to evaluate 220 news ancies publicated using a high-risk priori of lowing the subcent activity and the neutral semontarized how data produced by TEMPOS can be used to inform research and public vesith efforts, and inter-taker reliability how adherence varies across contexis, and can be used to guide future efforts to decrease the risk of media-influed subcent rating pro-

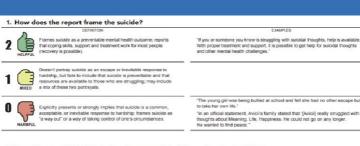
Keywords: suicide; suicide prevention; safe messaging; imitative suicide; suicide contagion; media influenced harm; media reporting; werther effect; papageno effect; program evaluation

1. Introduction

1. Introductions Suicide is one of the leading causes of death worldwide, with over 800.200 people dying by suicide annually, more than nais malaria, or beast causes [1]. Maria representations of suicide can inframe the contagion of suicidal behavior, periodicide policy of the search cause of self-harm and suicide attempt home bean increasing in recent years [2,3], and a growing body of research has established a link between sufficient and the bear increasing in globally reseting both the search cause of suicide attempt home bear increasing in dipublic worldwide increasing link on one of the search cause suicide attempt home them have increasing in globally reseting public health concern, documental in over 150 emprised studies and systematic reviews from anound the world [18,10,11,12]. Newspace soverace of suicide has been found to be significantly associated with in hististic of using (14, 16), increases in suivide relation shared suicide activity them is the end than one have attempt suivine regen have attempt and succulorate bit the outman. Understand and outmit relation of the average of the average of the outman diverted the time the transitivity of line succulorate bit the outman. Understand and the average of the average of the output in outwit them to be succulorate bit the outman. Understand and the average of the average of the output in outwit the output is output to be the output in output to be the succulorate bit the output - output and output end output the average of the output output the output is output to be the succulorate bit the output - output output and output end output output of the average of the output output the the the matching of the output output to be the output output to be the output output of the output output of the output output output of the output output of the output output of the output output output of the output output media stary about suriade [14,16]. Inversases in suriade nates following a highly publicated suriade overt there to be proputrimute to the notrume, duration and promitment of the average [16] and are greater where the majohily of the coverage is sensationalistic or incluees deals about the suriade method [17,18]. For example, in the three months following the highly publicited suriade of American concertain Rohn Williams is 2014, here were 16% none suriades than expected, moreover, the greatest increases were seen in dealth by apphriation 3the method used by Williams; and in mails over 53, suggesting an intrative effect [16]. Despite these findings, media can also day an important role in suriade prevention [18,20]. When media cuttles minimis the inclusion of earth linds of harmful information (as), information about how the suriade somplicate), the role of indication decampacity suriade prevention [18,20]. When media cuttles minimis the inclusion of earth linds of harmful information (as), information about how the suriade somplicate), the role of indicative biobair decreases [18,20]. For example, a sampaigney subde prevention expect in Ababia to Implement guidelines to repursitive an always subdes in Yernamics the information that in duration that volume of overage and, in um, an 45% recursion in subdes [27]. Hore recent research cennomizates that indication that the content of to average and in um, an 45% recentable automore and discarriade recentings and information habbia.

Volume or ovverage and, in um, an 4-% reduction in suidose (1/1) inder recent reservo demonstrass that head reports that portagy suidole as a preventable outcome and dissemitare resources and information about suido prevention can help decrease suidide rates, a phenomenon known as the Papageno Effect [20,22] In order to help media professionals decrease the risk of imitative suidole and instead promote a Papageno Ffect the Wind Health Characitation unbileted a set of recommendations for ratifiv recoming on suidie [203]. These

mendstions—which draw upon decades of research on suicide contagion and were developed a experts in the fields of suicide prevention, journalism, and public health—are continually



2. Does the report include factual and non-speculative information about suicide? at M.D. is principal director at CDC. She told reporters, We did see younger and older people. Essentially every age group other than

"According to a friend, "Parisi was] an artist who seemed to be having a slow-motion nervous breakdown brought on by the relentess pressures of success and a bruta touring schedule." Headline: "A long-depressed Kate Spade was fixated on Robin Williams' suicide,

- Does not include speculation/non-factual information, but also tails to provide factual information about suicide/mental health may include a mix of these two portrayals.

3. Does the report use appropriate/non-stigmatizing language?

"Anthony Bourdain died by suicide." ppropriate/non-stigmatizing language that is more neutral ats suicide similarly to other causes of death (e.g. "died 2 propriate/stigmatizing language that implies criminality mitted"), judgment, or positive connotations essful attempt"). "Anthony Roundain committed suicide 4. How does the report describe the suicide method and scene? Reports the death as a suicide but keeps information general and "Famed fashion designer Kate Spade was found dead in an appare bees not mention method. pask week." 2 Briefly mentions suicide method (e.g. asphysiation, overdose) but does not include explicit details about the method used or the scene of the death.

TEMPOS





SCAN ME TO VISIT OUR COUNTY **OF SANTA CLARA SUICIDE PREVENTION PROGRAM WEBPAGE!**