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**FOR IMMEDIATE RELEASE**

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**\*\*\*MEDIA ADVISORY\*\*\***  
**MEDIA CAN PLAY POWERFUL ROLE IN EDUCATING  
THE PUBLIC ABOUT SUICIDE PREVENTION**

**Carson City**—As part of National Suicide Prevention Week, September 9-15, Nevada Department of Health and Human Services (DHHS), Office of Suicide Prevention (OSP) Coordinator Misty Vaughan Allen is asking members of the media to review *At-a-Glance: Safe Reporting on Suicide* ([http://dhhs.nv.gov/Suicide/DOCS/Media/at\\_a\\_glance%20media%20guide.pdf](http://dhhs.nv.gov/Suicide/DOCS/Media/at_a_glance%20media%20guide.pdf)), a two-page guide created to help reporters and editors better understand the important role they can play in preventing suicide.

Created by the Suicide Prevention Resource Center—a national organization dedicated to supporting suicide prevention efforts based on “best of science, skills, and practice”—the document states:

*Research indicates that the way suicide is reported in the media can contribute to additional suicides and suicide attempts. Conversely, stories about suicide can inform readers and viewers about the likely causes of suicide, its warning signs, trends in suicide rates, and recent treatment advances.*

Allen added, “The media can help us in our efforts to eliminate the stigma associated with suicide, which can serve to open the door for people contemplating suicide to seek assistance, or for their loved one’s or friends who may not be sure of the signs of suicide or what steps to take to help that person.”

In May 2007, the OSP released the first Nevada Suicide Prevention Plan, a 65-page comprehensive guide and tool that outlines best-practice suicide prevention, intervention, and postvention measures, includes 11 goals and 35 objectives with multiple action steps. The plan can be viewed at <http://dhhs.nv.gov/SuicidePrevention.htm>.

For more information on suicide prevention, including information on learning the signs of suicidal behavior and a Prevention Resource Directory, go to <http://dhhs.nv.gov/SuicidePrevention.htm>. If you or someone you know is in crisis, call the Nevada Suicide Prevention Hotline at 1-877-885-HOPE (4673), or the National Suicide Prevention Lifeline at 1-800-273-TALK (8255).

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