

SANTA CLARA COUNTY - SAMPLE MEDIA STATEMENT

To be provided to local media outlets either upon request or proactively. School personnel were informed by the coroner's office that a ___ year-old student at _____ school has died. The cause of death was suicide. Our thoughts and support go out to [his/her] family and friends at this difficult time.

The school will be hosting a meeting for parents and others in the community at _____ [date/time/location]. Members of the school's Crisis Response Team [or mental health professionals] will be present to provide information about common reactions following a suicide and how adults can help youths cope. They will also provide information about suicide and mental illness in adolescents, including risk factors and warning signs of suicide, and will address attendees' questions and concerns. A meeting announcement has been sent to parents, who can contact school administrators or counselors at _____ [number] or _____ [e-mail address] for more information.

Trained crisis counselors will be available to meet with students and staff starting tomorrow and continuing over the next few weeks as needed.

Suicide Warning Signs

These signs may mean someone is at risk for suicide. Risk is greater if a behavior is new or has recently increased in frequency or intensity, and if it seems related to a painful event, loss, or change.

- Talking about wanting to die or kill oneself
- Looking for ways to kill oneself, such as searching online or buying a gun
- Talking about feeling hopeless or having no reason to live
- Talking about feeling trapped or in unbearable pain
- Talking about being a burden to others
- Increasing the use of alcohol or drugs
- Acting anxious or agitated, or behaving recklessly
- Sleeping too little or too much
- Withdrawing or feeling isolated
- Showing rage or talking about seeking revenge
- Displaying extreme mood swings

National Suicide Prevention Lifeline

1-800-273-TALK (8255)

Santa Clara County Suicide and Crisis Hotline

1-855-278-4204

Adolescent Counseling Services

650-424-0852

www.acs-teens.org

Local Mental Health Resources:

Refer to Appendix B2, Resource List, Toolkit for Mental Health Promotion and Suicide Prevention

Recommendations for Reporting on Suicide

Research has shown that graphic, sensationalized, or romanticized descriptions of suicide deaths in the news media can contribute to suicide contagion ("copycat" suicides), particularly among youth.

ATTACHMENT 3.20

Media are strongly encouraged to refer to the document "Reporting on Suicide: Recommendations for the Media," which is available at <http://www.afsp.org/media> and [http://www.sprc.org/library/at a glance.pdf](http://www.sprc.org/library/at_a_glance.pdf)

Media Contact

Name _____ Title _____

School _____ Phone _____

E-Mail Address _____