

## Guidelines and Terms of Submission

### What is lived Experience?

Lived experience of suicide is defined as: *People who think about suicide, people who have attempted suicide, people who care for someone with suicidal behaviour, people who are bereaved by suicide, and people who are impacted by suicide in some other way, such as a workplace incident* (Fifth National Mental Health and Suicide Prevention Plan, Dept. of Health, 2017).

Lived experience of mental health is defined as: *People with lived experience are people who identify either as someone who is living with (or has lived with) mental illness or someone who is caring for or otherwise supporting (or has cared for or otherwise supported) a person who is living with (or has lived with) mental illness. People with lived experience are sometimes referred to as consumers and carers* (Fifth National Mental Health and Suicide Prevention Plan, Dept. of Health, 2017).

### Why Are We Collecting Stories?

Stories are powerful, and can shape how we feel about suicide, mental health and the recovery journey. Through collecting and sharing your experiences, we hope to raise awareness and reduce the stigma around mental health and suicide across the state.

### What Happens After I Submit My Story?

To educate donors and the public about the services provided by Lifeline Australia it is necessary to share stories about personal experiences.

By submitting a personal story through Lifeline WA's website form, you consent to its publication on the Lifeline WA Website. Lifeline WA reserves the right to edit or delete submissions that it, in its sole discretion, are deemed to be abusive, obscene, or are otherwise inappropriate. We reserve the right to modify or edit stories that are too long.

When using a personal story for feature in a fundraising or marketing campaign, Lifeline WA will only publish your story and/or imagery with your prior written consent.

### How do I share my story responsibly?

Suicide must be discussed in a careful and responsible manner. All stories will need to be in alignment with the evidence-based guidelines from the [MindFrame National Media Initiative](#) including:

- No direct or indirect reference to a place of an attempt or death
- No direct or indirect reference to tools or substances
- No language that implies that taking one's life is a good way to deal with life challenges and problems
- No language that creates shame or guilt (see [Talking about suicide: a guide to language](#))
- Focus on the many and diverse situations or social conditions that may contribute to suicidal thoughts (such as loss of a job, breakup of a significant relationship, trauma, social isolation, etc.). Reinforce that it is courageous and necessary to reach out for support and guidance.
- Highlight that suicide is a significant social issue and can affect anyone regardless of gender, age, race, ethnicity, culture, size, socioeconomic status or sexual orientation. When speaking about suicide, consider the wide spectrum of people affected and use inclusive language to make it clear that suicide does not discriminate.

### **Considerations for your story**

It is important to share your story in a respectful way. Please do so by keeping the following considerations in mind when submitting your story:

- Please only share what you are comfortable sharing in a public arena
- Please be honest
- Please use your own words
- Please consider other and differing viewpoints, and how others might feel when reading your story. Consider how your story may impact others, particularly those in crisis and distress
- Tell us your challenges, but also tell us your triumphs and solutions

Lifeline WA reserves the right to decline the use of your story if it is considered to be:

- Be inflammatory
- Be illegal in nature
- Have commercial motivation
- Likely have a negative effect on the community or Lifeline WA
- Potentially bring into disrepute anyone who has a lived experience of suicide or poor mental health or illness

Please provide lived experience stories that inspire, give hope, and encourage people to get help.

We will try to publish all stories submitted however some may be excluded based on inappropriate content or failure to meet these guidelines.

We may at times email you and request edits are made to your story. We will always seek your permission to do this and allow you to approve any changes.

Please do not be discouraged if we do not use your story, it does not make your experiences any less valid, there may simply be an administrative reason we cannot use your story.

### **Please avoid including the following in your story:**

- Providing graphic accounts of suicide or violence including location, method or injuries
- Using offensive, discriminatory or volatile language, or language meant to provoke someone else
- Respect other people's privacy – don't use names where possible. For example, say 'my sister'.
- Please avoid disclosing exact locations if possible.
- Sometimes it is easy to focus on the negatives. Instead try to highlight your strengths, achievements and the solutions you have found.

Our lived experience stories section is not a form of therapy and will not be read or responded to immediately.

**If you need help now, call 13 11 14.**