











National Communications Charter

Tool one: Language guide - suicide

Do say	Don't say	Why?
 'died by suicide' 'took their own life'	 'successful suicide' 'unsuccessful suicide'	Because it suggests suicide is a desired outcome
 'took their own life' 'died by suicide'	 'committed suicide' 'commit suicide'	Because it associates suicide with crime or sin
 'increasing rates' 'higher rates'	 'suicide epidemic'	Because it sensationalises suicide
 'suicide attempt' 'non-fatal attempt'	 'failed suicide' 'suicide bid'	Because it can glamourise suicide attempts
 refrain from using the term suicide out of context	 'political suicide' 'suicide mission'	Because it is an inaccurate use of the term 'suicide'