

National communications charter

language guide – suicide

Preferred

✓ 'died by suicide';
'took their own life'

✓ 'took their own life';
'suicide death'

✓ 'increasing rates';
'higher rates'

✓ 'suicide attempt';
'non-fatal attempt'

✓ Refrain from using the
term suicide out of context

Problematic

✗ 'successful suicide';
'completed suicide'

✗ 'committed suicide';
'commit suicide'

✗ 'suicide epidemic'

✗ 'failed suicide';
'suicide bid'

✗ 'political suicide';
'suicide mission'

Why?

Suggests suicide is a
desired outcome

Associates suicide with
crime or sin

Sensationalises suicide

Glamourises a suicide
attempt

Is an inaccurate use of the
term 'suicide'