

Media guidelines

- ▶ Portrayal of people living with mental illness and mental health issues in Aotearoa

▶ Checklist

Have you considered:

Language

Words can help or hurt others. Use language that promotes inclusivity and reduces stigma and discrimination. See our guide of [recommended terminology](#).

Sources

Information about mental illness, treatments and the sector are changing constantly. For reliable, accurate and up-to-date information consult widely with experts in the sector and the Mental Health Foundation.

Balance

Include the voice of people who have experience of mental illness and/or use mental health services, along with their whānau, support people, kaumātua or kuia where relevant. See recommendations for framing mental health issues and mental illness in the media.

Cultural sensitivities

Ensure different cultural worldviews on mental health and wellbeing are considered. Seek expert cultural opinion or perspective from kaumātua, kuia and Pasifika mātua.

Interviews

Interviewing a person with current or past mental illness and/or their whānau experience requires compassion, sensitivity and privacy considerations. See interview guide.

Images

Don't undermine the good work a story can achieve by using outdated, inaccurate images, e.g: headclutcher, hospital ward, pills and injections.

Helplines

Include appropriate helpline numbers such as 1737 to support [help-seeking](#). See recommended helplines.