

Study: Increase in Youth Suicides After Release of “13 Reasons Why”

Media depictions of suicide should follow recommended guidelines to avoid harm

Nationwide Children’s Hospital

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NEWS PACKAGE


SUGGESTED TEASE	EXPERTS SAY A NEW STUDY SHOWING A STRONG ASSOCIATION BETWEEN A POPULAR T-V SHOW AND YOUTH SUICIDE RATES SHOULD SERVE AS A WAKE-UP CALL TO MAINSTREAM MEDIA. DETAILS, COMING UP.
ANCHOR LEAD	SUICIDES AMONG YOUNG PEOPLE CONTINUE TO RISE AND ARE NOW THE SECOND LEADING CAUSE OF DEATH AMONG ADOLESCENTS AND YOUNG ADULTS. ¹ WHILE MENTAL HEALTH EXPERTS ARE WORKING TO REVERSE THIS TREND AND HIGHLIGHT EFFECTIVE PREVENTION STRATEGIES, SOME WAYS OF DEPICTING SUICIDE IN MAINSTREAM CULTURE ARE COUNTERING THESE EFFORTS. BARB CONSIGLIO HAS DETAILS ON A NEW STUDY ² THAT SHOWS A STRONG ASSOCIATION BETWEEN A POPULAR T-V SHOW AND YOUTH SUICIDE RATES.
(PACKAGE START) ----- CG: Courtesy: Nationwide Children’s Hospital :00 - :03 Shots of teen sitting on couch, picking up remote control CG: Deylyn Medina Teen advocate	(Nats - Sound) :02 THEMES OF SUICIDE OR SELF-HARM ARE ALMOST UNAVOIDABLE IN THE MEDIA TODAY. IT IS IMPORTANT TO BRING SUCH ISSUES TO LIGHT. :04 <i>“Suicide is everywhere in movies and TV shows.” :05</i>
Shots of teens talking	WHILE STARTING CONVERSATIONS ABOUT MENTAL HEALTH IS CRITICAL TO SUICIDE PREVENTION, THE MESSAGES ADOLESCENTS GET FROM SHOWS LIKE “13 REASONS WHY” OFTEN HAVE THE OPPOSITE EFFECT. :10 <i>“The graphic portrayal of the main characters suicide death completely went against proper reporting guidelines for suicide.” :11</i>
CG: Jeff Bridge, PhD Nationwide Children’s Hospital	
Shots of teen watching TV	IN THE SHOW, A SEVENTEEN-YEAR-OLD GIRL

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<p>Jeff Bridge (CG'd earlier)</p> <p>Shots of teen watching TV</p> <p>Shots of Bridge walking down hall</p> <p>Graphic: 195 Additional Suicide Deaths among 10 to 17-year-olds in the two months after "13 Reasons Why" was released</p>	<p>WHO ENDS HER LIFE IS MEMORIALIZED IN A WAY THAT GLAMORIZES SUICIDE. :08</p> <p><i>"For a vulnerable youth watching this show, they may see this as that could happen if they died by suicide, and so it's sending the wrong message." :08</i></p> <p>AND THE CONSEQUENCES OF THAT MESSAGE CAN BE TRAGIC.</p> <p>RESEARCHERS AT NATIONWIDE CHILDREN'S HOSPITAL EXAMINED SUICIDE RATES AMONG DIFFERENT AGE GROUPS AND FOUND THERE WERE ABOUT A HUNDRED NINETY-FIVE MORE SUICIDE DEATHS THAN EXPECTED AMONG TEN TO SEVENTEEN-YEAR-OLDS IN THE NINE MONTHS FOLLOWING THE SHOW'S RELEASE. :16</p>
<p>Jeff Bridge (CG'd earlier)</p> <p>Shots of Deylyn at school with friends</p> <p>File footage of teen and mom talking</p>	<p><i>"This should serve as a wake-up call to the media to, you know, there are guidelines that exist for a reason, and it's important to follow those guidelines." :09</i></p> <p>THE STUDY SHOWS JUST HOW CRITICAL IT IS FOR THE SUBJECT OF SUICIDE TO BE BROACHED IN A RESPONSIBLE AND HEALTHY WAY. :06</p> <p>AND IF YOU SUSPECT YOUR CHILD IS HAVING SUICIDAL THOUGHTS, ASK THEM ABOUT IT DIRECTLY. :05</p>
<p>Jeff Bridge (CG'd earlier)</p> <p>Deylyn Medina (CG'd earlier)</p> <p>Shots of Deylyn talking to friends at school</p> <p>(PACKAGE END) -----</p> <p>ANCHOR TAG</p>	<p><i>"The research has shown that asking about suicide will not put the thought in a child's head." :06</i></p> <p><i>"Just ask. Yeah, I would say it's a lifesaving question." :04</i></p> <p>AT NATIONWIDE CHILDREN'S HOSPITAL, THIS IS BARB CONSIGLIO REPORTING. :03</p>
	<hr/> <p>THE STUDY FOUND THAT SUICIDE RATES INCREASED MORE AMONG BOYS THAN GIRLS. EXPERTS SAY IF YOUR CHILD WATCHES "THIRTEEN REASON WHY," IT'S BEST TO WATCH IT WITH THEM AND TALK THROUGH ANY TOUGH SCENES OR EPISODES.</p> <p>FOR RESOURCES ON HOW TO TALK TO YOUR KIDS ABOUT MENTAL HEALTH OR SUICIDE VISIT ON OUR SLEEVES DOT ORG.</p>

SOCIAL MEDIA

<p> Share it! Suggested tweet:</p>	<p>A new study by researchers at @NationwideKids</p>
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CG: Deylyn Medina
Teen advocate

Deylyn says conversation needs to counteract harmful content: *“If we stop promoting that stuff, we can get past that. We just need to get, I don’t know, more involved in the conversation. We need to talk about what’s actually going on and not promote feeling sad.”* :16

References

¹*Suicide Mortality in the United States, 1999–2017*, Centers for Disease Control, November 2018. Online: <https://www.cdc.gov/nchs/data/databriefs/db330-h.pdf>

²*Association Between the Release of Netflix’s 13 Reasons Why and Suicide Rates in the United States: An Interrupted Times Series Analysis*, Journal of the American Academy of Child and Adolescent Psychiatry, April 28, 2019. Online: [https://www.jaacap.org/article/S0890-8567\(19\)30288-6/fulltext](https://www.jaacap.org/article/S0890-8567(19)30288-6/fulltext)

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