

# THE AWARDS 2021

## Research Project of the Year: Arts, Humanities and Social Sciences

<b>Institution name</b>	Bournemouth University and the University of Strathclyde
<b>Submission title or project name</b>	Suicide Reporting Toolkit
<b>Nominee/key personnel</b>	Dr. Ann Luce, Associate Professor in Journalism and Communication, Bournemouth University Dr. Sallyanne Duncan, Senior Lecturer in Journalism, Media and Communication, University of Strathclyde
<b>URL</b>	<a href="http://www.suicidereportingtoolkit.com">www.suicidereportingtoolkit.com</a>
<b>Submission</b>	<p>Reporting on suicide is a sensitive task for journalists, requiring them to display considerable tact and empathy while ensuring they fulfill their professional duty with comprehensive, accurate coverage within deadlines.</p> <p>In recognition of this significant challenge, Dr. Ann Luce of Bournemouth University and Dr. Sallyanne Duncan of University of Strathclyde produced the Suicide Reporting Toolkit, visited more than 20,000 times since its launch in August 2020.</p> <p>The Suicide Reporting Toolkit advises journalists on ways to cover stories of people taking their own lives while avoiding sensationalism, stigmatization and putting other lives at risk. It provides information on judicious use of statistics and social media posts, as well as on omitting excessive details on the method or location of a suicide. The toolkit also provides guidance for journalism educators on teaching ethical suicide reporting to students and advice on self-care for journalists in their approach to such reporting.</p>