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## **Media Organisations Unite Behind National Pledge on Responsible Suicide Reporting**

*More than 200 editors, journalists and media professionals join ministers, mental health experts and industry leaders in advancing safer and more responsible reporting practices.*

**Putrajaya, 8 June 2026** – More than 200 editors, journalists and media professionals from across Malaysia today backed a national pledge on safe, ethical and responsible reporting of suicide-related content, marking a significant industry effort to strengthen reporting practices on one of society's most sensitive public health issues.

The pledge was signed by representatives from the Malaysian Media Council, the National Union of Journalists, and Gabungan Kelab Media Malaysia during 'Reporting Suicide: A Newsroom Guide to Safer Coverage', jointly organised by the **Communications and Multimedia Content Forum of Malaysia (CMCF)** and the **National Centre of Excellence for Mental Health (NCEMH), Ministry of Health Malaysia**, at the Putrajaya International Convention Centre (PICC).

The signing was witnessed by the **Minister of Communications, YB Datuk Fahmi Fadzil, and the Minister of Health, YB Datuk Seri Dr. Haji Dzulkefly Ahmad**, marking a collective commitment by media practitioners to uphold safe, ethical and responsible reporting of suicide-related content.

The programme included interactive training, real-world case studies, newsroom-based discussions and guided editorial exercises focused on practical reporting decisions, including the use of headlines, visuals, language and framing in suicide-related coverage. Participants also completed assessment and certification exercises aimed at strengthening responsible newsroom practice.

The programme also featured a **Ministerial Dialogue and Media Roundtable** featuring both ministers where participants engaged directly on newsroom realities, the role of media in shaping public understanding, and how responsible reporting can support help-seeking and suicide prevention efforts.

The initiative comes amid growing recognition globally that the way suicide is reported can influence public understanding, help-seeking behaviour and, in some circumstances, contribute to imitative behaviour among vulnerable individuals. Responsible reporting practices are increasingly being **adopted by media organisations around the world** as part of broader suicide prevention and public health efforts.

The programme forms part of ongoing efforts to encourage greater consistency in the reporting of suicide-related content across media platforms and to equip newsrooms with practical tools to navigate complex reporting decisions. It was developed around the **Guidelines for Ethical Reporting and Sharing of Suicide-Related Content**, which were formulated through a multi-stakeholder process involving media practitioners, mental health experts, government agencies, academia, civil society organisations and individuals with lived experience.

**CMCF Chief Executive Officer, Puan Mediha Mahmood** said responsible reporting of suicide-related content is not about restricting journalism but about strengthening it.

*“Suicide is a matter of public interest, and the media has a duty to report it when it matters. But it is also a public health issue, which means the way it is reported carries real consequences. Every newsroom already understands accuracy, fairness and verification. Responsible suicide reporting adds one more essential test: whether the story informs the public without increasing harm. Public safety must be treated as part of the public interest.”*

She added that responsible reporting remains fully compatible with robust journalism.

*“Good journalism informs the public, holds institutions accountable and tells difficult stories. Responsible reporting simply ensures those stories are told in a way that preserves dignity, reduces avoidable harm and encourages suicide prevention.”*

**CMCF Chairman, Datuk Rafiq Razali** said the strong participation from media organisations reflected the industry’s readiness to move responsible suicide reporting from principle into practice.

*“Suicide reporting is one of the clearest examples of how editorial choices can carry real public impact. The headline, image, language and context used in a report can either deepen harm or encourage understanding and help-seeking. The industry’s engagement today shows a serious commitment to reporting these difficult stories with accuracy, dignity and care.”*

The Content Forum expressed its appreciation to NCEMH for its partnership and technical expertise in advancing this important initiative, as well as to participating media organisations, journalists and industry partners for their support and engagement. The Content Forum reaffirmed its commitment to continued collaboration with mental health experts, government partners and the media industry to strengthen responsible reporting practices, promote informed public discourse and support national suicide prevention efforts.

If you or someone you know is in need of support, contact Talian HEAL at 15555 or Talian Kasih at 15999.

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UNTUK SIARAN SEGERA

## **Organisasi Media Bersatu Menyokong Ikrar Kebangsaan Bagi Pelaporan Bunuh Diri Yang Bertanggungjawab**

*Lebih 200 editor, wartawan dan pengamal media menyertai menteri, pakar kesihatan mental serta pemimpin industri dalam memperkukuh amalan pelaporan yang lebih selamat dan beretika.*

**Putrajaya, 8 Jun 2026** – Lebih 200 editor, wartawan dan pengamal media dari seluruh Malaysia hari ini menyatakan sokongan terhadap ikrar kebangsaan mengenai pelaporan kandungan berkaitan bunuh diri yang selamat, beretika dan bertanggungjawab, sekali gus menandakan satu langkah penting industri dalam memperkukuh amalan pelaporan berkaitan salah satu isu kesihatan awam paling sensitif dalam masyarakat.

Ikrar tersebut ditandatangani oleh wakil Majlis Media Malaysia, Kesatuan Kebangsaan Wartawan Semenanjung Malaysia dan Gabungan Kelab Media Malaysia sempena program 'Reporting Suicide: A Newsroom Guide to Safer Coverage', anjuran bersama **Forum Kandungan Komunikasi dan Multimedia Malaysia (CMCF)** dan **Pusat Kecemerlangan Kesihatan Mental Kebangsaan (NCEMH)**, Kementerian Kesihatan Malaysia, di Pusat Konvensyen Antarabangsa Putrajaya (PICC).

Majlis menandatangani ikrar tersebut disaksikan oleh **Menteri Komunikasi, YB Datuk Fahmi Fadzil dan Menteri Kesihatan, YB Datuk Seri Dr. Haji Dzulkefly Ahmad** sebagai tanda komitmen bersama pengamal media untuk mendukung pelaporan kandungan berkaitan bunuh diri secara selamat, beretika dan bertanggungjawab.

Program ini merangkumi latihan interaktif, kajian kes sebenar, perbincangan berasaskan bilik berita serta latihan editorial berpandu yang memfokuskan kepada pertimbangan praktikal dalam pelaporan, termasuk pemilihan tajuk berita, visual, bahasa dan kerangka penceritaan bagi kandungan berkaitan bunuh diri. Para peserta turut melengkapkan sesi penilaian dan pensijilan yang bertujuan memperkukuh amalan pelaporan yang bertanggungjawab di bilik berita.

Program ini turut menampilkan **Dialog Menteri dan Persidangan Meja Bulat Media** yang menghimpunkan kedua-dua Menteri, di mana para peserta berpeluang berinteraksi secara langsung mengenai realiti operasi bilik berita, peranan media dalam membentuk kefahaman masyarakat serta bagaimana pelaporan yang bertanggungjawab dapat menyokong usaha mendapatkan bantuan dan pencegahan bunuh diri.

Inisiatif ini dilaksanakan susulan pengiktirafan yang semakin meluas di peringkat global bahawa cara bunuh diri dilaporkan boleh mempengaruhi kefahaman masyarakat, tingkah laku mendapatkan bantuan dan, dalam keadaan tertentu, menyumbang kepada tingkah laku peniruan dalam kalangan individu yang berisiko. Amalan pelaporan yang bertanggungjawab kini semakin diterima pakai oleh organisasi media di seluruh dunia sebagai sebahagian daripada usaha pencegahan bunuh diri dan kesihatan awam yang lebih menyeluruh.

Program ini merupakan sebahagian daripada usaha berterusan untuk menggalakkan keseragaman yang lebih baik dalam pelaporan kandungan berkaitan bunuh diri merentasi pelbagai platform media, di samping melengkapkan bilik berita dengan panduan dan alat praktikal bagi mengendalikan keputusan pelaporan yang kompleks. Program ini

dibangunkan berasaskan **Garis Panduan Pelaporan dan Perkongsian Kandungan Berkaitan Bunuh Diri** yang dirumuskan melalui proses pelbagai pihak berkepentingan yang melibatkan pengamal media, pakar kesihatan mental, agensi kerajaan, ahli akademik, pertubuhan masyarakat sivil serta individu yang mempunyai pengalaman hidup.

**Ketua Pegawai Eksekutif CMCF, Puan Mediha Mahmood** berkata, pelaporan kandungan berkaitan bunuh diri secara bertanggungjawab bukanlah bertujuan mengehadkan kewartawanan, sebaliknya untuk memperkukuh peranannya.

*“Bunuh diri ialah isu kepentingan awam dan media mempunyai tanggungjawab untuk melaporkannya apabila ia relevan. Namun, ia juga merupakan isu kesihatan awam dan ini bermakna cara ia dilaporkan membawa kesan sebenar. Setiap bilik berita sudah memahami kepentingan ketepatan, keadilan dan pengesahan fakta. Pelaporan bunuh diri yang bertanggungjawab menambah satu lagi pertimbangan penting: sama ada laporan itu memberi maklumat kepada masyarakat tanpa meningkatkan risiko mudarat. Keselamatan awam perlu dilihat sebagai sebahagian daripada kepentingan awam,”* katanya.

Beliau turut menegaskan bahawa pelaporan yang bertanggungjawab selari dengan prinsip kewartawanan yang teguh.

*“Kewartawanan yang baik memberi maklumat kepada masyarakat, memastikan pihak berkepentingan dipertanggungjawabkan dan berani melaporkan kisah yang sukar. Pelaporan bertanggungjawab memastikan kisah tersebut disampaikan dengan cara yang memelihara maruah, mengurangkan risiko mudarat yang boleh dielakkan dan menggalakkan usaha pencegahan bunuh diri,”* katanya.

**Pengerusi CMCF, Datuk Rafiq Razali** berkata penyertaan kukuh daripada organisasi media mencerminkan kesediaan industri untuk menterjemahkan prinsip pelaporan bunuh diri yang bertanggungjawab kepada amalan sebenar.

*“Pelaporan bunuh diri merupakan antara contoh paling jelas bagaimana keputusan editorial boleh membawa kesan nyata kepada masyarakat. Tajuk berita, imej, bahasa dan konteks yang digunakan dalam sesuatu laporan boleh sama ada meningkatkan kemudatan atau menggalakkan kefahaman serta usaha mendapatkan bantuan. Penglibatan industri hari ini menunjukkan komitmen yang serius untuk melaporkan isu yang sukar ini dengan ketepatan, maruah dan keprihatinan,”* katanya.

CMCF merakamkan penghargaan kepada NCEMH atas kerjasama dan kepakaran teknikal dalam menjayakan inisiatif penting ini, serta kepada organisasi media, wartawan dan rakan industri yang telah memberikan sokongan dan penglibatan aktif. CMCF turut menegaskan komitmennya untuk meneruskan kerjasama dengan pakar kesihatan mental, rakan kerajaan dan industri media bagi memperkukuh amalan pelaporan bertanggungjawab, menggalakkan wacana awam yang lebih bermaklumat dan menyokong usaha pencegahan bunuh diri di peringkat kebangsaan.

Sekiranya anda atau seseorang yang anda kenali memerlukan sokongan, hubungi Talian HEAL di 15555 atau Talian Kasih di 15999.



## **ABOUT CMCF**

The Communications and Multimedia Content Forum of Malaysia (CMCF), also known as the Content Forum, is an industry-led forum designated under the Communications and Multimedia Act 1998 and registered with the Malaysian Communications and Multimedia Commission (MCMC). CMCF is mandated to oversee and promote self-regulation of content disseminated over electronic networks in Malaysia.

CMCF brings together a broad cross-section of the communications and multimedia content ecosystem, including broadcasters, advertisers, advertising agencies, content creators and distributors, internet service providers, audiotext hosting service providers, technology, media and digital service providers, and civic groups. This multi-stakeholder composition ensures that content standards are developed with practical industry insight while reflecting public interest considerations.

As Malaysia's recognised industry self-regulatory body for electronic content, CMCF is responsible for the development, implementation, and enforcement of the Malaysian Communications and Multimedia Content Code. First registered with MCMC on 1 September 2004, and most recently revised in 2022, the Content Code sets out governing standards and best practices for content dissemination, providing a framework that supports creativity, innovation, and the sustainable growth of the industry.

CMCF also houses a Complaints Bureau, which receives complaints from both industry players and the public regarding content disseminated over electronic networks. The Bureau is empowered to investigate alleged breaches of the Content Code, facilitate mediation, adjudicate cases, issue published orders, and impose sanctions where appropriate. In addition, it provides advisory guidance on electronic content matters.

Through self-regulation, CMCF aims to complement the existing legal framework by promoting responsible content practices, enhancing consumer protection, and fostering a fair and trusted content ecosystem.

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