

47^{èmes} journées du GEPS

Janvier 2016

LE PROGRAMME PAPAGENO

La collaboration avec les médias comme
paradigme de prévention du suicide

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CE. Notredame – GEPS 2016



ASSOCIATION LILLOISE DE L'INTERNAT
& DU POST-INTERNAT EN PSYCHIATRIE

GEPS

GROUPEMENT D'ETUDES ET
DE PREVENTION DU SUICIDE



Sous l'égide de



Avec le soutien de

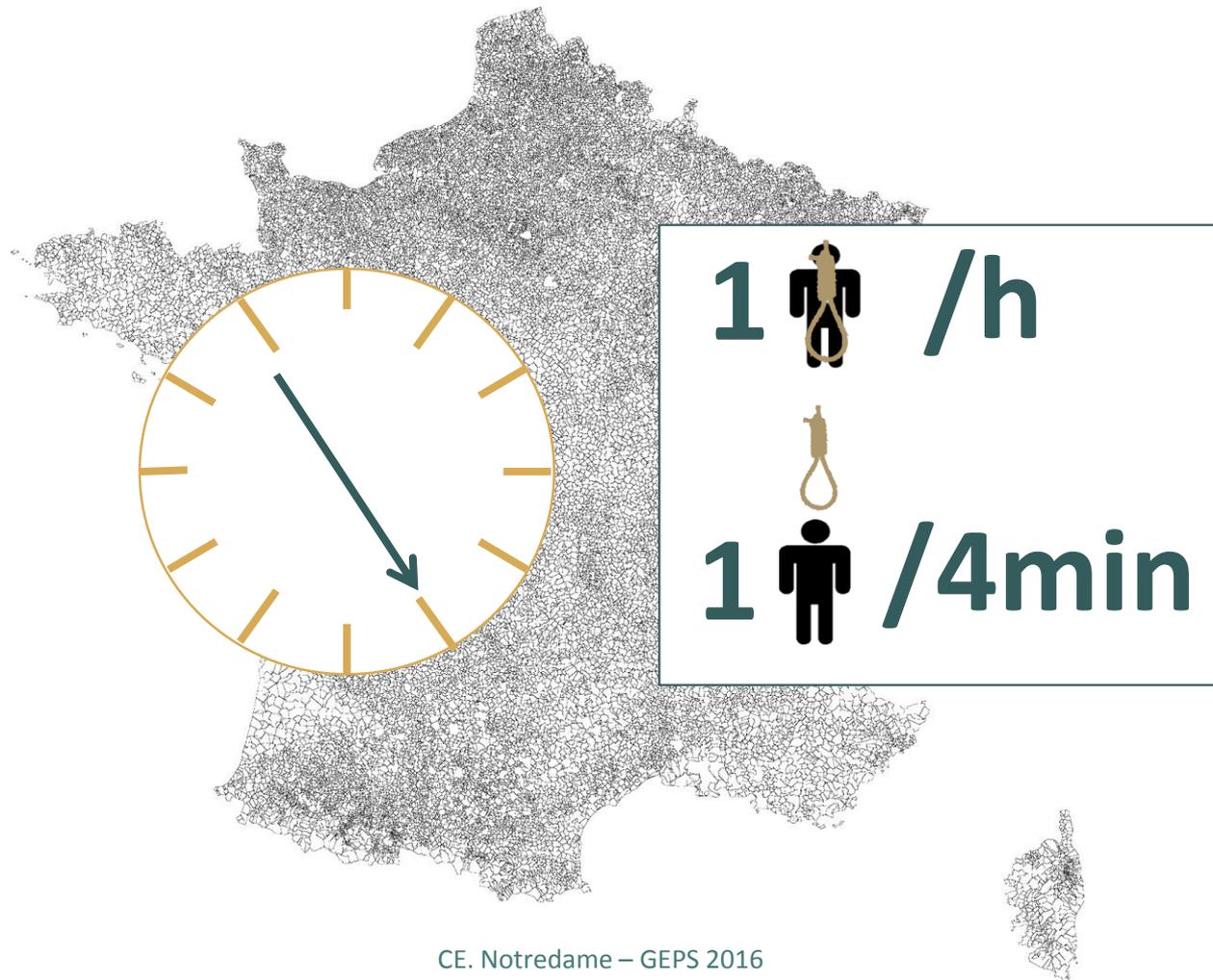


Pas de conflit d'intérêt

- Opportunité
- Point de butée
- Alternative
- Ce qui nous anime
- Conclusion

OPPORTUNITÉ

L'ÉTAT D'URGENCE



DES POINTS DE RUPTURE

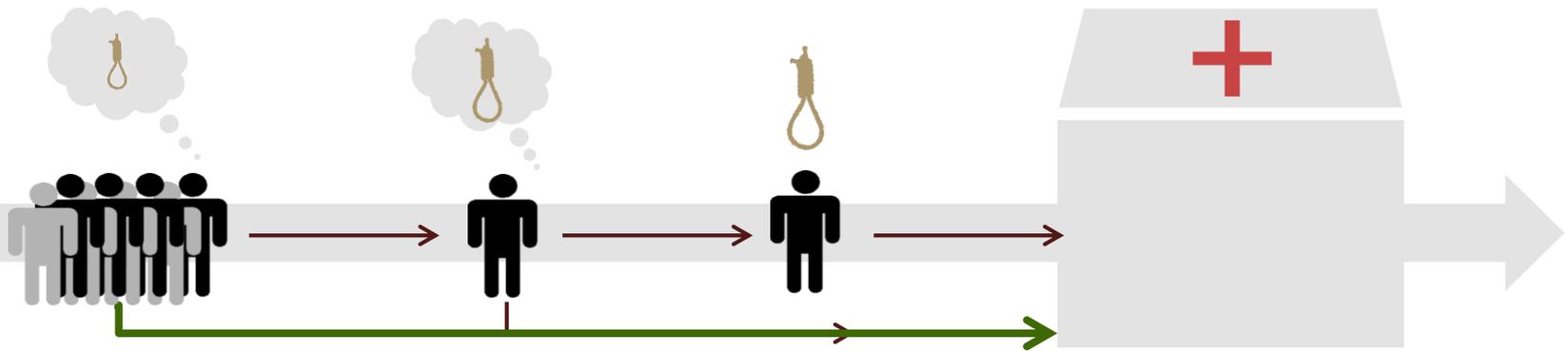
PRÉVENTION

Indiquée

Sélective

Universelle

Washington Institute of Medicine, 1994



JOURNALISTES ACTEURS SOCIAUX INFLUENTS



- **Relaye les faits**
→ Modèle normatif implicite
(Niederkrontenthaler, 2014)
- **Orienté des représentations**
→ Media framing theory
(Blood, 2001)
- **Diffuse largement**
→ Révolution numérique
- **Est supposé digne de confiance**
→ Indices toujours élevés
(TNS Sofres, 2015)

UNE INFLUENCE TANGIBLE EN MATIÈRE DE SUICIDE



Effet Werther

Role of media reports in completed and prevented suicide: Werther v. Papageno effects

Thomas Niederkrotenthaler, Martin Voracek, Arno Herberich, Benedikt Till, Markus Strauss, Elmar Etzersdorfer, Brigitte Eisenwort and Gernot Sonneck

Background

Media reporting of suicide has repeatedly been shown to trigger suicidal behaviour. Few studies have investigated the associations between specific media content and suicide rates. Even less is known about the possible preventive effects of suicide-related media content.

Aims

To test the hypothesis that certain media content is associated with an increase in suicide, suggesting a so-called Werther effect, and that other content is associated with a decrease in suicide, conceptualised as a Papageno effect. Further, to identify classes of media articles with similar reporting profiles and to test for associations between these classes and suicide.

Method

Content analysis and latent class analysis (LCA) of 497 suicide-related print media reports published in Austria between 1 January and 30 June 2005. Ecological study to identify associations between media item content and short-term changes in suicide rates.

Results

Repetitive reporting of the same suicide and the reporting of suicide myths were positively associated with suicide rates. Coverage of individual suicidal ideation not accompanied by suicidal behaviour was negatively associated with suicide rates. The LCA yielded four classes of media reports, of which the majority of crisis-class articles on individuals who adopted coping strategies other than suicidal behaviour in adverse circumstances was negatively associated with suicide, whereas the expert opinion class and the epidemiological facts class were positively associated with suicide.

Conclusions

The impact of suicide reporting may not be restricted to harmful effects; rather, coverage of positive coping in adverse circumstances, as covered in media items about suicidal ideation, may have protective effects.

Declaration of interest

None.

Evidence suggests that there is an increase in suicides following media reports of suicide, which is frequently referred to as copycat behaviour or as the Werther effect, although the effect size is smaller than for other psychosocial risk factors for suicide.^{1,2} The risk is thought to depend not only on reader characteristics,^{3,4} but also on media content.^{5,6} In order to promote safe media content, the World Health Organization (WHO) and national agencies have developed guidelines for the reporting of suicides.^{7,8} The guidelines list reporting characteristics that may either prevent or trigger suicides, thus serving as educational material for journalists and editors. But most of the recommendations put forth in those guidelines have not yet been empirically tested.⁹ In particular, there is a lack of knowledge about protective reporting characteristics, although the suicide-protective potential of reporting of positive coping in adverse circumstances has been discussed on a theoretical basis.¹⁰ Specifically, it has been found that media items referring to suicidal ideation are associated with a lower risk of a post-report increase in suicide than other media items.¹¹

In the present study, we performed a content analysis of suicide-related media reports. To identify potentially protective and harmful reporting characteristics we tested associations between specific components of media reports, and also classes of reports with similar reporting profiles, and short-term changes in suicide rates. We hypothesised that changes in suicide rates following the publication of media items would vary with the circulation rates of the media items in the population. Based on Papageno's overcoming of a suicidal crisis in Mozart's opera *The Magic Flute*, we conceptualised any suicide-protective impact of media reporting as a Papageno effect. In Mozart's opera, Papageno becomes suicidal upon fearing the loss of his beloved Papagena;

however, he refrains from suicide because of three boys who draw his attention to alternative coping strategies.¹²

Method

Sample of media reports

We obtained all reports from the 11 largest Austrian nationwide newspapers that included the term suicide between 1 January and 30 June 2005 from the Austrian Press Agency. Each of these newspapers has coverage rates exceeding 1% of the population. Articles using 'self-suicide' (original search term: *selbstmord*) or 'free death' (*freitod*) were also included, because of their frequent use as German synonyms for suicide. The search yielded 1055 articles. We excluded items that used suicide only as a metaphor ($n=92$), were about suicide bombing ($n=381$), mentioned suicide briefly (<5% of the article) but were on topics not related to suicide ($n=113$) or were located in the movie or television listings or in the classified advertisements ($n=58$). The final sample comprised 497 items.

Content analysis of media items

Basic item characteristics

Several media reporting characteristics have previously been shown to be associated with an increase in suicides. These characteristics are quantity of reporting,¹³ main focus of the item,¹⁴ reported suicide method,^{15,16} prominence of the item,¹⁷ and fictionality of the item.¹⁸ These codes were conceptualised as a code family 'basic item characteristics'. Each of the codes comprised several subcodes that were defined in accordance with

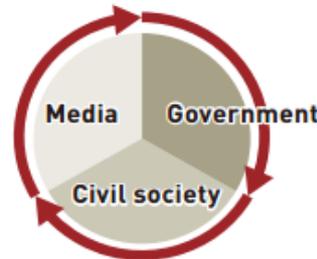
Effet Papageno

LES MÉDIA COMME PILIER DE LA STRATÉGIE DE L'OMS

Suicides are preventable



Key is a comprehensive multisectoral approach



Most countries currently do not have a **national suicide prevention strategy**

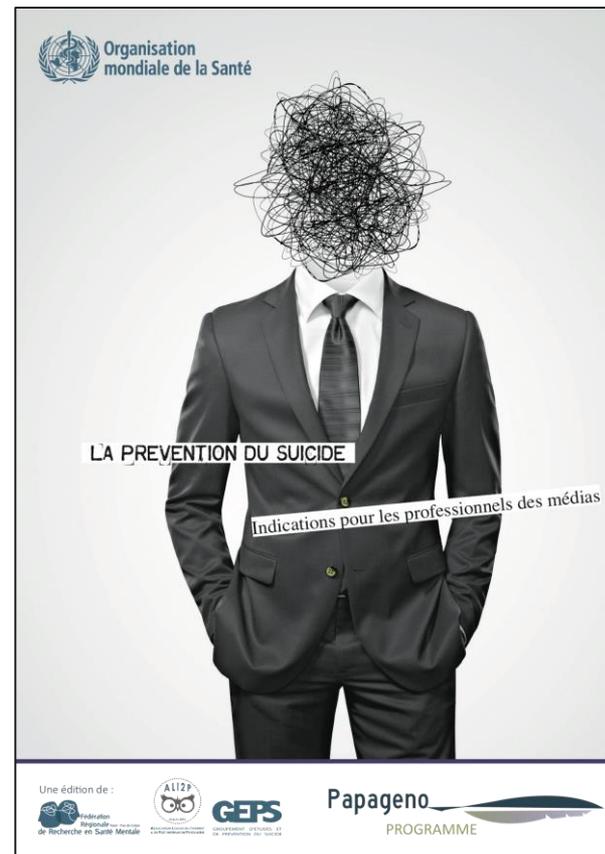
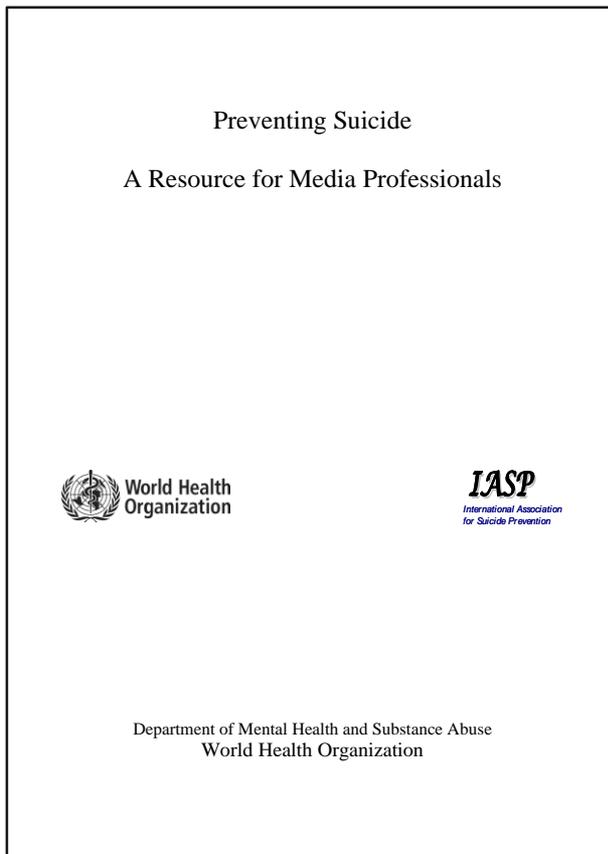


10% reduction of suicide rates is the target in the Mental Health Action Plan 2013-2020



World Health Organization

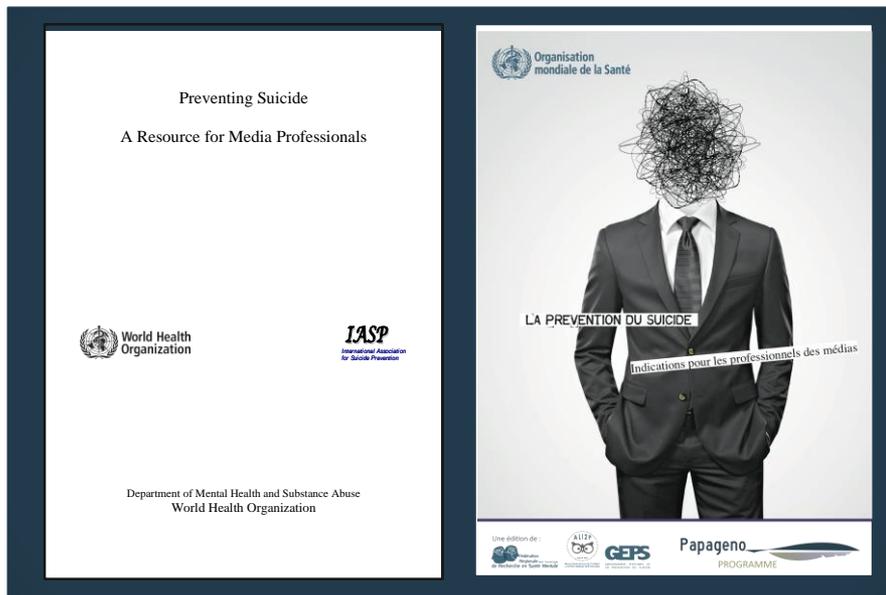
RECOMMANDATIONS DE L'OMS



POINT DE BUTÉE

LES LIMITES DE LA POSTURE DU SOIGNANT

INDIQUER CE QU'IL FAUDRAIT FAIRE



N'EST PAS SUFFISANT

Faible application des recommandations après simple diffusion

Tatum, 2010; Fu, 2011; Bonhanna & Wang, 2012; Chandra, 2013

Bonne application des recommandations si intégrées dans un programme dédié

Michel, 2000; Pirkis, 2010

LES RÉSISTANCES DES JOURNALISTES

Libération

**NOUS SOMMES
UN JOURNAL**

pas un restaurant,
pas un réseau social,
pas un espace culturel,
pas un plateau télé,
pas un bar,
pas un incubateur de start-up...

**Les salariés de «Libération»
répondent au projet des actionnaires**



PAGES 2-6

- Sollicitations multiples
- Crainte de l'ingérence
- Liberté d'informer...et de se suicider
- Méconnaissance des effets Werther et Papageno

ALTERNATIVE

LE PROGRAMME PAPAGENO

Papageno

PROGRAMME



Sous l'égide de



MINISTÈRE
DES AFFAIRES SOCIALES
ET DE LA SANTÉ

Avec le soutien de



DES RENCONTRES-FORMATION

Papageno

PROGRAMME



Carrefour d'actualité à Lille, Décembre 2013

+ Werther/Papageno

+ Distribution des recommandations



Experts

Corrigent, guident, abondent



Étudiants en journalisme

Investiguent le suicide dans ses dimensions sociétales

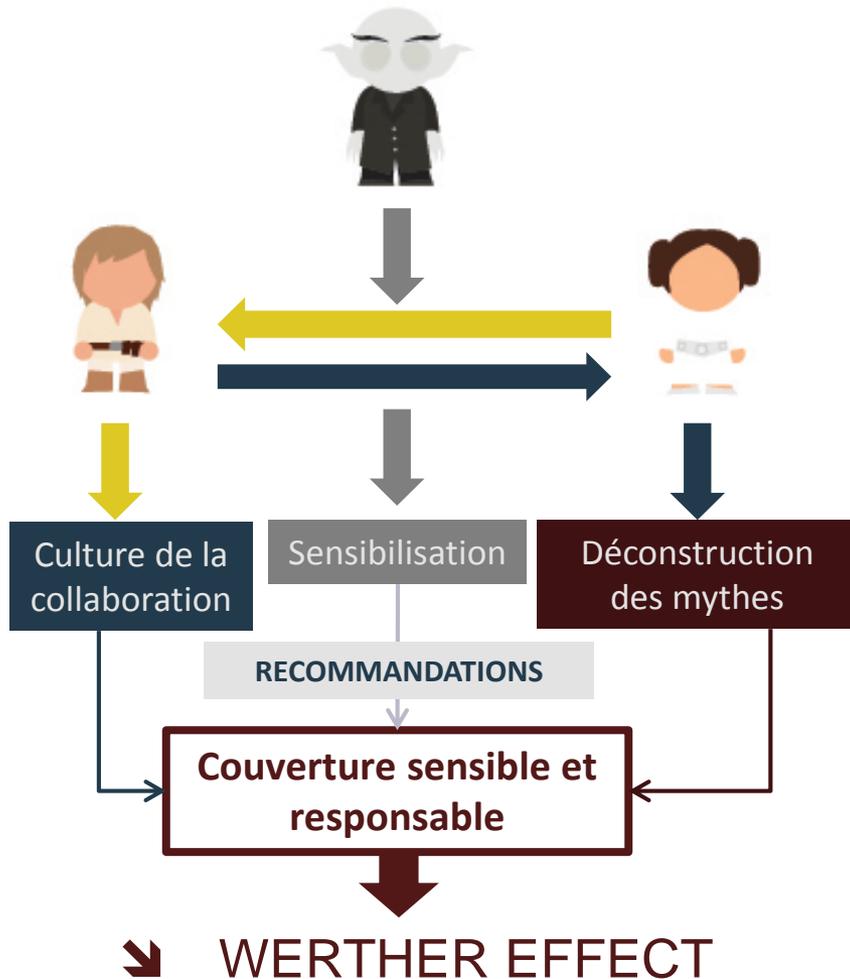


Internes en psychiatrie

Déconstruisent les mythes communs relatifs au suicide

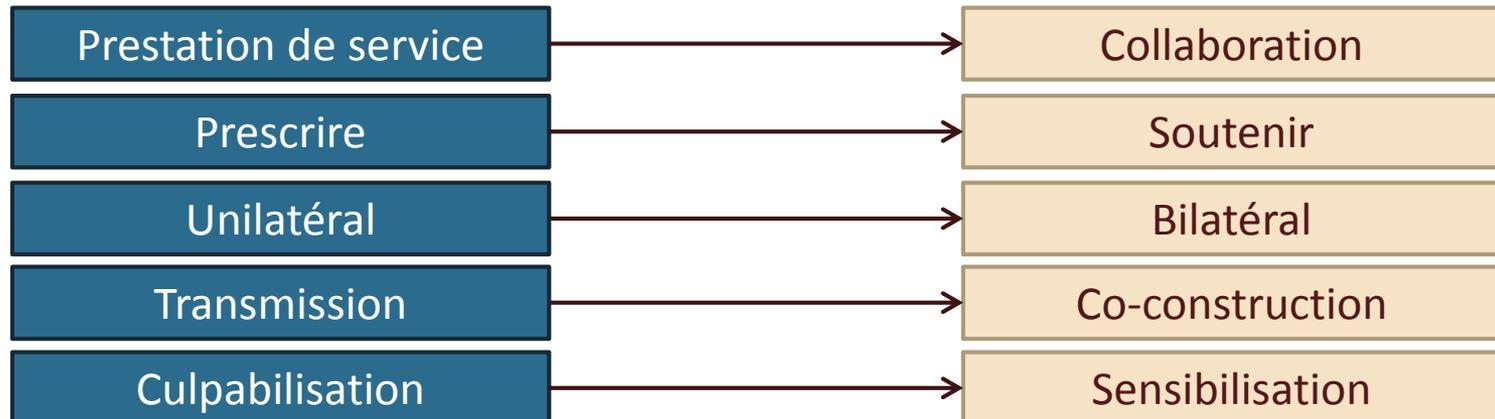
- Dont l'identité professionnelle est en construction
- Changement de regard, construction des représentations

NOUVELLE ÉTHIQUE, NOUVELLES PRATIQUES



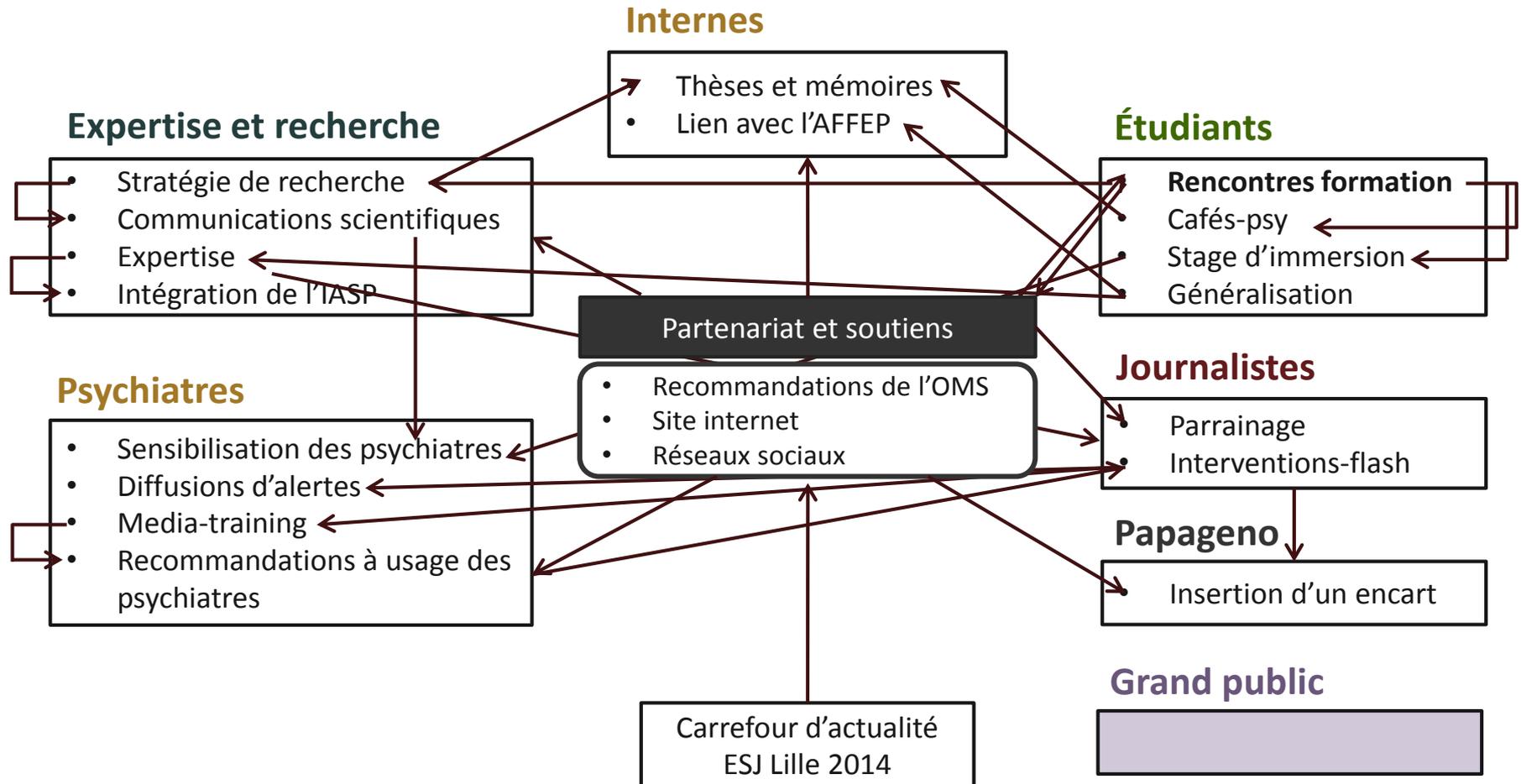
- Le soignant comme
 - Dépositaire d'une expertise
 - Dépositaire d'une expérience
- Informer
- Faire apparaître la personne derrière la plume
- Déstigmatiser

VERS UN CHANGEMENT DE POSTURE



CE QUI NOUS ANIME

PETITE HISTOIRE DE PAPAGENO



LE MODÈLE DU RHIZOME

Botaniste

Travail de coordination

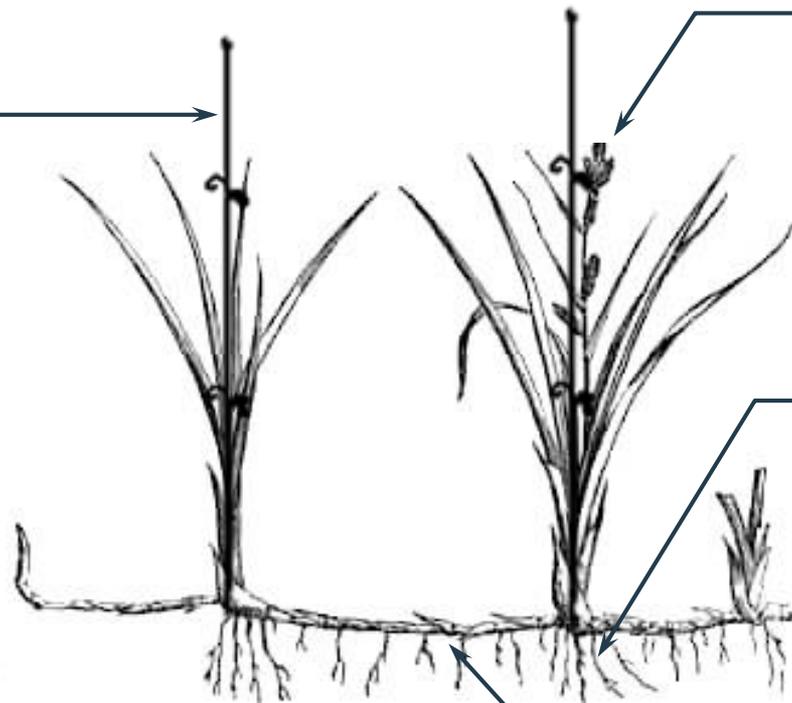
- Cadre solide (Stratégie, éthique, posture)
- Souplesse et ajustement

Arrosage

Soutiens et financements

Terrain

S'appuyer sur les ressources existantes



Pousse

Mobiliser et potentialiser les forces vives

- Humaines
- Institutionnelles

Racines

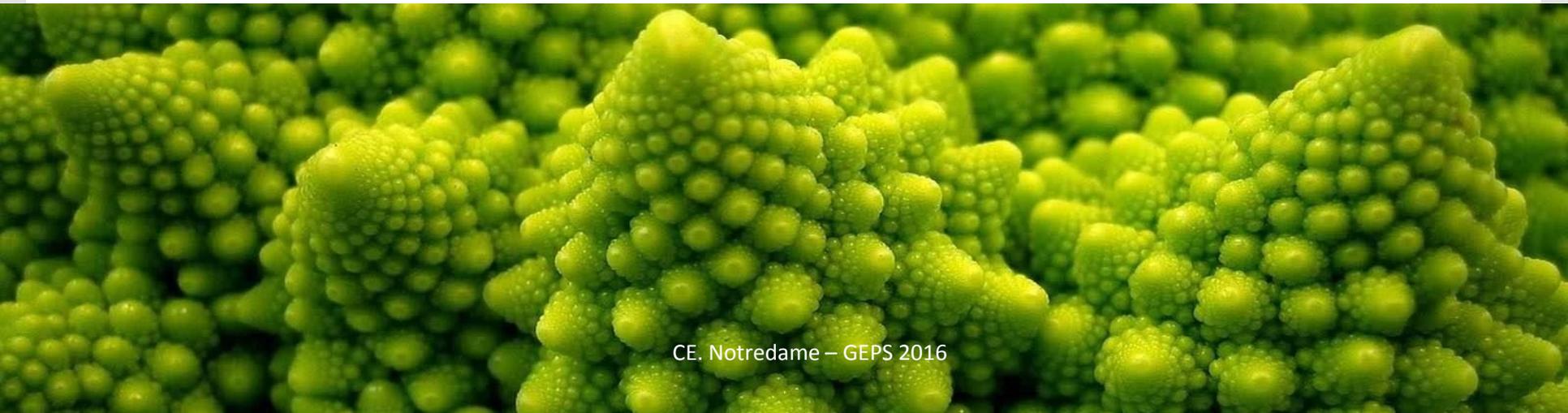
Développement d'un ancrage local

Rhizomes

Création de réseaux locaux et nationaux

LE MODÈLE DU RHIZOME

- Horizontal, omnidirectionnel et vivace
- Fractal
- En devenir
 - Intergénérationnel
 - Transgénérationnel



POSTURE

- **Humilité : acteur social**
 - Conscient des limites/contraintes/attentes
 - Celle des autres
 - Les siennes
 - Au même titre que le journaliste

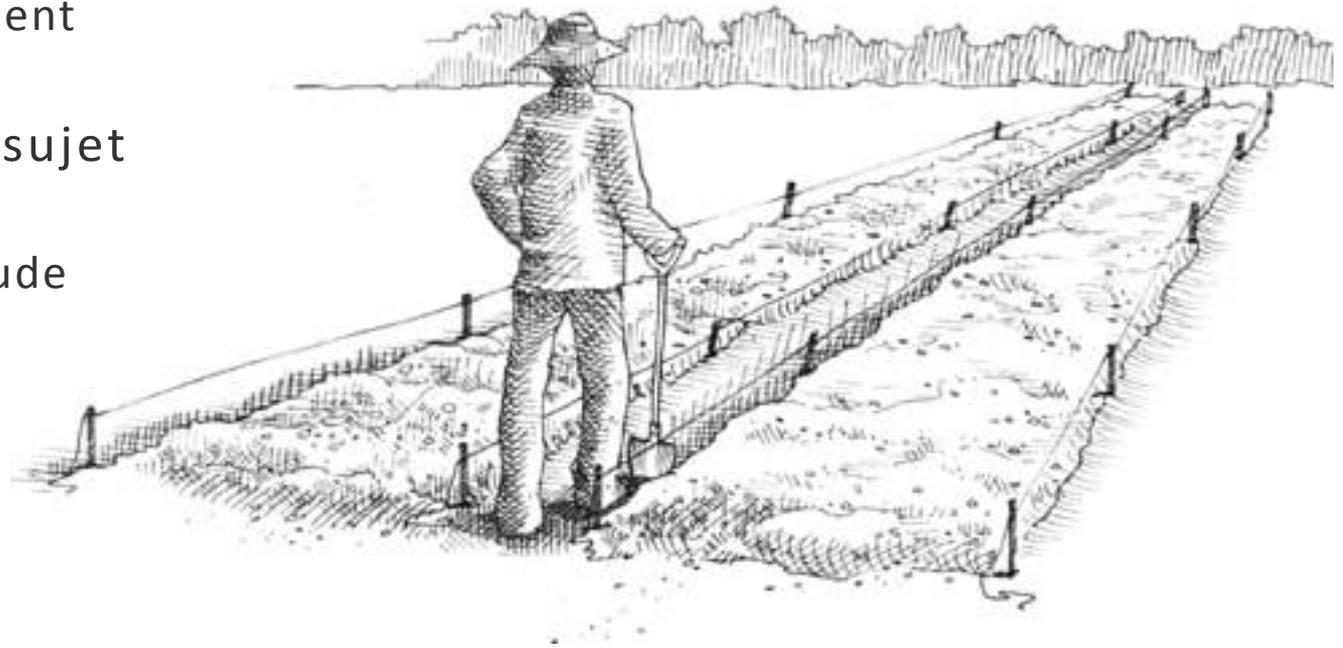
- **Collaboration**
 - Mise en congruence des intérêts
 - Soutien et ressources
 - Bilatéralité
 - Co-construction

- **Communication**
 - Discours et langage
 - Justesse
 - Souplesse, adaptation



ETHIQUE

- Sensibilisation
 - Conscience
 - Responsabilité
 - Accompagnement
- Emergence du sujet
 - Soi, autrui
 - Souci, inquiétude
- Engagement
 - Présence
 - Courage
 - Conviction



CONCLUSION

CONCLUSION

- Au delà des médias... la communication
- Communiquer oui, mais communiquer bien
- La communication comme potentiel de prévention



Merci de votre attention

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Savoir travailler avec les journalistes pour
limiter le risque de contagion suicidaire

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