

Rencontre EPSM Val de Lys Artois

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LE PROGRAMME PAPAGENO

La collaboration avec les médias comme
paradigme de prévention du suicide

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GEPS

GROUPEMENT D'ETUDES ET
DE PREVENTION DU SUICIDE



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

Sous
l'égide de



Avec le
soutien de



Un programme
parrainé par
Patrick Poivre
d'Arvor

UNE NÉCESSITÉ

Les souffrances
du jeune
Werther de
Goethe, 1774



Suicide de
Marilyn
Monroe, 1962



SUICIDES
USA + 12,5%
GB + 10%
LA + 40%

Motto, 1967
Phillips, 1975

Médiatisation
d'une nouvelle
méthode de
suicide par
combustion de
charbon de
bois, 1998



87% des personnes ayant
survécu évoquent avoir choisi
cette méthode suite à la lecture
d'un article de presse

Yip, 2007

UNE NÉCESSITÉ

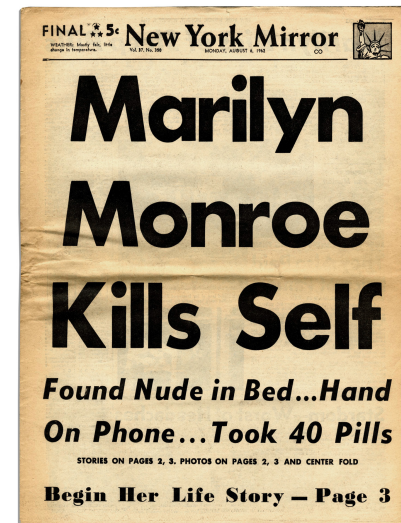
- À échelon individuel
 - Identification (verticale et horizontale)



Effet Werther

Imitation, contagion,
copycat, modelling

- Dépend des caractéristiques du traitement médiatique
 - Qualitatives
 - Quantitatives



UNE INFLUENCE TANGIBLE EN MATIÈRE DE SUICIDE



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

Thomas Niederkrotenthaler, Martin Voracek, Arno Herberth, Benedikt Till, Markus Strauss, Elmar Elzersdorfer, 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 mastery 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,¹ although the effect size is smaller than for other psychosocial risk factors for suicide.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 these 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-murder' (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 ($<50\%$ 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

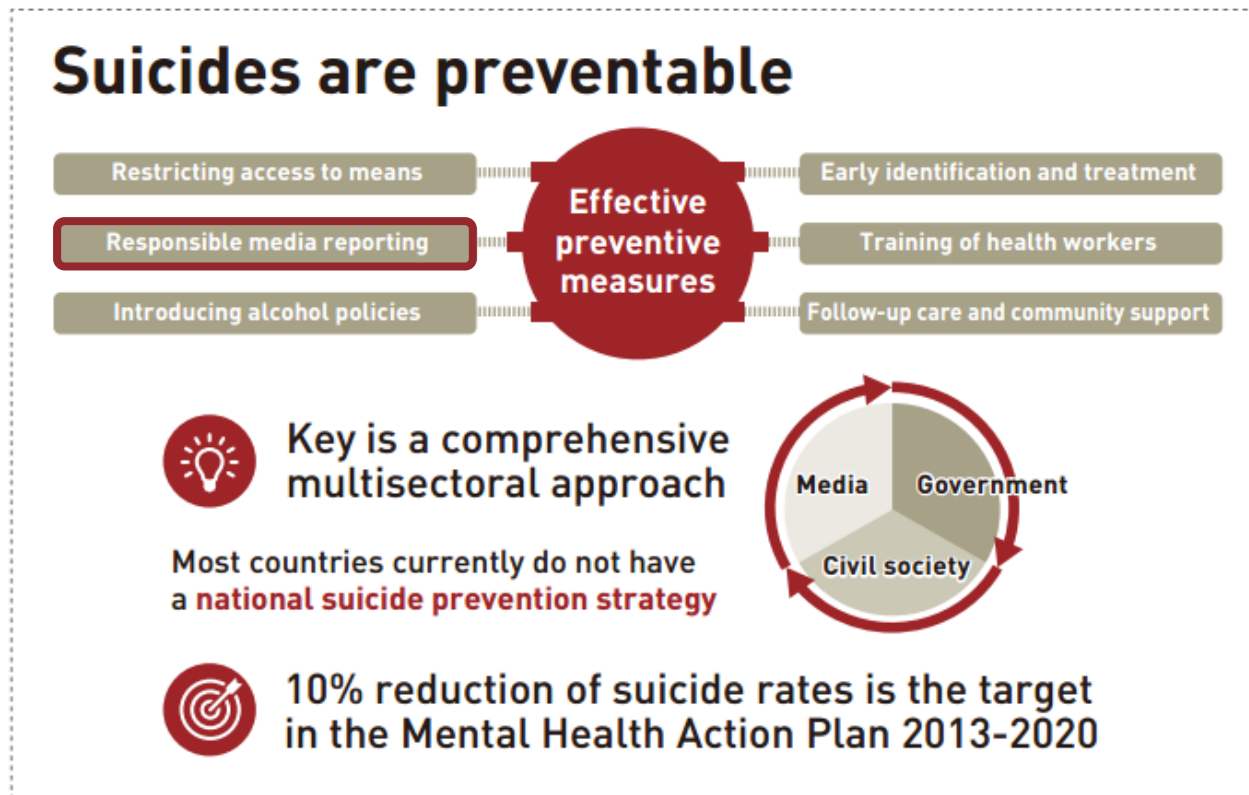
Several media reporting characteristics have previously been shown to be associated with an increase in suicides. These characteristics are: quantity of reporting,^{13,14} main focus of the item,¹⁵ reported suicide method,^{16,17} prominence of the item,¹⁸ and fictionality of the item.¹⁹ These codes were conceptualised as a code family 'basic item characteristics'. Each of the codes comprised several subcodes that were defined in accordance with

Effet Papageno

Niederkrotenthaler, 2005

LES MEDIA COMME PILIER DE LA PRÉVENTION DU SUICIDE

- Réduire effet Werther et promouvoir effet Papageno
- Recommandations stratégiques de l'OMS



11 RECOMMANDATIONS DE L'OMS



Les journalistes méconnaissent ce rôle
Ils sont réfractaires à une attitude prescriptive
Des tensions existent entre les perspectives
sanitaire et journalistique

INDIQUER CE QU'IL FAUDRAIT FAIRE... N'EST PAS SUFFISANT



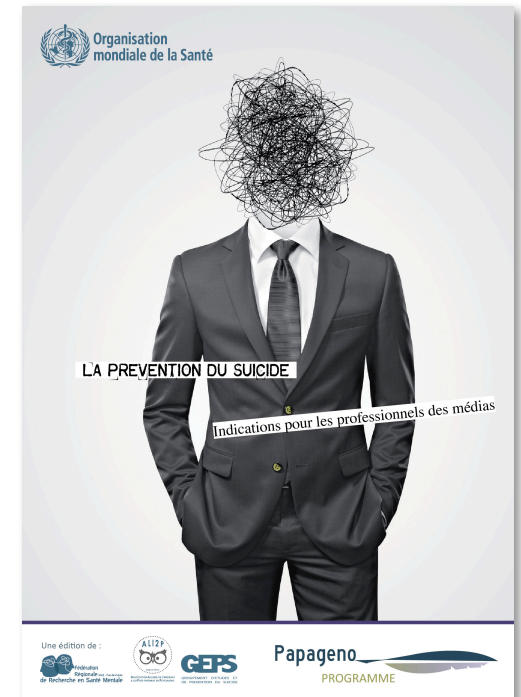
Faible application après
simple diffusion

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



Bonne application
si intégrées dans
un programme dédié

Michel, 2000; Pirkis, 2010





FAUT-IL EN RESTER LÀ ?

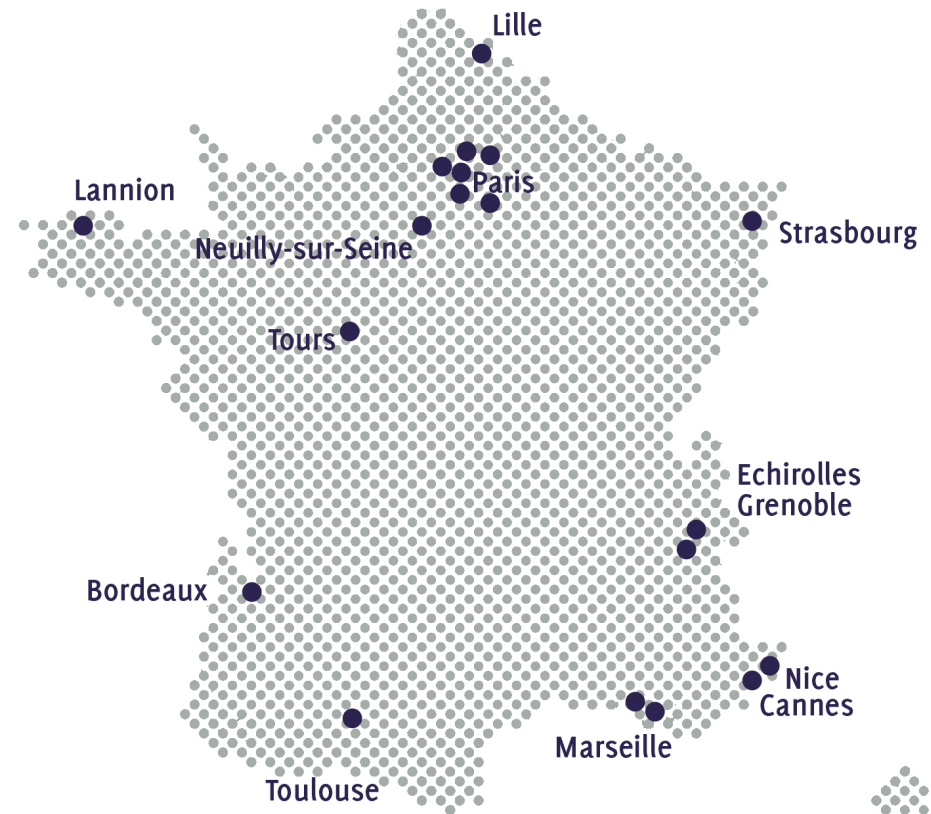
LE PROGRAMME PAPAGENO

Papageno

PROGRAMME

Sensibiliser les journalistes à un traitement médiatique responsable du suicide

Le suicide, parlons-en !



UNE RENCONTRE



Carrefour d'actualité à Lille, Décembre 2013

Des étudiants en journalisme

- Investigations sur un thème touchant au suicide dans ses dimensions sociétales

Des internes en psychiatrie

- Déconstruction des mythes communs entourant le suicide

Des experts

- Corrigent, guident, alimentent

CO-CONSTRUIRE LE SAVOIR POUR DÉCONSTRUIRE LES MYTHES



Le suicide Du cafard à l'anti-mythes

MYTHE 1

Avoir des idées suicidaires ou faire une tentative de suicide, c'est anodin

MYTHE 2

On ne peut pas prévoir

MYTHE 3

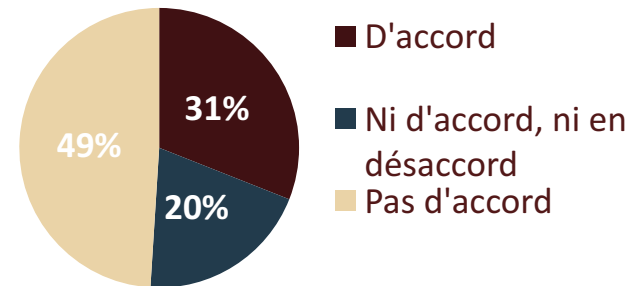
Il existe une cause unique et facilement identifiable

MYTHE 4

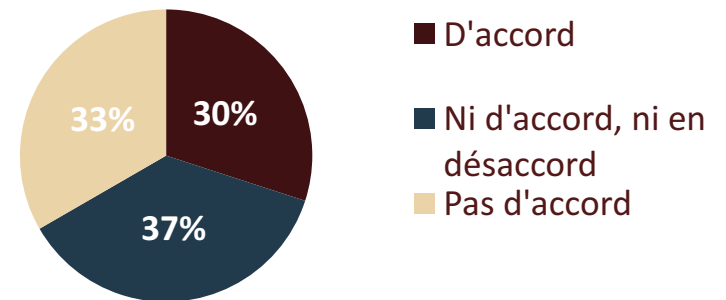
On ne peut rien faire

Les étudiants en journalisme (n=71) pensent que

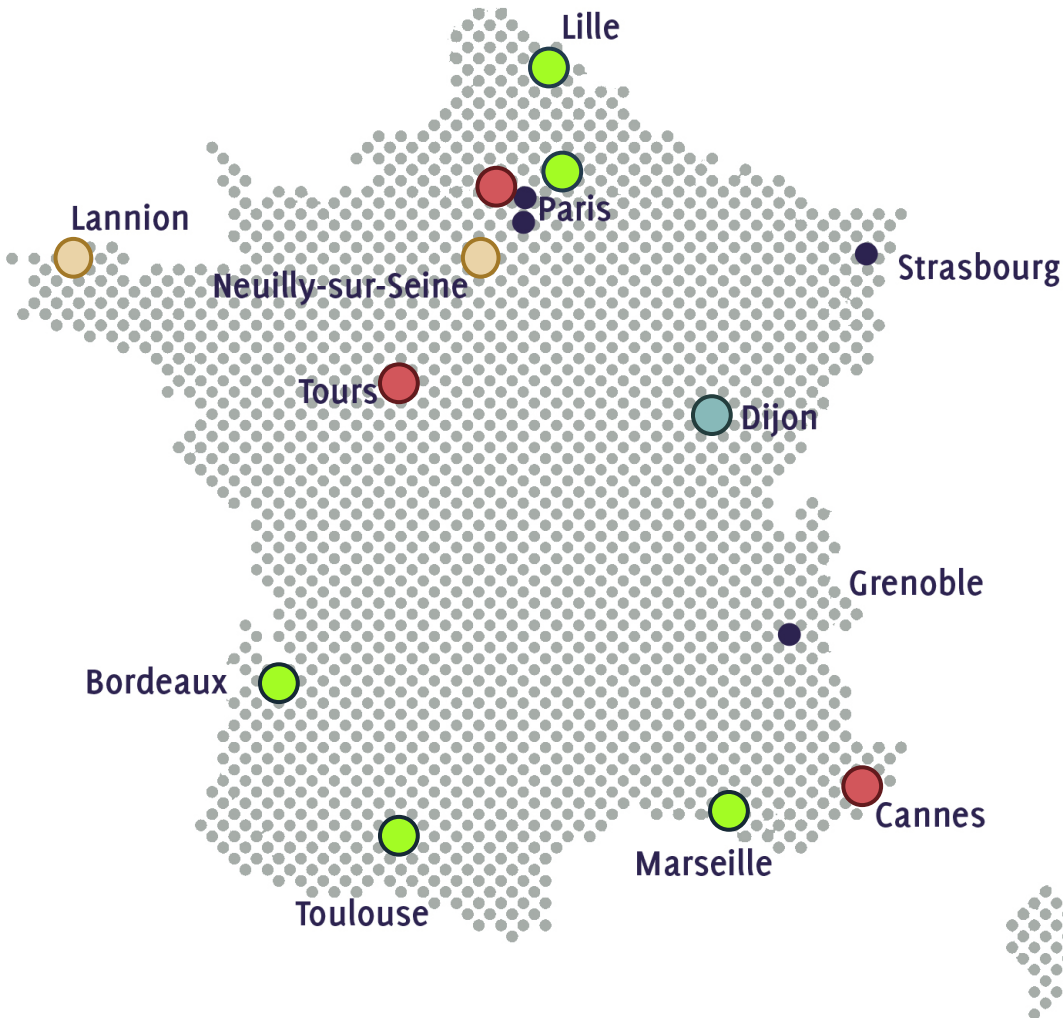
Les personnes qui se suicident sont égoïstes



Les personnes qui se suicident sont faibles



BILAN RENCONTRES FORMATION



Interventions

- Écoles agréées (n=14)
 - Intervention réalisée (n=5)
 - Intervention planifiée (n=3)
 - Refus d'intervention (n=2)
- Formations non agréées
 - Master communication (n=1)

Soit 283 futurs journalistes sensibilisés et 35 internes en psychiatrie

LES PROLONGATIONS

Acter le changement

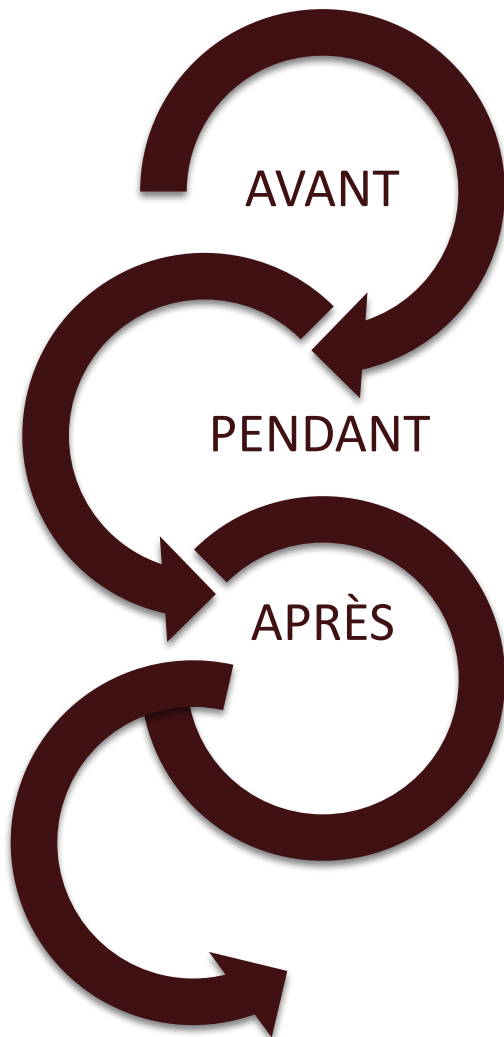
- Cafés-psy/cafés-science
- Stage d'immersion (10 passés à ce jour et 54 de planifiés)
- Sujets de thèse/mémoire



Café-psy + psychiatrie et journalisme, Janvier 2014

- Ancrer les représentations
- Faire vivre la collaboration
- Nourrir une nouvelle fibre

POUR UNE CULTURE DE LA COLLABORATION



COOPÉRATION

Prise de conscience des approches différentes

RENCONTRE

Intérêts communs

COLLABORATION

Réseaux de demain
Impulser le recours aux
Ressources de l'OMS



Immersion en service de soin
psychiatrique, Février 2015



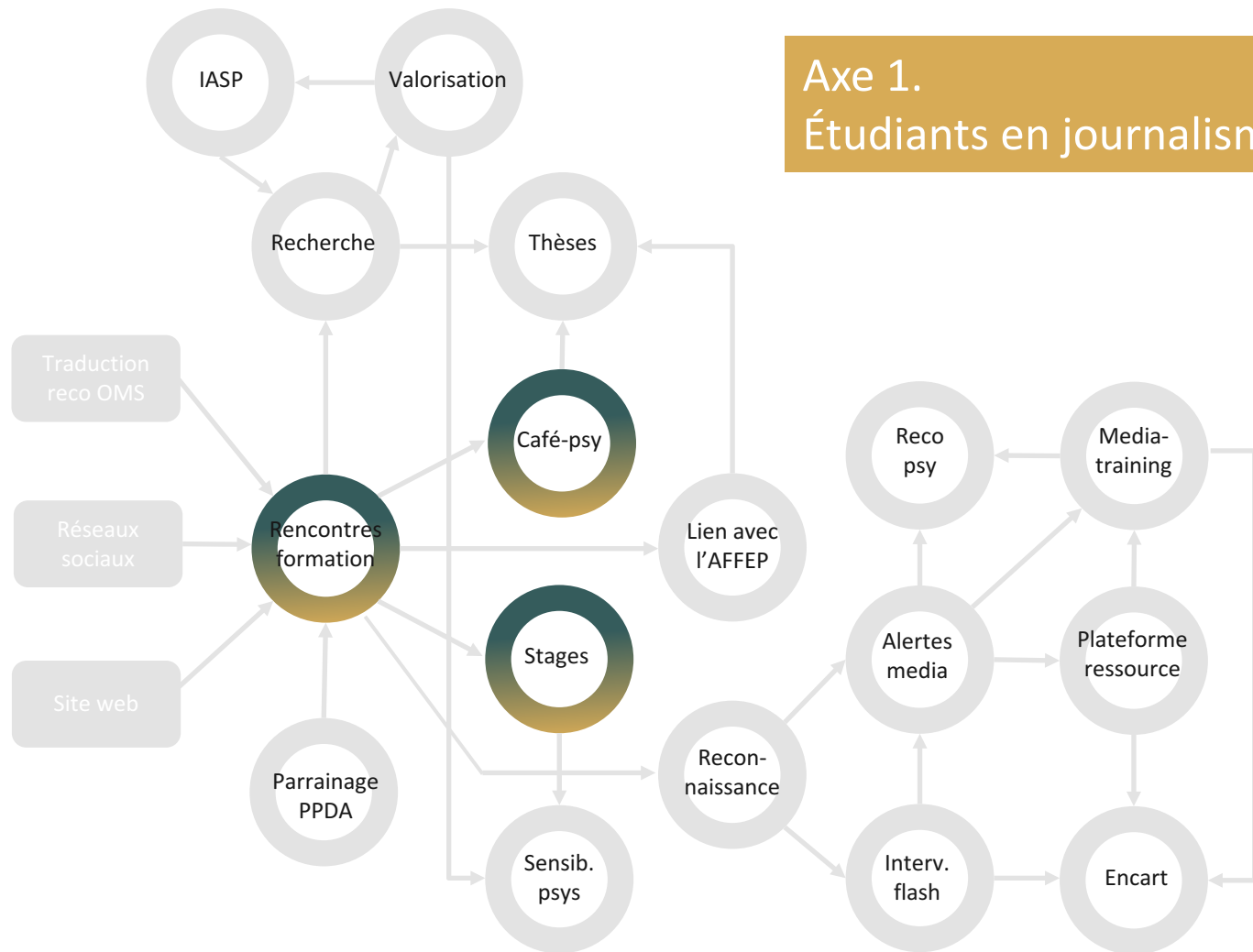
Diminuer le risque
d'incitation au suicide

PERSPECTIVES



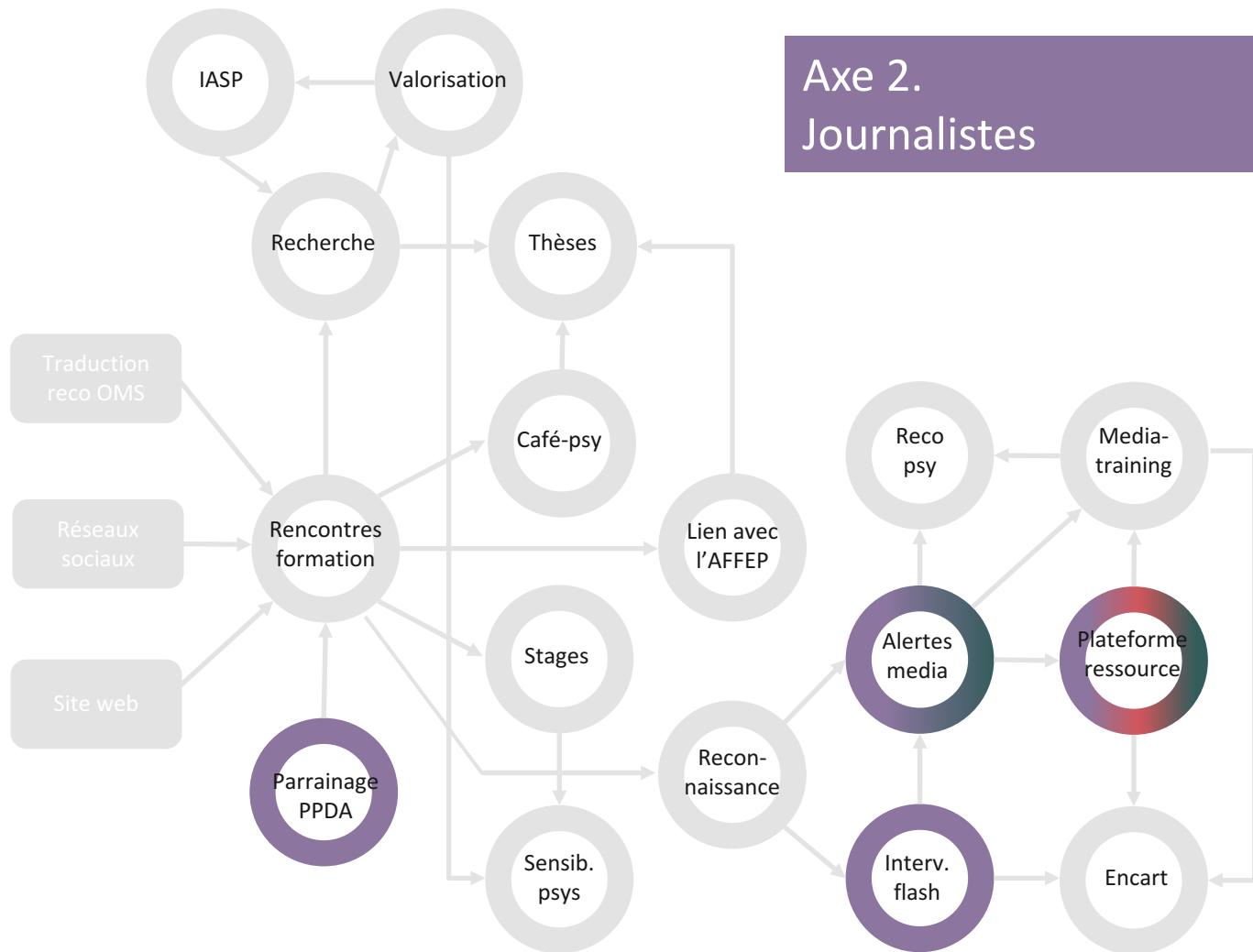
AXES DE DÉVELOPPEMENT

Axe 1. Étudiants en journalisme



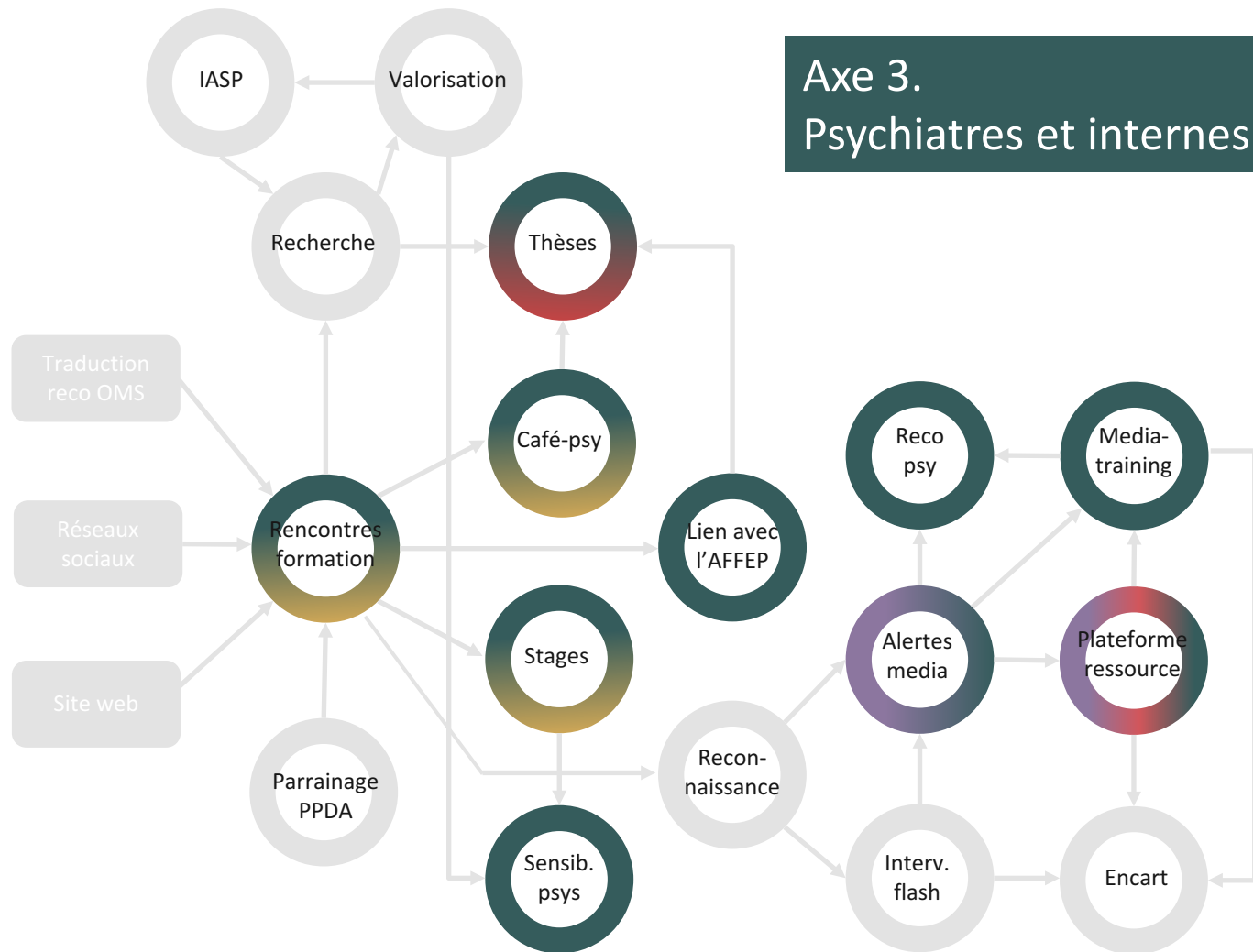
AXES DE DÉVELOPPEMENT

Axe 2. Journalistes



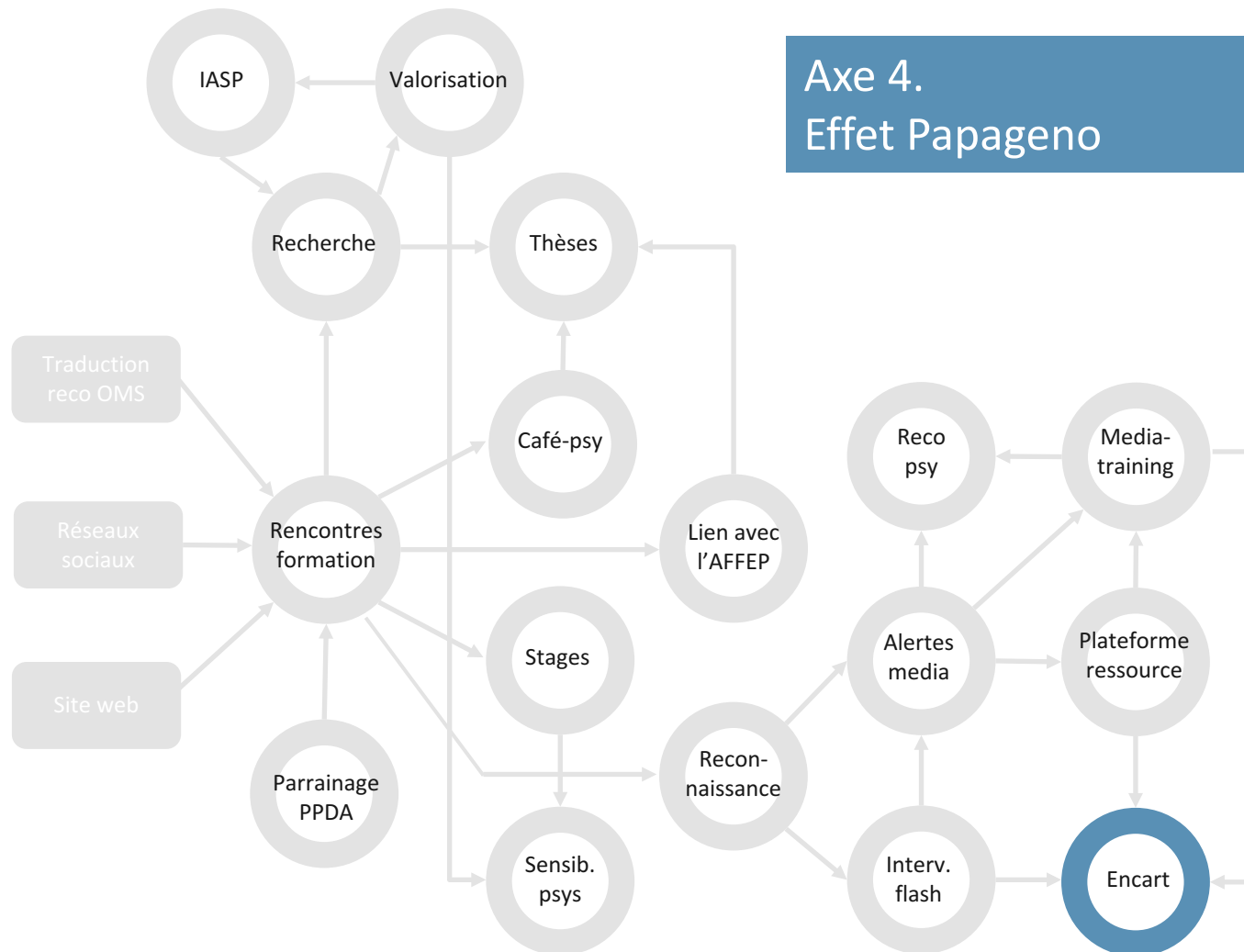
AXES DE DÉVELOPPEMENT

Axe 3. Psychiatres et internes



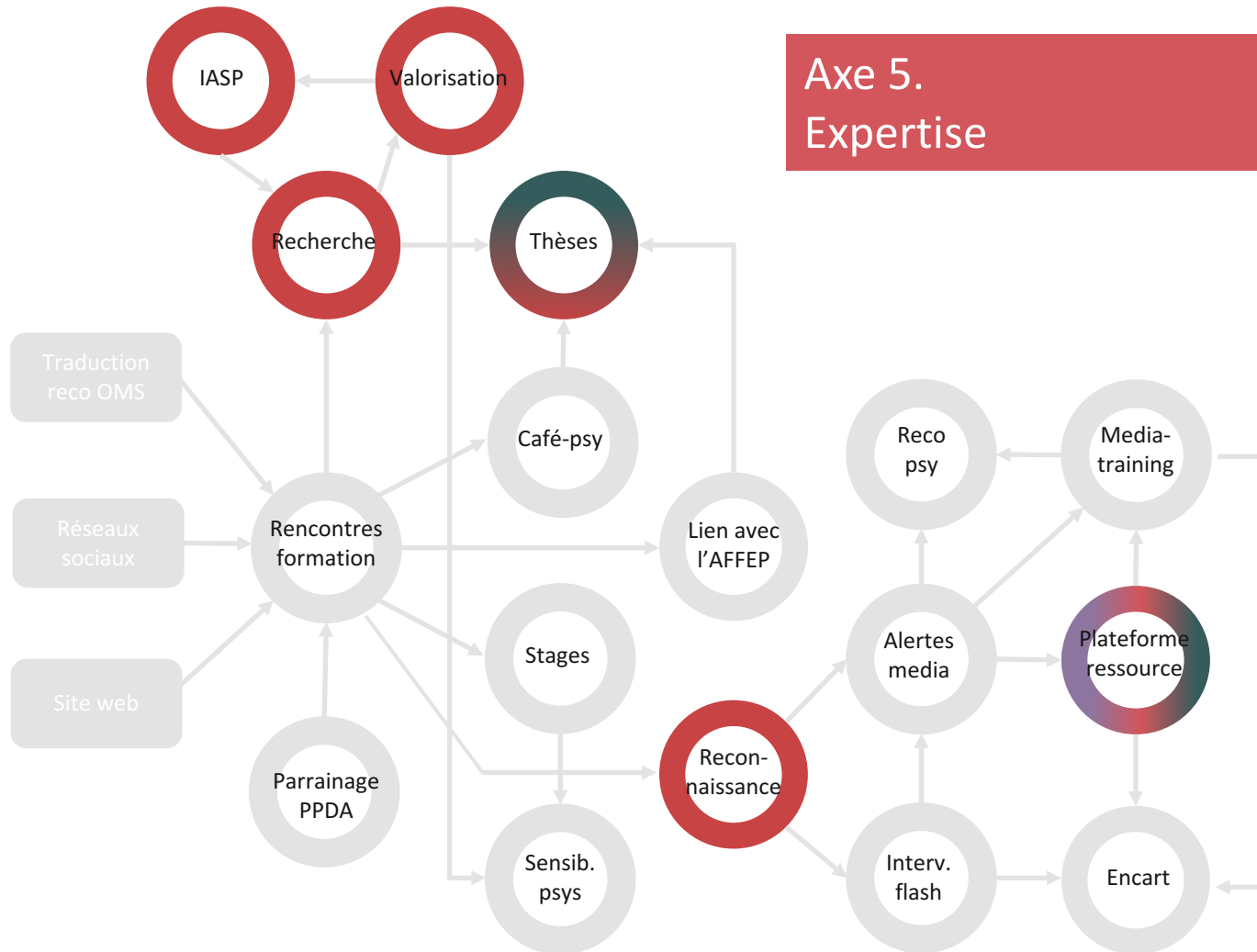
AXES DE DÉVELOPPEMENT

Axe 4. Effet Papageno

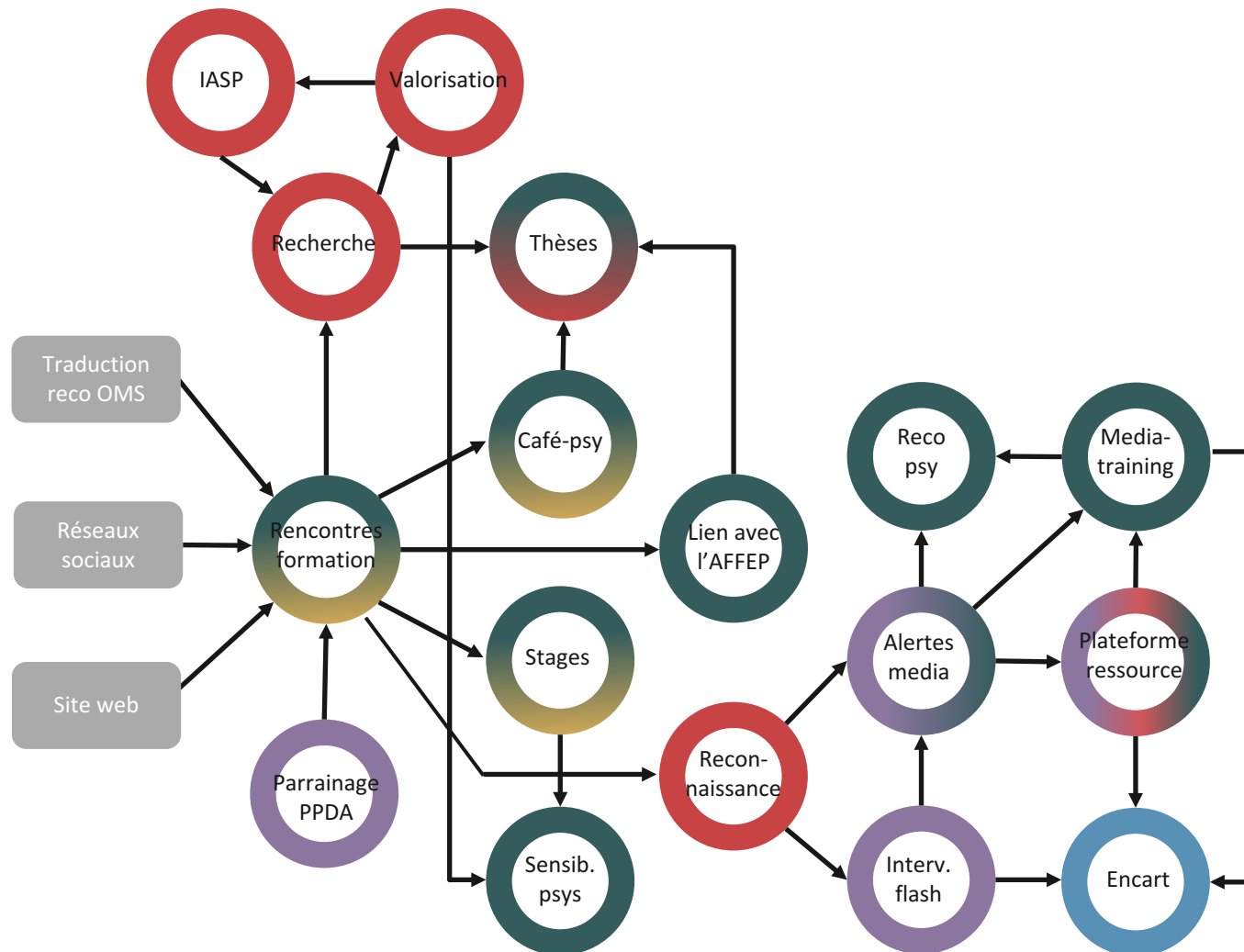


AXES DE DÉVELOPPEMENT

Axe 5. Expertise

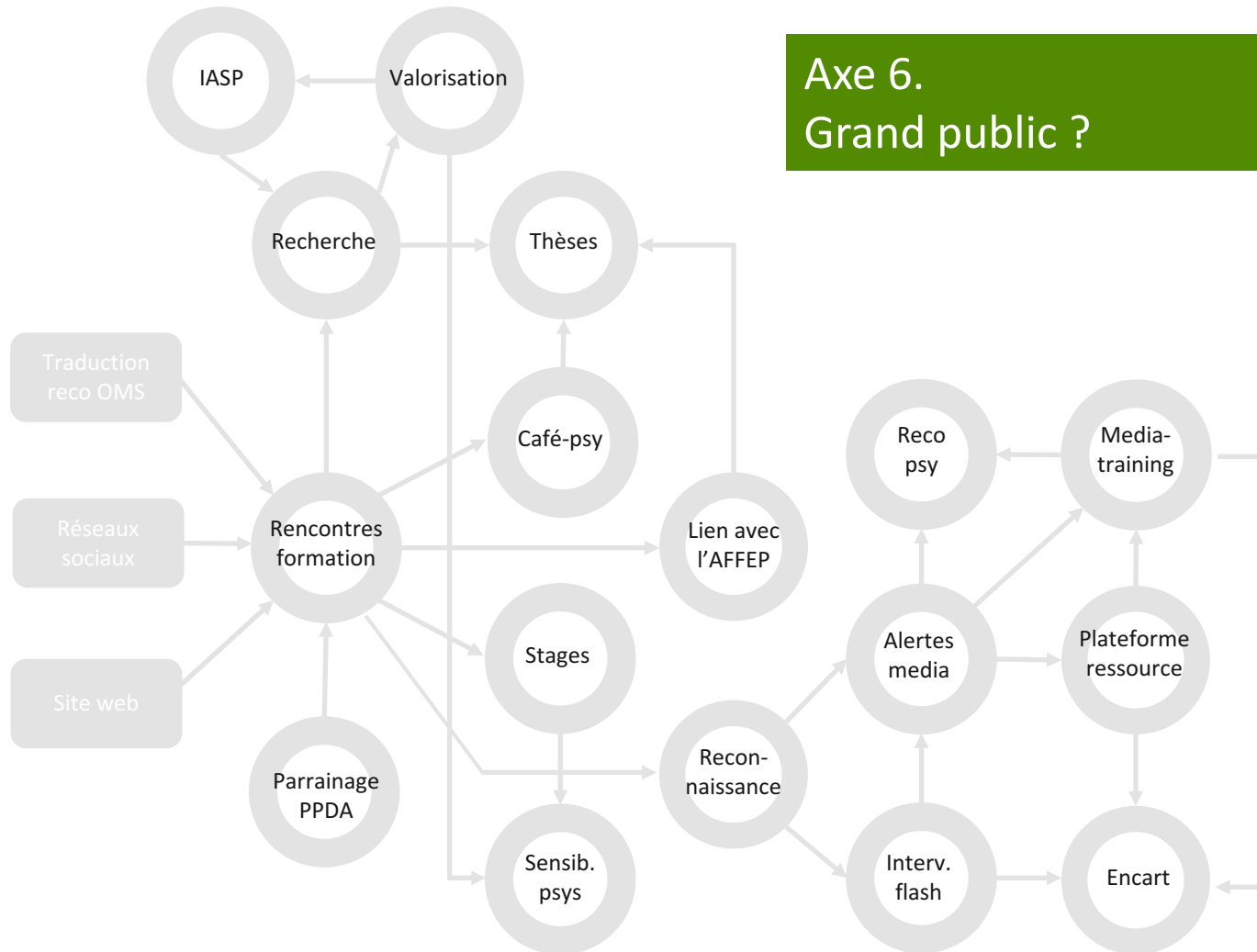


ACTIONS COROLLAIRES SPONTANÉES



AXES DE DÉVELOPPEMENT

Axe 6. Grand public ?



WWW.PAPAGENO-SUICIDE.COM

@PAPAGENO_MEDIAS