***Sensitive Issues Example***: A local school district has issued a public response after about half a dozen students committed suicide within the past year.

***Potential Sources:***

* Local Health Officials
  + Health Department
  + Local suicide prevention organizations and outreach programs
* School officials/counselors
* Suicide Prevention Data

***Ethical Issues:***

* How do students cover the suicides?
  + Release identity? Reach out to family?
  + Report circumstances of death?
    - [Recommendations for reporting on suicide](http://reportingonsuicide.org/)
  + [Possible contagion effect?](https://www.hhs.gov/answers/mental-health-and-substance-abuse/what-does-suicide-contagion-mean/index.html)

***Process/Plan***

* Contact school officials
  + Get the latest details.
    - How many suicide deaths have been reported?
    - What are their concerns?
    - What services are available for students? Counselors?
  + Talk to editors about the use of the student’s identity.
    - Will you name them? Why or why not?
      * What’s the best way to minimize harm?
* Contact local health officials.
  + What do they know?
  + What do they want the public to know?
* Contact local suicide prevention and outreach organizations
  + How to prevent this from happening?
  + Bullying, mental health issues
  + How can students seek help?
* Begin writing article
  + Determine the story.
    - Did you learn something from school officials on why this is happening?
    - What should students know? How about parents?
    - Include graphics or charts with helpful information
  + Follow-up
    - After publication, determine how to follow-up with students.
      * Are they working to help fellow students?
      * How are they coping?