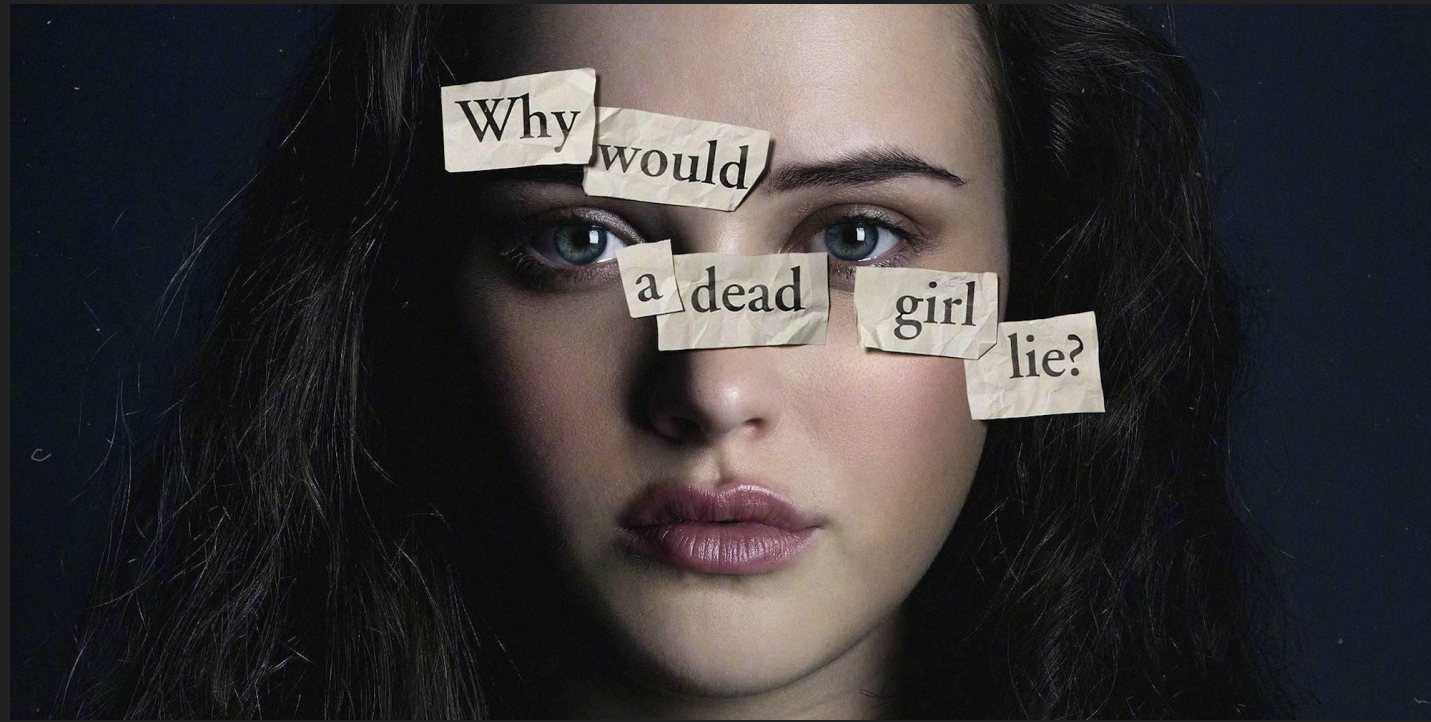


Lets Talk– 13 Reasons Why

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CTSAB- Zero Suicide Learning Collaborate

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NETFLIX



Franco Alonso Lazo Medrano:
Copycat Deaths



"It's important to report on suicide in a sensitive and responsible way because we know that if it's reported irresponsibly, it will lead to copycat behavior, especially by persons of the same gender and the same age group,"

-Annette Erlangsen, Bloomberg
School of Public Health

Werner Effect Implications (Ayers, 2017).

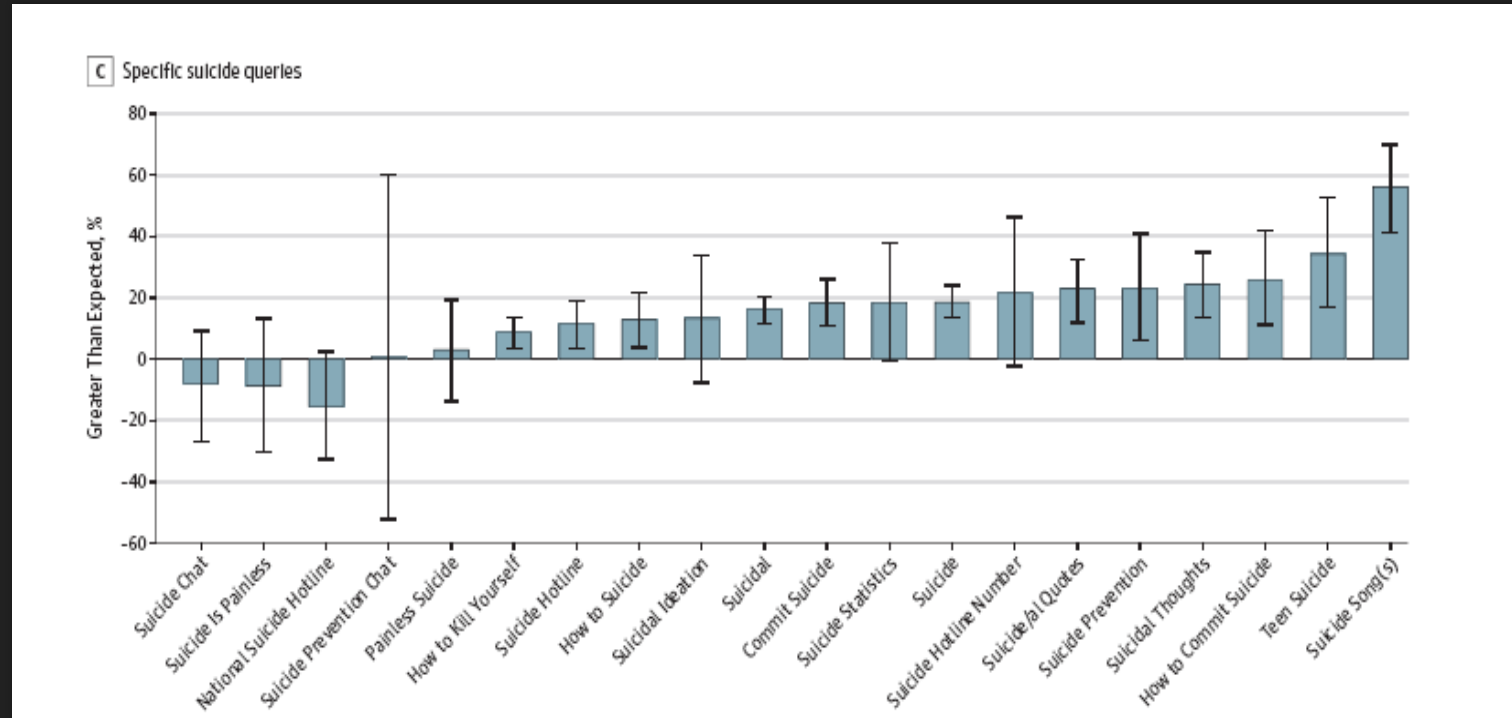
- After the release of 13 Reasons Why...
- Searches for "**how to commit suicide**" rose 26 percent
- "**Commit suicide**" rose 18 percent
- "**How to kill yourself**" rose 9 percent
- "**Hotline number**" rose 21 percent
- "**Suicide hotline**" rose 12 percent
- "**Suicide prevention**" rose 23 percent"

Methods, Results and Significance (Ayers, 2017).

- Their team analyzed data supplied by Google Trends to examine search frequency in the 19 days following the release of *13 Reasons Why*.
- The team members limited their data to a 19-day period because a high-profile suicide took place on April 19 and could have influenced search behavior.
- They compared the actual search volume to expected volume, which they estimated using data collected before the series was released.
- For 12 of the 19 days studied, suicide queries were statistically significantly greater than expected, ranging from 15% (95% CI, 3%-32%) higher on April 15, 2017, to 44% (95% CI, 28%-65%) higher on April 18, 2017.

Evidence (Ayers, 2017)

The following graph shows the percentage of words which were searched more than expected.



AFSP resources: The 13RY Discussion Guide

- 1. Tips for watching
 - Hit pause and talk about an issue during an episode
 - If there are scenes that feel uncomfortable to watch, it's ok to skip.
 - Continue the conversation even after you are done with an episode.
- 2. Conversation starters
 - What would you do if you knew a friend was considering harming themselves or others?
 - What part of the show do you relate to the most?
 - Do you know someone who has been sexually assaulted?
- 3. Difficult topics
 - Depression
 - Self-harm and suicide
 - Bullying
 - Sexual assault
 - Drugs/violence

Safe Messaging in 13RY

Good Safe Messaging

- They made a “Behind the Reasons” episode as an explanation and disclaimer to the viewers.
- Before the episodes in season 2, there are trigger warnings and the cast talks about what the show is about, also offering resources to viewers.

Bad Safe Messaging

- The show portrays suicide as a method of revenge
- Makes it seem acceptable or common.
- By giving 13 straight reasons, it makes it seem like there is a simple explanation to what causes suicide.
- There is repeated, sensational coverage.
- Within this episode, they all blame the victim and talk as if Hannah means nothing to them.
- There is clear sexual assault which may trigger people.
- Hannah’s lack of ability to get help might deter others from getting the help they need.
- Her making of these tapes, as it was in the other episodes, is romanticizing suicide
- The shrine made for her at her school also glorifies her suicide.

A High School Perspective

- My POV:
 - Dramatized
 - It's a good drama, but not a good indicator of actual High School life.
 - Final episodes contained extremely graphic and unnecessary images. (Suicide and graphic male rape).

Works Cited

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