Let's Talk – 13 Reasons Why

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CTSAB- Zero Suicide Learning Collaborate
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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
Werther 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"
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.
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.
• 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).

