

Republic of the Philippines

SANGGUNIANG PANLUNGSOD

City Government of Naga

RESOLUTION NO. 2025-294 vvvvvvvvvvvvvvvvvvvv

RESOLUTION URGING LOCAL MEDIA AND SOCIAL MEDIA PROFESSIONALS TO ADHERE TO AND PROMOTE RESPONSIBLE AND SENSITIVE REPORTING OF SUICIDE CASES AND OTHER MENTAL HEALTH CONCERNS: -

Authors: City Councilor Gilda Gayle R. Abonal-Gomez

City Councilor Vito C. Borja II

City Youth Councilor Kathlen May T. Morata

City Youth Councilor Leziah Mauri S. Climacosa

WHEREAS, mental health concerns are rising in the Philippines, and suicide remains a significant and urgent public health issue, deeply affecting individuals, families, and communities;

WHEREAS, media and social media wield substantial influence over public attitudes and behaviors regarding sensitive topics such as mental health, self-harm, and suicide;

WHEREAS, scientific research and international guidelines consistently demonstrate that certain types of media coverage of suicide, particularly those that are sensationalized, explicit, or repetitive, can lead to suicide contagion or the "Werther Effect," increasing the risk of imitation among vulnerable individuals;

WHEREAS, responsible and ethical reporting, as advocated by the World Health Organization and the Department of Health (DOH), can prevent suicide contagion, promote help-seeking, and foster hope and recovery (the "Papageno Effect");

WHEREAS, the Department of Health, through Administrative Order No. 2022-0004, requires responsible and ethical reporting of suicide in media, audiovisual, and film, emphasizing the avoidance of names, photographs, or personal details that could identify the deceased, and mandates compliance with Republic Act No. 10173 (Data Privacy Act

WHEREAS, Republic Act No. 10173 (Data Privacy Act of 2012) protects personal and sensitive information, prohibiting the unauthorized disclosure of details about individuals who have died by suicide, and requiring consent from their legal representatives;

WHEREAS, House Bill No. 10277 (Victims' Privacy Protection Act) seeks to make it unlawful to broadcast or publish images or personal details of suicide victims without the consent of the victim's family, upholding the privacy and dignity of affected individuals and their families;

WHEREAS, ethical coverage frames suicide as a public health issue, reduces stigma, encourages those struggling to seek help, and prevents further trauma to survivors and families;

WHEREAS, upholding these standards aligns with the Philippine commitment to international human rights, public health, and ethical journalism;

NOW, THEREFORE, on joint motion of City Councilor Gilda Gayle R. Abonal-Gomez and City Youth Councilor Kathlen May T. Morata, duly seconded by City Councilor Jessie R. Albeus, City Councilor Ghiel G, Rosales and City Councilor David Casper Nathan A. Sergio;

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BE IT RESOLVED as it is hereby resolved to urge all local media professionals, social media practitioners, and content creators to:

- 1. Strictly adhere to the guidelines set forth by DOH Administrative Order No. 2022-0004 and Republic Act No. 10173 (Data Privacy Act of 2012) in reporting suicide cases;
- 2. Avoid publishing or broadcasting detailed descriptions of suicide methods, circumstances, or locations;
- 3. Refrain from using names, photographs, videos, or any personal identifiers of individuals involved in suicide cases, unless prior consent has been obtained from the legal representative or family;
- 4. Refrain from sensationalizing, glamorizing, or normalizing suicide in headlines, images, or repeated coverage;
- 5. Provide information about mental health resources, helplines, and support services in all reports on suicide or self-harm;
- Consult with mental health professionals to ensure reporting is accurate, sensitive, and supportive of prevention efforts;
- 7. Moderate online comments and discussions to prevent the spread of harmful, triggering, or stigmatizing content;
- 8. Respect the privacy and dignity of individuals and families affected by suicide, in compliance with all relevant laws and administrative orders;
- 9. Regularly update editorial policies and staff training in line with the latest evidence-based best practices and legal requirements;
- 10. Collaborate with mental health organizations to amplify prevention messages and reduce stigma in all forms of media.

RESOLVED FURTHER, to implore all the media outlets in the City of Naga and all other media outlets within Camarines Sur whose signal coverage extends to or includes Naga City to adopt this resolution to:

- 1. Prevent the normalization and contagion of suicide in society;
- Reduce the risk of copycat suicides, especially among vulnerable groups;
- 3. Protect the privacy, dignity, and mental well-being of individuals and families affected by suicide;
- 4. Uphold ethical standards in journalism and digital communication;
- 5. Align with Philippine laws, administrative orders, and global best practices in public health and media ethics.

LET COPIES of this Resolution be distributed to all the media outlets in the City and all other concerned media outlets operating within Camarines Sur whose signal coverage extends to or includes Naga City for their information, reference, and corresponding action.

APPROVED.

Adopted: July 8, 2025.

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WE HEREBY CERTIFY to the correctness of the foregoing resolution.

GIL A. DE LA TORRE Secretary to the

Sangguniang Panlungsod

GABRIEL H. BORDADO JR.

City Vice Mayor & Presiding Officer

Youth Secretary to the Sangguniang Panlungsod

JAMIN PHOEBE O. SABAYBAY
City Youth Vice Mayor
& Presiding Officer