

MediaUPDATE

Media monitoring is our business

In the last issue I reported on successful media collaboration that resulted in the removal from several newspaper websites of information that PAPHYRUS regarded as excessive detail about methods of suicide.

We continue, in consultation with the Press Complaints Commission, to highlight irresponsible reporting and have had further success.

Reports by the Daily Telegraph, the Daily Mirror and The Sun all named a prescribed medication that had been taken by a teenage girl who took her own life with an overdose of the substance. We objected because it was medication that vulnerable teenage girls could easily obtain from their doctors.

In some of these instances there has been substantial negotiation. For example in this latter case, one newspaper initially argued that because there was no reference to the quantity of pills taken there was no breach of the Editors' Code of Practice and it was not willing to amend the piece. However, we successfully pursued.

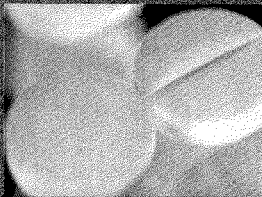
We are also raising concern about reference by some press to a bridge in Scotland as a 'popular suicide spot'. (See below).

Encouraging responsible media reporting that does not sensationalise, glamorise or normalise suicide is, I believe, an essential role for PAPHYRUS.

Our approach is always collaborative, never confrontational. After all, we also approach these same editors to run positive stories about PAPHYRUS and to include HOPELineUK as a confidential, non-judgmental source of help for young people with suicidal feelings and those concerned about them.

A third party such as PAPHYRUS may complain on an individual's behalf, so if you have a concern I shall be happy to handle it for you. And, of course, I am always happy to discuss other media issues that you might have.

Rosemary Vaux, Press Office.
Tel 020 8943 5343 email rvaux@ravenstonepr.co.uk



Partnership – Deeside College

Partners dig deep

Deeside College students and staff are hoping to raise lots of money for PAPHYRUS as its charity of the year.

PAPHYRUS has been adopted with huge enthusiasm by staff at both Deeside College and Northop College of Horticulture. Staff member and fundraising co-ordinator, **Paul Hinchliffe**, is aiming to surpass last year's extraordinary achievement of raising almost £27,000 for the NSPCC.

Anne Parry, Debbie Thompson and Amy Llewellyn joined College Principal **David Jones**, staff and College students at a media photocall to officially launch the year's fundraising. With bold promotional displays around the college, including a vast charity wall with plasma screen, PAPHYRUS cannot be missed.

Students and staff are now planning a series of events and activities. From Dragon Boat racing, white water rafting and sky diving to sponsored walks, bike rides and marathons it promises to be a busy year.

Last month was the annual Principal's Charity Dinner. "It was a wonderful evening, beautifully presented and extremely well supported by local businesses and dignitaries, indicating the high regard in which the College is held," said Anne Parry. "The work the students and staff do for their chosen charity is renowned and we are looking forward to working with them to help raise funds to support HOPELineUK."

The Rt Hon **David Hanson**, Delyn MP and Home Office Minister attended the Dinner. "As a patron of PAPHYRUS I am delighted the College has adopted our charity for the forthcoming year. The evening itself was very enjoyable with some entertaining speeches and a wide range of fundraising activities," he commented.

Engaging students

Not only is our partnership with Deeside college fantastic from a fundraising point of view, it also gives more young people the chance to get involved with the charity through YoungPAPHYRUS.

Through open discussion and problem-solving sessions, students will gain a greater understanding of the charity they are working so hard to fundraise for, and PAPHYRUS will gain the valuable perspective of young

Suicide Hotspots

The term 'suicide hotspot' has two possible meanings. It is frequently used to refer to either a town, county or country with a relatively high rate of suicide among its resident population or a specific, usually public, site that is frequently used as a location for suicide.

Many well-known locations throughout the world have become associated with suicidal acts. They include both man-made structures and natural sites, such as a bridge or a cliff, some of which have iconic status or significance. These places seem to act as magnets, attracting suicidal

individuals. There are also many less well-known locations and every local area will have sites and structures that lend themselves to suicide attempts.

The National Institute for Mental Health in England (NIMHE) recognises the high importance of this issue. As part of its contribution to the implementation of the National Suicide Prevention Strategy for England and to achieve an overall reduction in suicides, it has published guidance notes to assist multi-agency groups to identify 'hotspots' for suicide and to take appropriate steps to improve safety and deter acts of suicide at those locations.