

UPDATED: Mindframe reminder for continued reporting on the death of Dutch teenager Noa Pothoven

7 June 2019

Please cascade to all appropriate staff

Mindframe wish to acknowledge the passing of Dutch teenager, Noa Pothoven and the grief and loss associated with her death.

As this story continues to develop the cause of death may not be as it first appeared and we are urging the media to be extremely cautious when reporting on this evolving overseas incident. Media should avoid speculating on the cause of death of Ms Pothoven.

Media should also avoid reporting that is sensationalised or glamorising of the death of a young person with association of self-harm/suicide as this may reinforce a desired outcome for vulnerable audiences.

As such, *Mindframe* urges media to minimise detailed descriptions of method in relation to self-harm behaviour and to refrain from identifying any websites that provide detailed information on self-harm behaviour. Removing explicit methods can minimise the risk of copycat behaviour and distress to vulnerable audiences.

Mindframe also wishes to remind journalists that discussion of childhood trauma, sexual assault and eating disorders may result in audiences increasing their engagement in online discussions and sharing of their own lived experiences. As such, it is recommended that media ensure there are responsible moderation and monitoring of article threads, online forums and social media commentary sections to facilitate safe conversations and help-seeking behaviour.

More information on reporting guidelines can be found on the [Mindframe](#) website.

The Mindframe project team

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Help-seeking information

Adding help-seeking information to stories (online, print and broadcast) can provide somewhere for people who may be adversely impacted by the coverage to find professional support. It is recommended in this instance that youth focused support services be included along with services to support those with a lived experience of eating disorders or childhood trauma.

National 24/7 Crisis Services

Lifeline: 13 11 14 www.lifeline.org.au

Suicide Call Back Service: 1300 659 467 www.suicidecallbackservice.org.au

Blue Knot Helpline: 1300 657 380 Mon-Sun, 9am-5pm AEST

Butterfly Foundation: Call 1800 33 4673

Kids Helpline: 1800 551 800 www.kidshelpline.com.au

Beyond Blue: 1300 22 4636 www.beyondblue.org.au

Blue Knot Helpline: 1300 657 380 Mon-Sun, 9am-5pm AEST

Butterfly Foundation: Call 1800 33 4673



Support services

Adult

Lifeline: 13 11 14

lifeline.org.au

Suicide Call Back Service: 1300 659 467

suicidecallbackservice.org.au

beyondblue: 1300 24 636

beyondblue.org.au

MensLine Australia: 1300 789 987

mensline.org.au

Youth

Kids Helpline: 1800 551 800

kidshelpline.com.au

headspace: 1800 650 890

headspace.org.au

ReachOut: au.reachout.com

healthinonet.ecu.edu.au - Aboriginal and Torres Strait Islander

1800 184 527 qlife.org.au - Lesbian, gay, bisexual, trans, and/or intersex

mhima.org.au - Culturally and linguistically diverse

Other resources

Head to Health: mental health portal

headtohealth.gov.au

Life in Mind: suicide prevention portal

lifeinmindaustralia.com.au

SANE: online forums sane.org



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Mindframe

mindframe-media.info

Other key national resources

Head to Health: mental health portal: www.headtohealth.gov.au

Life in Mind: suicide prevention portal: www.lifeinmindaustralia.com.au

Media self-care

Reporting suicide and mental illness can also impact to the welfare of journalists. To support media professionals *Mindframe*, in consultation with the [DART Centre Asia Pacific](#), has developed journalism self-care resources for media professionals reporting suicide and mental illness. These resources can be found [here](#).

If you find any problematic media coverage, please refer directly on to [Sane StigmaWatch](#) for urgent follow up:

<https://www.sane.org/changing-attitudes/report-a-media-item-to-stigmawatch>



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