

**From:** [Gerard Hoffman](#)  
**To:** [Georgia Tawharu](#)  
**Subject:** FW: Website copy  
**Date:** Wednesday, 12 December 2018 2:33:15 PM  
**Attachments:** [image001.png](#)

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**Gerard Hoffman | Manager | Student Counselling | Victoria University of Wellington**

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Tel 04 463 5310 | Cell [REDACTED] | .@..

[http://www.victoria.ac.nz/st\\_services/counselling/](http://www.victoria.ac.nz/st_services/counselling/)



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**From:** Katherine Edmond  
**Sent:** Monday, 1 October 2018 5:19 p.m.  
**To:** Karl Whalen <xxxx.xxxxx@xxx.xx.xx>; Rainsforth Dix <xxxxxxxxxxx.xxx@xxx.xx.xx>  
**Cc:** Gerard Hoffman <xxxxxx.xxxxxx@xxx.xx.xx>; Sarah Boyd <xxxxxx.xxxx@xxx.xx.xx>; Pam Thorburn <xxx.xxxxxxxx@xxx.xx.xx>; Laura McNeur <xxxxxx.xxxxxx@xxx.xx.xx>; Kristina Keogh <xxxxxxxx.xxxxx@xxx.xx.xx>  
**Subject:** RE: Website copy

Thanks Karl and thanks for your comments Gerard.  
There was appetite for 'Read the Facts' from the VC but I will pass on that you are not in favour of it.

Cheers  
Katherine

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**From:** Karl Whalen  
**Sent:** Monday, 1 October 2018 5:11 PM  
**To:** Rainsforth Dix <[xxxxxxxxxxx.xxx@xxx.xx.xx](mailto:xxxxxxxxxxx.xxx@xxx.xx.xx)>; Katherine Edmond <[xxxxxxxxxxx.xxxxxx@xxx.xx.xx](mailto:xxxxxxxxxxx.xxxxxx@xxx.xx.xx)>  
**Cc:** Gerard Hoffman <[xxxxxx.xxxxxx@xxx.xx.xx](mailto:xxxxxx.xxxxxx@xxx.xx.xx)>; Sarah Boyd <[xxxxxx.xxxx@xxx.xx.xx](mailto:xxxxxx.xxxx@xxx.xx.xx)>; Pam Thorburn <[xxx.xxxxxxxx@xxx.xx.xx](mailto:xxx.xxxxxxxx@xxx.xx.xx)>; Laura McNeur <[xxxxxx.xxxxxx@xxx.xx.xx](mailto:xxxxxx.xxxxxx@xxx.xx.xx)>; Kristina Keogh <[xxxxxxxx.xxxxx@xxx.xx.xx](mailto:xxxxxxxx.xxxxx@xxx.xx.xx)>  
**Subject:** RE: Website copy

Thanks, this is a good move.  
No edits or suggestions from me at this stage

Karl

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**From:** Rainsforth Dix

**Sent:** Monday, 1 October 2018 4:42 p.m.

**To:** Katherine Edmond <[xxxxxxxxx.xxxxxx@xxx.xx.xx](mailto:xxxxxxxxx.xxxxxx@xxx.xx.xx)>

**Cc:** Gerard Hoffman <[xxxxxxxxx.xxxxxx@xxx.xx.xx](mailto:xxxxxxxxx.xxxxxx@xxx.xx.xx)>; Karl Whalen <[xxxx.xxxxxx@xxx.xx.xx](mailto:xxxx.xxxxxx@xxx.xx.xx)>;

Sarah Boyd <[xxxxx.xxxx@xxx.xx.xx](mailto:xxxxx.xxxx@xxx.xx.xx)>; Pam Thorburn <[xxx.xxxxxxxx@xxx.xx.xx](mailto:xxx.xxxxxxxx@xxx.xx.xx)>; Laura

McNeur <[xxxxx.xxxxxx@xxx.xx.xx](mailto:xxxxx.xxxxxx@xxx.xx.xx)>; Kristina Keogh <[xxxxxxxxx.xxxxxx@xxx.xx.xx](mailto:xxxxxxxxx.xxxxxx@xxx.xx.xx)>

**Subject:** Re: Website copy

Fine by me -good idea. Note no. 5 should read harm not ham.

Sent from my iPad

On 1/10/2018, at 4:30 PM, Katherine Edmond <[xxxxxxxxx.xxxxxx@xxx.xx.xx](mailto:xxxxxxxxx.xxxxxx@xxx.xx.xx)> wrote:

Hi all,

We are intending to put some copy on our website (not yet sure exactly where it will sit) that addresses some of the mis information that has been in the media around suicide attempts in our halls of residence.

We plan to use an approach that has been helpful with other issues, which is to have a link pop up when people search certain terms online (such as evicted after a suicide attempt, or suicides in Victoria University halls of residence etc) that send them to our website, where they would find the attached copy.

Could you please review it and let me know if changes or additions are needed.

Any suggestions on the best search terms to attach the ad to would also be useful. There is urgency with this – we would like to get it up as soon as possible.

Thanks

Katherine

**Katherine Edmond, Associate Director, Communications**

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[www.victoria.ac.nz](http://www.victoria.ac.nz) | 0800 VICTORIA

[www.youtube.com/user/victoriemarketing](https://www.youtube.com/user/victoriemarketing)

[www.facebook.com/victoriauniversityofwellington](https://www.facebook.com/victoriauniversityofwellington)

 Please consider the environment before printing this e-mail

<Suicide Attempts in University Halls of Residence.docx>