

National Communications Charter

Action Worksheet

The National Communications Charter (The Charter) will help guide ongoing efforts to improve mental health and wellbeing, and the way mental health and wellbeing is spoken about within an organisation and with key stakeholders.

Identify activities that you and your workplace can use to embed The Charter into practice. Workshop your ideas and write them in the blank spaces provided.

The Charter principles

Examples and activity

1

Make mental health, wellbeing and suicide prevention a priority issue

- Build a positive workplace culture (e.g. anti-bullying policies in place, flexible working arrangements).
- Actively engage in R U OK? Day and World Mental Health Day.

2

Share nationally consistent information and messages

- Review all printed and online content to ensure all messaging that refers to mental health, mental illness or suicide is safe and responsible.
- Update organisational social media guidelines to reflect The Charter principles.

3

Base advocacy and awareness-raising efforts on clear, consistent and evidence-based messages

- Encourage stakeholders and other partnering agencies to become signatories of The Charter.
- Utilise evidence-based resources as a guide to increase staff confidence when it comes to talking about suicide (see YouCanTalk for resources).

4

Respect the diversity of experience for those affected by mental ill-health or suicide

- Have support processes in place for if/when a staff member indicates they are impacted by or experiencing mental ill-health or suicidal crisis.
- Consider conducting wellbeing checks as part of regular reviews with staff.

5

Use appropriate, respectful and person-centred language in all communication

- Include aspects of The Charter and language guides into staff orientation processes.
- Incorporate a strengths-based approach in any communication to both staff and customers regarding mental health and suicide prevention.

6

Work together to maximise efforts and resources

- Provide staff the opportunity to attend mental health and suicide prevention training and/or community-based activities (e.g. Mental Health First Aid, local charity events, etc.).

7

Acknowledge those with lived experience of mental ill-health and suicide and incorporate into policy and service design

- Organise information sessions or training for staff on co-design principles (e.g. from Roses in the Ocean or LGBTIQ+ Health Australia).
- Develop flexible sick leave policies that encourage staff to feel comfortable to use their leave for mental health and physical issues.

8

Promote crisis services and help-seeking information

- Offer Mental Health First Aid training and suicide prevention training (e.g. ASIST or QPR) to provide the skills to support someone experiencing a mental health problem and identify warning signs of someone at risk of suicide.
- Make help-seeking information visible for staff and in public areas.