

National Communications Charter

Three steps in engaging with The Charter:









1  **Become a signatory**


Principles:

1. Make mental health, wellbeing and suicide prevention a national priority.
2. Share nationally consistent information and messages.
3. Base advocacy and awareness-raising efforts on clear, consistent, and evidence-based messages.
4. Respect the diversity of experience of those affected by mental ill-health or suicide.
5. Use appropriate, person-centred and respectful language in all communication.
6. Work together to maximise our efforts and resources.
7. Acknowledge those with lived experience of mental ill-health or suicide and incorporate into policy and service design.
8. Promote crisis services and help-seeking information.

Action:

There are a range of activities you can complete to support and action the eight principles of The Charter within your organisation or local community. See the Action Guide for more example activities.

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|  Educate |  Praise and promote |  Use safe language |
|  Join in |  Engage |  Use safe images |
|  Collaborate |  Use evidence | |

2  **Action the principles**

3  **Support and share The Charter**

Outcomes:

- Reduce suicide and its impacts and improve the mental health and social and emotional wellbeing of people, families and communities across Australia.
- Increase help-seeking and help-offering behaviour and reduce the stigma surrounding mental illness and suicide.
- Work together to maximise our efforts and our resources, and develop better structures and processes for collaboration.