

National Communications Charter

Signatories of The Charter agree to the following eight 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 safe, person-centred and respectful communication.

6. Work together to maximise our efforts and resources.

7. Acknowledge those with lived experience of mental ill-health or lived experience of suicide.

8. Promote crisis services and help-seeking information.

