

National Communications Charter (The Charter)

The Charter is an evidence-informed resource to guide the way the mental health and suicide prevention sectors, government, businesses and community talk about mental ill-health and suicide.

Three steps in engaging with The Charter:



1 Understand the eight principles and 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.

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


2 Action the principles and promote The Charter


3 Evaluate implementation of The Charter in your workplace

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.