



# National Communications Charter

A unified approach to mental health and suicide prevention

**I pledge to enact the eight core principles of The Charter:**

- ✿ Make mental health, wellbeing and suicide prevention a national priority.
- ✿ Use appropriate, person-centred and respectful language in all communication.
- ✿ Share nationally consistent information and messages.
- ✿ Work together to maximise our efforts and resources.
- ✿ Use The Charter as a guide for strategic communications, advocacy and awareness raising.
- ✿ Acknowledge those with lived experience of mental ill-health or lived experience of suicide.
- ✿ Respect the diversity of experience of those affected by mental ill-health or suicide.
- ✿ Promote crisis services and help-seeking information.

**Signature:**

---

**Date:**

---