











National Communications Charter

A unified approach to mental health and suicide prevention

Name: _____

I pledge to enact the eight principles of The Charter:

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

Signature:

Date:

