

# National

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# Communications

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# 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:** \_\_\_\_\_