



National Communications Charter

A unified approach to mental health and suicide prevention

Organisation: _____

We 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:

