

National Communications Charter

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Brief background snapshot

About *Life in Mind*

Life in Mind aims to connect Australian suicide prevention services and programs to each other and the community by providing a comprehensive online portal and supporting coordinated, consistent messaging around suicide prevention through the operationalisation of the National Communications Charter.

Life in Mind also aims to encourage sector leadership through collaboration and engagement, in the hope of better supporting the sector and the community to respond to and communicate about suicide and its impacts.

The strength of *Life in Mind* lies in its national consultation and partnership with the suicide prevention sector to develop a pivotal connection for organisations, programs, researchers and professionals working in suicide prevention in Australia.

What is the National Communications Charter?

The National Communications Charter (The Charter) is a resource and uniting document for people in the mental health and suicide prevention sectors, government, business and community groups.

It is designed to guide the way we talk about mental health and wellbeing, social and emotional wellbeing, mental ill-health and suicide prevention with each other and the community and serves as a formal commitment to working together and developing better structures and processes for collaboration.

The Charter is hosted on the *Life in Mind* portal, providing organisations and communities with access to tools such as current information, programs, services, resources and research within suicide prevention in Australia.

Everymind will oversee The Charter on behalf of the sector, ensuring shared responsibility and dialogue for its ongoing development and implementation.

Supporting promotional information

Life in Mind has developed a communications plan to support dissemination and involvement with The Charter, to stakeholder networks, media and communications professionals, government, Primary Health Networks (PHNs) and community members and groups.

Life in Mind would like to encourage visitors to The Charter page on the *Life in Mind* [website](#), which houses [The Charter digital booklet](#) and supporting resources.

To assist in your online and social media activities, we have prepared a series of suggested tweets, a Facebook post, news item and have collated other important information to support The Charter. However, please feel free to edit and use as appropriate for your organisation.

If you would like to get involved in promoting The Charter or you require further information, please contact Francesca Groves, **Everymind** Communications Officer, with details listed at the end of this document.

How can I promote the National Communications Charter?

Example news item for organisations: <<Insert organisation name>> pledges support to the National Communications Charter

<<Insert organisation name>> has signed the National Communications Charter (The Charter) to formally demonstrate its commitment to how the organisation will talk about mental health, wellbeing and suicide.

The Charter provides an opportunity for governments, organisations, community groups and individuals to play a role in reducing stigma around mental ill-health and suicide, while also promoting help-seeking behaviour through its guiding principles and messages.

Life in Mind was commissioned to re-develop The Charter under the guidance of a Champions group, to support the nation on safely talking about mental health and suicide as well as improve how the issues are responded to in workplaces, governments and the community.

Everymind Suicide Prevention Project Lead, Simon Pont said The Charter supports a unified approach to mental health and suicide prevention, which supports coordinated and consistent messaging around mental health and suicide prevention.

“*Life in Mind* provides the platform for The National Communications Charter, allowing individuals, communities and organisations to become familiar with the principles and pledge their support for this vital uniting document,” Mr Pont said.

“By signing The Charter, organisations and individuals are agreeing to communicate in ways that are safe and actively work to increase help-seeking behaviour, reduce stigma and encourage collaboration.”

Life in Mind encourages individuals, communities and organisations to lead by example and show their support by signing up to The Charter. As well as sharing The Charter key messages, principles, links and #CommsCharter hashtag with others.

<<Insert quote from your organisation>> “We are proud to sign The Charter and demonstrate our commitment to working together, developing processes for collaboration and incorporating coordinated and consistent messaging, about mental health and suicide prevention....”

To see and share the National Communications Charter and learn more about *Life in Mind*, please visit:

<https://www.lifeinmindaustralia.com.au/the-charter>

Example Facebook post

<<Organisation name>> is pleased to have signed the National Communications Charter, supporting a unified approach to mental health and suicide prevention.

Our organisation has/I have made a formal commitment to abide by the eight core principles, which will help forge an inclusive culture, one that is free from stigma and fosters help-seeking behaviour.

To learn more and to download The Charter, visit: <https://www.lifeinmindaustralia.com.au/the-charter>.

Tweets

- If you work within the mental health and suicide prevention sector visit <https://www.lifeinmindaustralia.com.au/the-charter> to access the @LifeinMindAU #CommsCharter, which supports a unified approach to mental health and suicide prevention. Find out more at: <https://www.lifeinmindaustralia.com.au/the-charter>
- I am pleased to support the #CommsCharter. By signing, I have made a formal commitment to avoid using stigmatising language & encouraging help-seeking behaviour. Learn more at: <https://www.lifeinmindaustralia.com.au/the-charter>.
- To encourage safe discussions about suicide <<organisation handle>> has today, signed the @LifeinMindAU #CommsCharter. Working together with unified messages can reduce stigma & empower people to get support. To sign, visit: <https://www.lifeinmindaustralia.com.au/the-charter>.
- Reducing stigma and increasing help-seeking behaviour is something we can all support. <<organisation Twitter handle>> supports the @LifeinMindAU #CommsCharter and its eight core principles. Find out more: <https://www.lifeinmindaustralia.com.au/the-charter>
- Today and every day I promise to work collaboratively to reduce stigma and encourage help-seeking behaviour by signing the @LifeinMindAU #CommsCharter. Find out more and pledge your support at: <https://www.lifeinmindaustralia.com.au/the-charter>
- We've signed the @LifeinMindAU National #CommsCharter, have you? If not, you can download it here: <https://www.lifeinmindaustralia.com.au/the-charter>
- We are proud signatories to the @LifeinMindAU #CommsCharter in support of a unified approach to mental health & suicide prevention. Read more at: <<organisation news item>>
- I pledge my commitment to working together to prevent suicide by signing the @LifeinMindAU #CommsCharter remembering those who have been touched by suicide. To support The Charter, visit: <https://www.lifeinmindaustralia.com.au/the-charter>.
- The @LifeinMindAU #CommsCharter is a resource to guide the way organisations talk about mental health and suicide prevention, with each other and with the community. More at: <https://www.lifeinmindaustralia.com.au/the-charter>.

Supporting collateral – Social media cards

Twitter

Get involved with The Charter

Are you in government, business, the mental health and suicide prevention sector or a community group?

Read the full Communications Charter to find out how you can get involved!

lifeinmindaustralia.com.au/Charter

Follow us @LifeinMindAU



National Communications Charter

Signatories agree to the following eight core principles of The Charter:

- Make mental health, wellbeing and suicide prevention a national priority.
- Use appropriate, respectful and person-centred language in all our 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.

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What is the National Communications Charter?



The National Communications Charter takes a unified approach to guide the way we talk about mental health and wellbeing, social and emotional wellbeing, mental ill-health and suicide prevention with each other and the community.

Learn more at lifeinmindaustralia.com.au/Charter

Follow us @LifeinMindAU





National Communications Charter

Tool one: Language guide - suicide

Do say	Don't say	Why?
✔ 'died by suicide' 'took their own life'	✘ 'successful suicide' 'unsuccessful suicide'	Because it suggests suicide is a desired outcome
✔ 'took their own life' 'died by suicide'	✘ 'committed suicide' 'commit suicide'	Because it associates suicide with crime or sin
✔ 'increasing rates' 'higher rates'	✘ 'suicide epidemic'	Because it sensationalises suicide
✔ 'suicide attempt' 'non-fatal attempt'	✘ 'failed suicide' 'suicide bid'	Because it can glamourise suicide attempts
✔ refrain from using the term suicide out of context	✘ 'political suicide' 'suicide mission'	Because it is an inaccurate use of the term 'suicide'

lifeinmindaustralia.com.au/Charter

Helpful links

Website: <https://www.lifeinmindaustralia.com.au/>

The Charter page: <https://www.lifeinmindaustralia.com.au/the-charter>

Download The Charter: <https://s3-ap-southeast-2.amazonaws.com/lifeinmind/assets/src/user-uploads/National-Communications-Charter-Final.pdf>

Everymind website: www.everymind.org.au

Social media helpful links

Life in Mind Twitter handle: @LifeinMindAU

Everymind Twitter handle: @EverymindAU

Hashtags: #CommsCharter #TheCharter #LifeinMindAU

Social tiles for Twitter: Tiles can be shared Twitter.

For more information regarding The Charter please contact:

Francesca Groves, Suicide Prevention Communications Officer, **Everymind**

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