

National Communications Charter

Three steps in engaging with The Charter:

1 
Become a signatory

Core principles:

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

Action:

Signing The Charter isn't the end of the story. There are a range of activities you can complete to help support the principles and key messages of The Charter within your organisation or local community.



Educate



Praise and promote



Use safe language



Join in



Engage



Use safe images



Collaborate



Use evidence

2 
Action the principles

3 
Support and share The Charter

Outcomes:

- Reduce suicide and its impacts and improve the mental health and social and emotional wellbeing of people, families and communities across Australia.
- Increase help-seeking and help-offering behaviour and reduce the stigma surrounding mental illness and suicide.
- Work together to maximise our efforts and our resources, and develop better structures and processes for collaboration.