

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.