

National communications charter

action guide

The *National communications charter (the Charter)* is an evidence-informed document to help guide the way mental health and suicide prevention sectors, governments, businesses, communities and individuals communicate about mental health and wellbeing, mental health concerns and suicide.

Below are some practical examples of how the seven principles can be implemented by everyone:

The Charter principles

Example activities

1
We will make communicating about mental health, social and emotional wellbeing and suicide prevention a priority.

- Engage in activities and initiatives that promote mental health and wellbeing, and the prevention of mental health concerns and suicide.
- Keep up-to-date by putting time aside to review relevant resources, research and news.

2
We will respect the diversity of, and our actions will be guided by, people with lived and living experiences of mental health concerns and suicide.

- Include people who have a lived or diverse experiences to share their stories.
- Share your own stories with others where possible.
- Explore [resources available for lived experience representatives](#) such as these developed by Roses in the Ocean.



3

We will listen to and empower Aboriginal and Torres Strait Islander voices and be guided by Aboriginal and Torres Strait Islander-led solutions, to strengthen social and emotional wellbeing.

- Seek guidance, resources and information from Aboriginal and Torres Strait Islander-led organisations.
- Recognise the influence of culture on Aboriginal and Torres Strait Islander wellbeing, and encourage practices that promote connections to Country, culture, spirituality, and community.

4

We will base our communication on clear, consistent and evidence-informed messages.

- Use the available evidence and information in all communications.
- Incorporate a strength-based approach in any communication you engage in regarding mental health and suicide prevention.

5

We will use appropriate, respectful and person-centred communication.

- Be familiar with preferred and non-preferred language and be mindful of your own language, as well as the language of those around you. Please refer to these [language guides](#).
- Respond with compassion and care when communicating with people experiencing mental health concerns or who may be impacted by suicide.

6

We will work together to combine our efforts and support change.

- Promote the Charter and its principles to others (e.g. in everyday conversations, host an event, start discussions with friends/colleagues).
- Collaborate with others.

7

We will provide and promote access to the appropriate supports and services for people and communities.

- Share the available supports and services within your area and provide clear pathways of access to these supports.
- Ensure all your communications about mental health and suicide contain help-seeking information.