

# National communications charter

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.

## Three steps in engaging with the Charter:



### 1 Understand the seven principles and become a signatory

#### Principles:

1. We will make communicating about mental health, social and emotional wellbeing and suicide prevention a priority.
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.
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.
4. We will base our communication on clear, consistent and evidence-informed messages.
5. We will use appropriate, respectful and person-centred communication.
6. We will work together to combine our efforts and support change.
7. We will provide and promote access to the appropriate supports and services for people and communities.

#### Action:

There are a range of activities you can complete to support and action the seven principles of the Charter. See the action guides for more example activities.



Educate



Praise and promote



Use safe language



Join in



Engage



Use safe images



Collaborate



Use evidence



### 2 Action the principles

#### Outcomes:

- Know how to use safe, evidence-informed language and messaging in all communications.
- 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 health concerns and suicide.
- Work together to maximise our efforts and our resources, and develop better



### 3 Monitor the principles in action