

National communications charter principles

Signatories of the Charter agree to the following seven guiding 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.