

# The National Communications Charter

## What does implementation look like for an individual?

There are three steps involved to implementing The Charter as an individual.

### 1. Become a signatory

Take a minute and sign The Charter, demonstrating your commitment to reducing stigmatising language and promoting help-seeking and help-offering behaviour.

### 2. Share the campaign

Individuals, communities and organisations are encouraged to show support of The Charter. Consider ways to promote that you are a signatory and share The Charter key messages, principles, links and #CommsCharter hashtag with others.

### 3. Implement the principles

Signing The Charter isn't the end of the story. Download The Charter and explore some activities that will help support the principles and key messages within your organisation or local community.

Principle	Key Outcome Area	Examples
Make mental health, wellbeing and suicide prevention a priority issue.	Activities that support mental health and wellbeing occur in the workplace.	Consider starting a wellbeing activity in the workplace e.g. RUOK Day, mindfulness sessions, lunchtime walks.
Information and messages shared are nationally consistent.	Communication messages are consistent and in line with evidence-based information about mental health and suicide prevention.	Personal and professional social media use reflects the communications principles outlined in The Charter.
Strategic communications, advocacy and awareness raising activities are guided by The Charter.	Existing internal and external communication strategies are reviewed to identify opportunities to embed and support principles.	Review material being produced by your organisation (website, reports, client packs) and provide feedback to managers if any communications messages are incongruent with principles of The Charter.
The diversity of experience for those affected by mental ill-health or suicide is respected.	Recognition that the experience of mental ill-health or suicide is varied, complex and differs on an individual basis.	Access professional development to maintain up-to-date skills for working with people who have diverse experiences with mental ill-health or suicide.
Appropriate, respectful and person-centred language is used in all communication.	Appropriate communication is being modelled across all platforms.	Reflect on personal and professional language use to ensure it is safe and respectful.

---

Encourage collaboration to maximise efforts and resources.	Opportunities are sought to collaborate with other organisations, across sectors or industries.	Foster collaborative partnerships and promote The Charter principles with related professionals.
Acknowledge those with lived experience of mental ill-health and suicide.	People who have a lived experience are respected, supported and safely engaged.	Consider how the inclusion of perspectives from people with a lived experience could be relevant to daily activities in your workplace.
Promote crisis services and help-seeking information.	Opportunities are identified to include help-seeking information in media engagement or content relating to mental ill-health and suicide.	Set up an email footer with relevant help-seeking information and crisis service details.

---