











Life in Mind

National Communications Charter

A unified approach to mental health and suicide prevention

Name: _____

I pledge to enact the eight core principles of The Charter:

-  Make mental health, wellbeing and suicide prevention a priority issue
-  Use appropriate, person-centred and respectful language in all communication
-  Share nationally consistent information and messages
-  Work together to maximise our efforts and resources
-  Use The Charter as a guide for strategic communications, advocacy and awareness raising
-  Acknowledge those with lived experience of mental ill-health or suicide
-  Respect the diversity of experience of those affected by mental ill-health or suicide
-  Promote crisis services and help-seeking information

Signature:

Date:

