

Speaking together
for mental health
and suicide
prevention

Sign the Charter:
tascharter.org

Tasmanian Communications Charter

A state-based approach to mental health and suicide prevention



- 1) Explain to staff why the organisation is becoming a Charter signatory.
- 2) The following training has been developed to support the way we all talk about mental health and suicide – with each other and the community.







About the Charter

Many commonly and socially acceptable words used to describe people with mental illness are hurtful and stigmatising.

In some cases, this can prevent people from talking with others about their concerns or stop them from accessing help.

The Charter aims to address this through clear and consistent messages. It is a resource and uniting document designed to guide the way we talk with each other and the community about:

-  Mental Health and Wellbeing
-  Social and Emotional Wellbeing
-  Mental ill-health
-  Suicide Prevention

- 1) The Charter has been developed to build a shared understanding and common language about mental health and suicide prevention.
- 2) The Charter aims to support the reduction of stigma and promote help-seeking behaviour.
- 3) The Charter brings the health sector together with government and community leaders in speaking together for mental health and suicide prevention.
- 4) The Charter guides the way we talk about: Mental health and wellbeing, social and emotional wellbeing, mental ill-health, suicide prevention.



About the Introductory Charter Training

The training provides an overview of the Charter, stepping you through each of the main sections of the Tasmanian Communications Charter.

Along the way you will have a chance to test your knowledge with the quiz questions. The quiz paper is for your records only.

The training will provide an overview of the principles and key messages of the Communications Charter.

- 1) The training will take approximately 30 minutes and will provide an overview of the main sections within the Tasmanian Communications Charter document.
- 2) Along the way you will have the opportunity to test your knowledge with quiz questions. These quiz papers are for your records only.

Principles of The Charter

1

- Make mental health, wellbeing and suicide prevention a priority issue

2

- Share nationally consistent information and messages

3

- Use the Charter as a guide for strategic communications, advocacy and awareness raising

4

- Respect the diversity and experience of those affected by mental ill-health or suicide

5

- Use appropriate, person-centred and respectful language in all communication

6

- Work together to maximise efforts and resources

7

- Use the Charter as a guide for strategic communications, advocacy and awareness raising

8

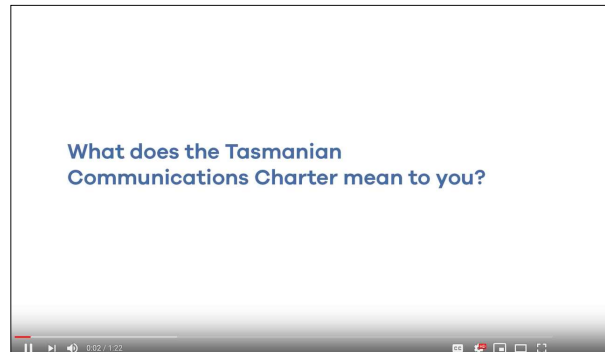
- Promote crisis services and help-seeking behaviour

1) As an organisational signatory to the Charter, the organisation supports the following key principles:



The Value of The Communications Charter

<https://youtu.be/nh7RJMraRzA>



Video on the value of the communications charter



Quiz Question

Q1. Which of the following are principles of the Charter?

Select one:

- a. Belief in communication that is person-centred, respectful and safe
- b. Collaborating to maximise our efforts and resources
- c. Acknowledging the strength and resilience of people with lived experience of suicide and people with lived experience of mental illness
- d. All of the above

Answers:

d. All the Above

Key Messages



Mental health, social and emotional wellbeing, mental ill-health and suicide prevention are issues of national importance.



Mental health and mental ill-health are determined by multiple and interacting social, cultural, psychological and biological factors, at individual, family and community levels as well as broader social and institutional levels.



Individuals, families and communities have an essential voice and right to self-determination in matters of mental health, mental ill-health and suicide prevention.

1) The following key messages are overarching and underpin all communications relating to mental health, mental ill-health and suicide prevention.









The Value of The Communications Charter

<https://youtu.be/v1xNFhQdtw4>



Video from CEO of the mental health council Tasmania about the value of the communications charter

Mental health and wellbeing

-  The promotion of mental health and wellbeing is in every person's interest.
-  Mental health is what we strive for and is more than the absence of illness.
-  Optimal mental health and wellbeing requires an approach that addresses the whole person, acknowledging the interconnection of mental health, physical health, social connections, sense of identity and other aspects.
-  Protective factors enhance and protect mental health and reduce the likelihood that mental ill-health will occur.
-  Protective factors can operate at individual, family and community levels as well as at broader social, cultural and institutional levels.
-  Addressing systems and processes that facilitate social exclusion, invisibility, stigma and discrimination can help reduce exposure to risk factors and support mental health and wellbeing.

1) Mental health is a positive concept that is sometimes misunderstood.

2) The following key messages provide an overview for communicating about mental health and wellbeing.

Quiz Question

Q 2. Mental health and wellbeing is about [wellness/illness] and relates to feeling [resilient/vulnerable], enjoying life and being [able/unable] to connect with others.





“Mental health promotion is a positive concept that is sometimes misunderstood and used to refer to mental ill-health. However, mental health is a desirable quality in it’s own right. It is about wellness rather than illness and relates to feeling resilient, enjoying life and being able to connect with others”

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Answers:

- Wellness
- Resilient
- Able

Social and emotional wellbeing

-  Health is holistic not only in the sense of being about the whole person; it is also about whole communities.
-  Social and emotional wellbeing is tied to social, emotional, spiritual and cultural areas of life.
-  Social and emotional wellbeing includes, but extends beyond, conventional concepts of mental health and mental illness.
-  Factors that protect the wellbeing of Aboriginal and Torres Strait Islander peoples and are a source of potential strength and resilience include connection to land, culture, spirituality and ancestry; kinship; self-determination, community governance and cultural continuity.

1) Based on feedback from the National Communications Charter advisory group and supported by representatives from the Tasmanian Aboriginal Health Service, the Charter identifies the necessity for social and emotional wellbeing to be included in key messaging relating to mental health and suicide prevention.

2) The following key messages highlight the principles of social and emotional wellbeing.

Note: If Aboriginal Torres Strait Islander people are in the training, please maintain respect for their views and comments.

Quiz Question

Q 3. Social and emotional wellbeing is a [holistic/exclusive] concept of health that is tied to social, emotional, spiritual and cultural areas of life. This [includes but extends beyond/includes but ignores] conventional concepts of mental health and mental illness.

“The principles of social and emotional wellbeing are expanded in the *Gayaa Dhuwi (Proud Spirit) Declaration*, which outlines the importance of social and emotional wellbeing for improving the mental health of Aboriginal and Torres Strait Islander peoples.

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Answers:

- Holistic
- Includes but extends beyond



The Value of The Communications Charter

<https://youtu.be/-CPj-QETatg>



Video from Annie Whitehead – from Connect 4 Life

Mental ill-health

-  The prevention of mental ill-health is in every person, community and government's interest.
-  Reducing discrimination, stigma and prejudice can encourage people to seek help.
-  Mental ill-health touches people of all ages and from all walks of life.
-  Mental ill-health is not always visible.
-  People with mental illness can and do lead full and meaningful lives.
-  Support for people with mental illness and the people who care for them can reduce feelings of isolation.
-  Seeking help early leads to improved outcomes and can reduce future problems.
-  People can have needs that are specific to their identity or community. It is also important to recognise that people can have multiple and overlapping, and sometimes conflicting, roles and responsibilities and communities that can affect their ability to understand or seek help for mental ill-health in themselves or others.
-  Many factors contribute to help-seeking and recovery including access to good clinical treatment, support that reduces the impact of symptoms and other barriers to participation and inclusion in society, a safe home, strong relationships, peer support, jobs or volunteering and financial security.

- 1) Mental ill health is a broad term that includes both mental illness and mental health problems.
- 2) The following key messages outline communication around mental ill-health

Quiz Question

Q 4. A mental illness is a [clinically / self] diagnosed disorder that significantly interferes with a person's [cognitive, emotional or social / physical] abilities.

"A mental illness is a disorder diagnosed by a medical professional. A mental illness significantly interferes with a person's cognitive, emotional or social abilities. A mental health problem can reduce a person's cognitive, emotional or social abilities, but not to the extent that it meets criteria for a mental illness diagnosis. A mental health problem may develop into a mental illness if it persists or increases in severity".

Tasmanian Communications Charter: A state-based approach to mental health and suicide prevention

Answers:

- Clinically
- Cognitive, emotional or social



The Value of The Communications Charter

https://youtu.be/j-pGsB8Ty_k



Video from Sharon Jones – Kentish Regional Clinic

Suicide prevention

- ☞ Suicide prevention is in every person, community and government's interest.
- ☞ Every suicide is a tragedy, with far reaching, long lasting, significant impact on individuals, families, workplaces and communities.
- ☞ The reasons for suicide are complex and multifaceted.
- ☞ It is also important to recognise that people can have multiple and overlapping, and sometimes conflicting, roles and responsibilities and communities that affect how they understand and seek help for suicidal behaviours in themselves or others.
- ☞ Suicide is not always connected to mental illness.
- ☞ Communities can play a critical role in suicide prevention by giving people a sense of belonging or a feeling of connectedness.
- ☞ Reducing discrimination, stigma and prejudice associated with suicidal behaviour and those impacted can help encourage people to seek help.
- ☞ Building social connections and networks is a good place to start in suicide prevention.
- ☞ All suicidal behaviour should be taken seriously.
- ☞ Communities can assist in fighting stigma, skill development to support someone in crisis, as well as providing social support or referrals to appropriate services..
- ☞ Many suicides are preventable.
- ☞ People can have needs that are specific to their identity or community.

- 1) Suicide prevention aims to decrease the number of people who die by suicide or attempt suicide each year, focusing on reducing risk factors for suicide and enhancing protective factors that prevent suicide and suicidal behaviour.
- 2) The following key messages provide a guide in talking to people about suicide.

Quiz Question

Q 5. Suicide prevention aims to decrease the number of people who die by suicide or attempt suicide each year, focusing on reducing [risk factors/conversations] for suicide and enhancing [protective factors/life stressors] that prevent suicide and suicidal behaviour.

“Compassionate engagement with people seeking mental health care or experiencing suicidal crisis is strengthened through a shared language, validation and acceptance of a person’s experience, and a willingness to help. The Charter will serve all Tasmanians to increase their understanding of mental health and suicide prevention and reduce stigma, which will build a belief in people who need support that they can reach for help, and receive it”.

Dr Aaron Groves, Chief Psychiatrist Tasmania

Answers:

- Risk factors
- Protective factors



The Value of The Communications Charter

<https://youtu.be/xtV-NIFouco>



Video from John Clark – Rural Alive and Well



What next...

Congratulations on completing the Introductory Tasmanian Communications Charter training. By now you will have an understanding of the principles of the Charter along with the key messages aimed at speaking together for mental health and suicide prevention.

Now that you have completed the training, you will be one of the many people that have joined in speaking together for mental health and suicide prevention.

Head over to TasCharter.org to find further information and resources relating to the Tasmanian Communications Charter.

- 1) Training completed, expect to receive a certificate of completion from the Mental Health Council of Tasmania.
Or – hand out printed certificates.
- 2) TasCharter.org has further information and resources to support the principles and key messages of the Charter.



Self care and support

Lifeline 13 11 14

Suicide Call Back Service 1300 659 467

Kids Helpline 1800 55 1800

MensLine Australia 1300 78 99 78

beyondblue 1300 22 4636

- 1) The following helpline numbers are provided for staff to access support if they need it.
- 2) Encourage staff to access other services such as EAP if required
- 3) Encourage staff to take a break after the training – go for a walk, etc.