

Support for the Tasmanian Communications Charter

Thank you for your expression of interest in supporting the Tasmanian Communications Charter. The Charter is a vital resource to promote a shared understanding about mental health, mental ill-health and suicide prevention with the intention of reducing stigma and promoting help-seeking.

The ***Tasmanian Mental Health and Suicide Prevention Communications Charter*** (the Charter) was identified as a key action within the *Tasmanian Suicide Prevention Strategy 2016-2020*. Many organisations have already signed on to the Charter including Lifeline Tasmania, Primary Health Tasmania, OzHelp, headspace and many more.

To sign your organisation to the Charter, simply complete the form attached and return to MHCT.

For more information or to discuss signing up to the Charter, please don't hesitate to contact me.

Warmest Regards,

Bree Klerck

Project Officer, Suicide Prevention

bklerck@mhct.org

Organisational Support for the Tasmanian Communications Charter:

Thank you for your commitment to the Tasmanian Mental Health and Suicide Prevention Communications Charter. By supporting the principles of the Tasmanian Communications Charter, your organisation can lead the way in promoting a shared understanding of mental health, mental ill-health and suicide prevention. Please fill in the form below to sign the Charter.

Support for the Tasmanian Mental Health and Suicide Prevention Communications Charter:

_____ (name of organisation) will support the core principles of the Charter:

1. Recognise mental health, mental ill-health and suicide prevention as a priority issue for Tasmania.
2. Encourage organisation-wide use of person-centred and respectful language in communications.
3. Share nationally consistent information about mental health and suicide prevention.
4. Ensure your organisation collaborates with local community and services wherever possible.
5. Include and acknowledge people with lived experience in your organisation.
6. Promote crisis services and help-seeking information wherever possible.

Statement:

Please describe how your organisation intends to support the Charter principles in practice (refer to the implementation examples for further information):

Declaration:

Name of Organisation: _____

Declared by: _____ Date: _____

Position: _____ Email: _____

*Please return completed form to: Bree Klerck, MHCT Project Officer, bklerck@mhct.org
Mental Health Council Tasmania: Level 1, 131A Collins St. Hobart TAS 7000*

Tasmanian Communications Charter: Implementation Examples

The key principles of the Charter aim to support the reduction of stigma in our community and promote help-seeking by considering the ways we can build a shared understanding of mental health and suicide prevention.

Every organisation will have different ways they can support the Charter, and not all the key principles of the Charter will apply to your organisation. Below are some suggestions of ways you may implement the key principles of the Charter within your organisation.

Charter key principle	Examples
Recognise mental health, mental ill-health and suicide prevention as a priority issue for Tasmania.	<ul style="list-style-type: none"> Encourage your team to undertake the Charter training at www.tascharter.org Prioritise mental health training for staff. Support awareness raising campaigns and initiatives such as Mental Health Week. Develop a Suicide Prevention Community Action Plan (CAPs).
Share nationally consistent information about mental health and suicide prevention within your organisation.	<ul style="list-style-type: none"> Update your social media policy to ensure that posts about mental health and suicide prevention reflect the key messages of the Charter and mindframe guidelines. Use the Tasmanian Communications Charter as a reference point when sharing information about mental health and suicide prevention.
Encourage organisation-wide use of person-centred and respectful language in communications.	<ul style="list-style-type: none"> Access preferred language guides at www.tascharter.org/get-involved and distribute to your team. Encourage staff to reflect on language to ensure it is safe and respectful.
Ensure your organisation collaborates with local community and services wherever possible.	<ul style="list-style-type: none"> Join the Tasmanian Suicide Prevention Community Network (TSPCN) to collaborate on suicide prevention initiatives in Tasmania. Collaborate with mental health services and community members
Include and acknowledge people with lived experience in your organisation.	<ul style="list-style-type: none"> Offer opportunity for people with lived experience to apply for a seat on committees and boards. Implement a survey to get feedback on programs and services.
Promote crisis services and help-seeking information wherever possible.	<ul style="list-style-type: none"> Set up an email footer with relevant help-seeking information and crisis services. Promote help-seeking information and crisis services in social media posts. Train people to support members of the community by offering 'gatekeeper' training.