

Your invitation

Launch of *Our words matter: Guidelines for language use*

Everymind, with the proud support of the National Mental Health Commission, invites you to a webinar launch event for *Our words matter: Guidelines for language use*.

The Commission has funded Everymind to develop the new guidelines focused on image and language use related to mental health and wellbeing, mental ill-health, suicide and self-harm, and alcohol and other drugs (AOD).

The language we use to communicate about these issues, can have either a positive or negative impact on a person's life. Indeed, certain terms relating to mental illness, suicide and alcohol and drug use, can contribute to, and reinforce negative stereotypes and stigma.

The new guidelines are a practical, research-informed, user-friendly resource, designed to inform, support and empower media, communicators, service deliverers and others to use language and terminologies in ways that minimise harm, stigma and discrimination while maximising diversity of representation and encouraging help-seeking behaviour. The launch of these guidelines complements [Images matter: Mindframe guidelines for image use](#) and the [Mindframe online image collection](#) launched in October last year.

Learn about the new language guidelines and resources in this live webinar hosted by Sophie Scott, former national medical reporter for the ABC, who will be joined by a panel of guest speakers:

- Christine Morgan, CEO of the National Mental Health Commission
- Samuel Hockey, Youth and lived experience researcher from the University of Sydney Brain and Mind Centre
- Dr Jaelea Skehan OAM, Director of Everymind.

Presentations will be followed by a Q&A session.

When: 11:00am - 12:00pm AEST, Wednesday, 26 April 2023

Where: This webinar will be delivered via Zoom (link supplied upon registration)

Learn more and register: bit.ly/Ourwordsmatter by 9:30am Wednesday, 26 April 2023

Delivered in partnership with:



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