

A photograph of two men in a park-like setting. The man on the left, with dark hair and a beard, is wearing a blue hoodie and looking towards the other man. The man on the right, also with dark hair and a beard, is wearing a grey t-shirt and has his hand on the first man's shoulder. They are standing near a metal railing, and a blue backpack is visible in the lower left. The background shows trees with autumn foliage.

THINK MENTAL HEALTH COMMUNITY TOOLKIT



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ABOUT THIS TOOLKIT

AS A LOCAL STAKEHOLDER YOU MAY WISH TO USE ONE OR ALL OF THE SUPPLIED MATERIALS AND STRATEGIES. YOU ARE IN THE BEST POSITION TO DETERMINE WHICH ACTIVITIES WORK BEST FOR YOU AND WE ARE HAPPY TO OFFER ASSISTANCE AND SUPPORT AS REQUESTED.

CONTACT YOUR COMMUNITY SUPPORT AND DEVELOPMENT PROGRAMS MEMBER IF YOU NEED ASSISTANCE TO IMPLEMENT ANY OF THE CAMPAIGN MATERIALS.



CAMPAIGN BACKGROUND

ABOUT THE CAMPAIGN

The Suicide Prevention Public Education Program's *Think Mental Health* Campaign (the Campaign) is a key initiative of the State-wide suicide prevention strategy, Suicide Prevention 2020: Together we can save lives (the Strategy), under Action Area One - Greater public awareness and united action across the community.

The Campaign is part of a comprehensive approach to mental health promotion and the prevention of mental health issues. It supports other initiatives to prevent and reduce suicide in Western Australia. There are a number of mental health initiatives being delivered in Western Australia and Australia. *Think Mental Health's* focus is on assisting the Western Australian community to connect with the best information, support and services for their particular situation, without duplicating the work already being done.

The Campaign has been developed in consultation with an expert reference group, regional Suicide Prevention Coordinators and the Ministerial Council on Suicide Prevention, and formally tested amongst the target audience. A range of campaign strategies have been developed, which will be delivered state-wide by the Mental Health Commission

and locally by the Suicide Prevention Coordinators based in the metropolitan area and across regional Western Australia. The Campaign will develop over time to address a range of issues for priority target groups.

The first phase of the *Think Mental Health Campaign* aims to raise awareness of the fact that mental health issues can affect anyone and encourages men, family and friends to check-in on a mate or someone close to them if they're not going so well.

The campaign will contribute to:

- Promoting mental health and wellbeing;
- De-stigmatising mental health issues;
- Assisting the Western Australian community to navigate the range of mental health activities and services available; and
- Building resilience and improving the mental health and wellbeing of the Western Australian Community.

Target group:

Phase one of the campaign targets men aged 25 to 54-years living in Western Australia and family and friends of men aged 25 to 54-years living in Western Australia.

Key messages:

- Check in on a mate, or someone you care about if they're not going so well;
- Talking and listening are powerful; and
- Mental health issues can affect anyone. It may be difficult at first but talking can help.

CAMPAIGN SCHEDULE + KEY EVENTS

2019

JAN

REPEAT STATE WIDE CAMPAIGN
IN MARKET
PERTH FESTIVAL
AUSTRALIA DAY

FEB

REPEAT STATE WIDE CAMPAIGN
IN MARKET

MAR

APR

WORLD HEALTH DAY

MAY

SORRY DAY

JUN

INFANT MENTAL HEALTH WEEK

JUL

REPEAT STATE WIDE CAMPAIGN
IN MARKET
SLEEP AWARENESS WEEK
NAIDOC WEEK

AUG

REPEAT STATE WIDE CAMPAIGN
IN MARKET

SEP

R U OK DAY
WOMEN'S HEALTH WEEK

OCT

WORLD MENTAL HEALTH DAY

NOV

DEC

CAMPAIGN MATERIALS

CLICK ON  TO PLAY

PURPOSE

A way to distribute the campaign messages in places that the target group visit.

TIPS

- Place on your organisations Facebook page or website.

ONLINE ADS



COUPLE



MATES



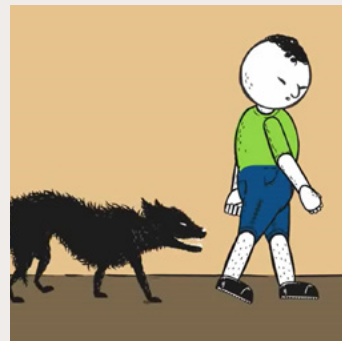
RADIO AD

30 SECOND

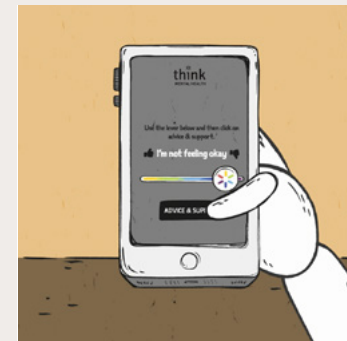


ANIMATICS

These links will be available to share on your website or social media pages from 2 January 2019.



SIGNS THAT SOMEONE ISN'T GOING SO WELL



KNOW WHERE TO GET HELP



ACTIVITIES



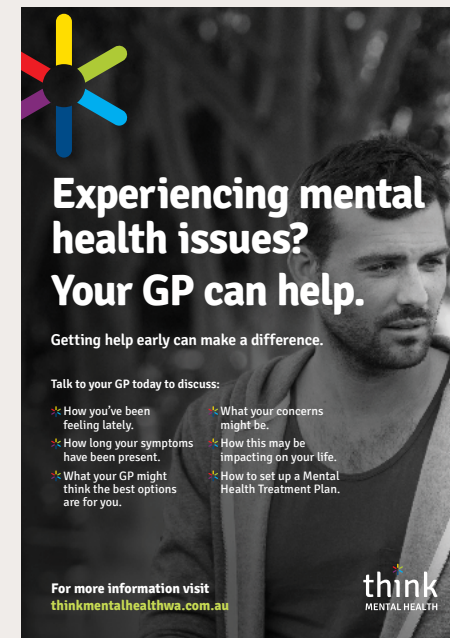
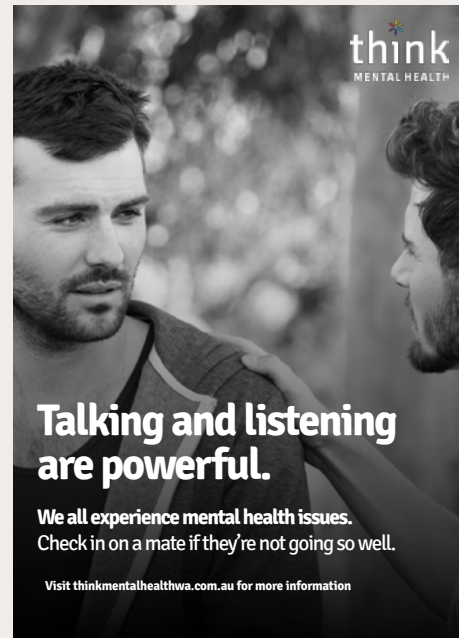
PURPOSE

A way to distribute the campaign messages in places that the target group visit.

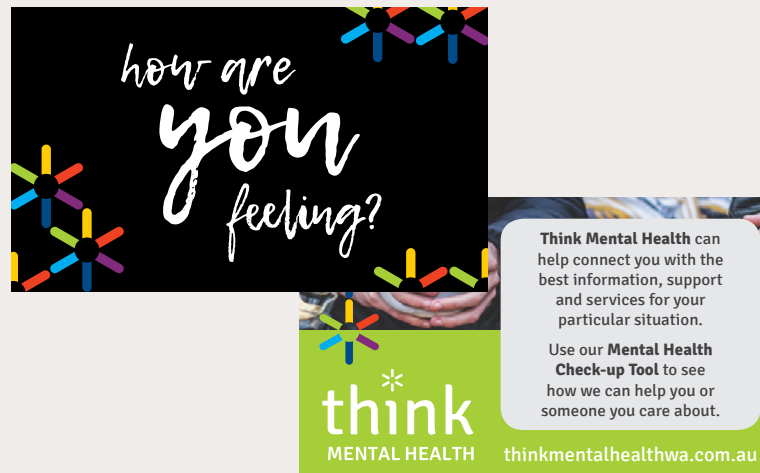
TIPS

- Order hard copies from the resource order form.
- Download the PDF and print at the size that suits you, A5, A4 or A2.
- Place in shopping centers, community centers, sporting complexes.
- Display at events.

A3 POSTERS



WEBSITE CARD



TIP!

Click on the image to download the PDF

PURPOSE

These infographics are an attention grabbing way to highlight important statistics and information about mental health and presents the information in a format that is easily understood.

TIPS

- Place on local notice boards, in community health centres, GP offices or in newsletters.
- Place on your organisations Facebook page or website.
- Use statistics in community radio announcements.
- Insert into local newsletters or local newspapers.

INFOGRAPHICS



PURPOSE

Adding an image to the bottom of an email signature is an easy way to continually remind people and organisations of the campaign messages.

TIPS

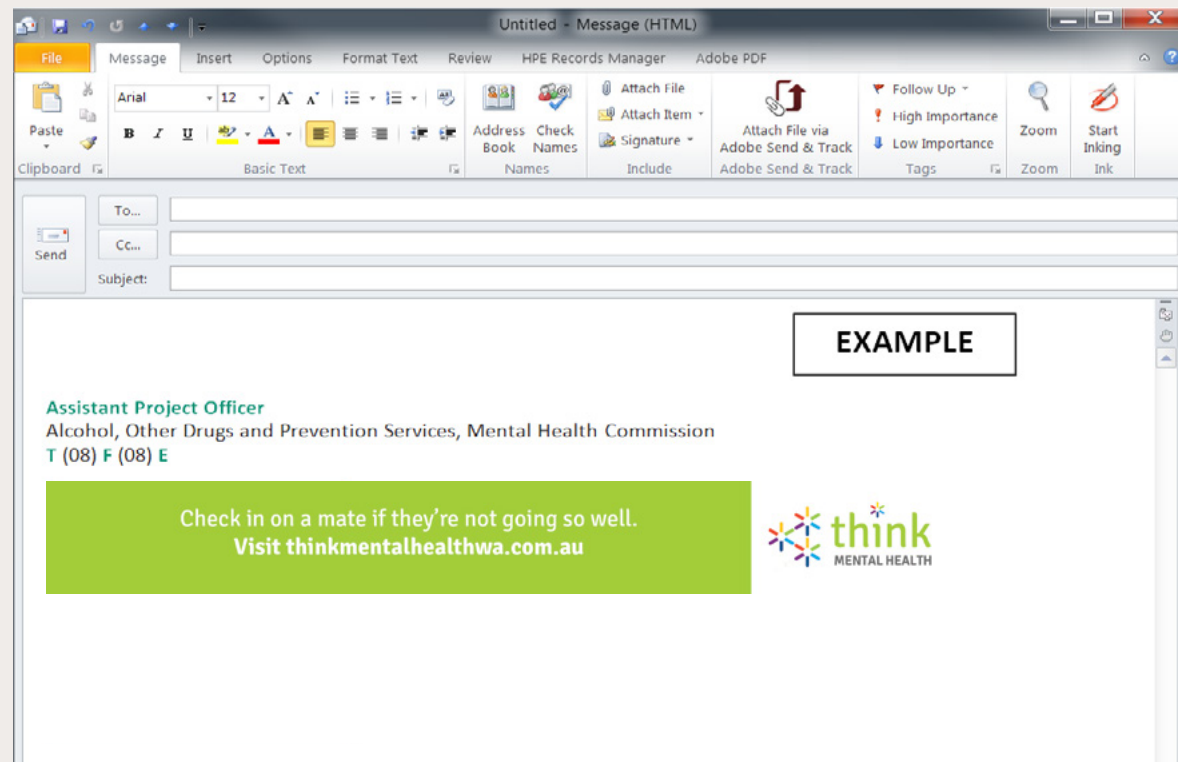
- Change the images so that messages are varied.
- If you have quite a long email signature, use the leaderboard sized image to avoid adding any more length.

EMAIL SIGNATURE

The images on pages 10 can be used within email signatures. These images can be changed periodically to deliver varying key messages.

HOW TO INSERT IMAGE INTO A MICROSOFT OUTLOOK EMAIL SIGNATURE If you do not use Microsoft Outlook as your email provider, please contact your IT department/staff for assistance.

1. Open a new message.
2. Select 'Signatures' under the 'Message' tab (in the 'Include' area on the toolbar).
3. From the drop down menu select 'Signatures'.
4. Click on the image then 'COPY' and 'PASTE' it into the desired section of your signature.
5. Click 'OK'.



PURPOSE

These images have been developed in standard banner sizes so that they can easily be added to websites.

TIPS

- Post on your organisations website.
- Use as an email signature (see page 10 for instructions).

IMAGES



TIP!

Click on the  to download the images

PURPOSE

A free method to easily distribute the Think Mental Health campaign messaging online and allow people to quickly find more information on the Think Mental Health website.

TIPS

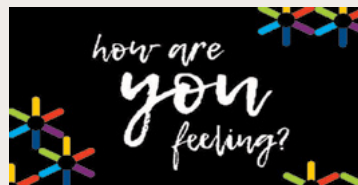
- If your organisation does not have its own facebook page, it is really easy to set one up,
- The best time to post is between 12 and 3pm on Monday, Wednesday, Thursday and Friday.
- Rotate between posts to keep your followers interested.



FACEBOOK POSTS

01

If you are not going so well but aren't sure about what you are feeling try the Think Mental Health Check-up Tool.



CLICK THROUGH URL
www.thinkmentalhealthwa.com.au/supporting-my-mental-health/what-help-is-right-for-me/

02

Eating well is important and can make a difference to how you feel. Some tips on how to eat to feel well include:
- Eating lots of vegetables
- Relax and enjoy a balanced and healthy diet
- Drink plenty of water
For more tips click here:



CLICK THROUGH URL
www.thinkmentalhealthwa.com.au/about-mental-health-wellbeing/ways-to-look-after-your-mental-health/#nutrition

03

Mental health issues can affect anyone. Did you know that 1 in 5 Australians will have a mental health issue each year? Find out about how to look after your mental health and wellbeing here:



CLICK THROUGH URL
www.thinkmentalhealthwa.com.au/media/1086/mcaay0430-tmh-infographic-mh-in-wa.pdf

04

There are many apps and support tools that are available to help maintain your mental health and wellbeing. Check some of them out here:



CLICK THROUGH URL
www.thinkmentalhealthwa.com.au/about-mental-health-wellbeing/ways-to-look-after-your-mental-health/support-tools/

05

Looking after your mental health is just as important as looking after your physical health. To find out about things you can do to help maintain your mental health and wellbeing go to:



CLICK THROUGH URL
www.thinkmentalhealthwa.com.au/about-mental-health-wellbeing/ways-to-look-after-your-mental-health/maintaining-mental-health-and-wellbeing/

06

We cannot function properly without enough sleep. Sleep helps our bodies repair and is beneficial for both our mental and physical health. For tips on getting a good nights sleep go to:



CLICK THROUGH URL
www.thinkmentalhealthwa.com.au/about-mental-health-wellbeing/ways-to-look-after-your-mental-health/

07

Research has shown that physical activity is associated with better mental health. Even the smallest amounts can make a difference. Find easy ways to include exercise in your day. This can be:

- using the stairs instead of the lift.
- walk or ride to school or work.

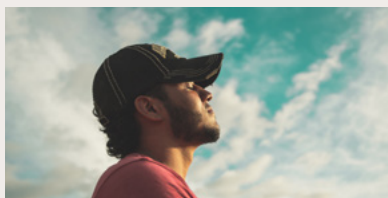
For more tips visit:



CLICK THROUGH URL
<https://www.thinkmentalhealthwa.com.au/about-mental-health-wellbeing/ways-to-look-after-your-mental-health/#physicalhealth>

08

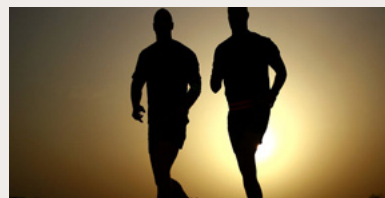
Mindfulness has a number of health benefits such as reducing stress and helping you feel better. Why not try some meditation and breathing apps to help you get started:



CLICK THROUGH URL
<https://www.thinkmentalhealthwa.com.au/about-mental-health-wellbeing/ways-to-look-after-your-mental-health/support-tools/>

09

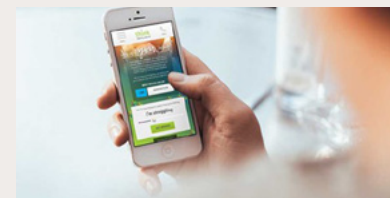
Finding motivation to exercise can be hard, but there are many mental health benefits of physical activity. Why not find a mate to exercise with, having someone keep you accountable can help and will make you less likely to opt out.



CLICK THROUGH URL
www.thinkmentalhealthwa.com.au/about-mental-health-wellbeing/ways-to-look-after-your-mental-health/support-tools/

10

Not sure how you are feeling? Use the new mental health check-up tool to get advice, tips and support!



CLICK THROUGH URL
www.thinkmentalhealthwa.com.au/supporting-my-mental-health/what-help-is-right-for-me/

11

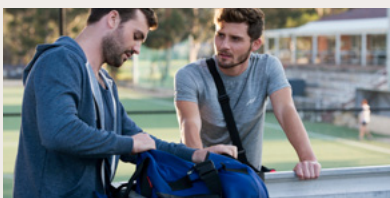
Spending time with family or friends, meeting new people and getting involved in activities can make a difference to how you feel. Kick the footy around, go for a bike ride or go fishing, do something to help look after your mental health and wellbeing.



CLICK THROUGH URL
www.youtube.com/watch?v=tD_7dAR_qKI

12

Talking and listening are powerful, check-in on a mate if they're not going so well. Check out how to start here:



CLICK THROUGH URL
www.thinkmentalhealthwa.com.au/supporting-others-mental-health/how-to-help/how-to-start-the-conversation/

13

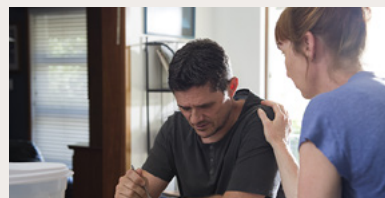
Little things can make a big difference to how we feel. Why not go for a walk with a friend or take the dog for a walk after work? Click here to find out other ways to make you feel good.



CLICK THROUGH URL
www.thinkmentalhealthwa.com.au/about-mental-health-wellbeing/ways-to-look-after-your-mental-health/

14

It is important to know what to look out for if you think someone close to you might need help. Find out more:



CLICK THROUGH URL
www.thinkmentalhealthwa.com.au/supporting-others-mental-health/signs-and-symptoms/

15

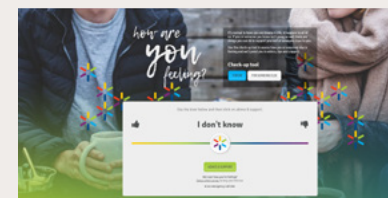
Experiencing mental health issues? Your GP can help work out what support is best for you. There are many bulk billing GPs. Anyone can access these services. Here is a link of bulk billing GP's around Perth. They even take online bookings.



CLICK THROUGH URL
www.thinkmentalhealthwa.com.au/mental-health-support-services/how-your-gp-can-help/

16

If things aren't right, and you're not sure how you are feeling, visit your GP, seek professional support or complete this mental health check-up tool first which will act as a guide.



CLICK THROUGH URL
www.thinkmentalhealthwa.com.au/supporting-my-mental-health/what-help-is-right-for-me/

17

What to look out for if you notice someone isn't going so well? Find out here:



CLICK THROUGH URL
www.thinkmentalhealthwa.com.au/supporting-others-mental-health/signs-and-symptoms/

18

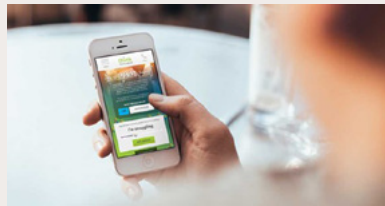
Mental health issues can affect anyone. Talking and listening are powerful. Check in on a mate if you notice they're not going so well.



CLICK THROUGH URL
www.thinkmentalhealthwa.com.au/supporting-others-mental-health/how-to-help/

19

Want to assess how you or someone else is feeling? Use the mental health check-up tool for advice, tips and support.



CLICK THROUGH URL
www.thinkmentalhealthwa.com.au/supporting-my-mental-health/what-help-is-right-for-me/

20

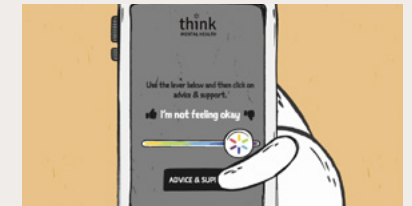
There are signs to look out for if you notice someone is not going so well. Keep checking in on them if they say they're fine but you are still concerned.



CLICK THROUGH URL
www.youtube.com/watch?v=PBsg6BNg9s4&feature=youtu.be

21

There are many mental health support services available. Finding the right service for you can make a difference.



CLICK THROUGH URL
www.youtube.com/watch?v=BD0iOfzzqiM&feature=youtu.be

22

If you're not going so well talking to your GP or someone you trust can make a difference.



CLICK THROUGH URL
www.thinkmentalhealthwa.com.au/mental-health-support-services/how-your-gp-can-help/

23

If you are concerned about someone it is important that you check-in on them. Find the right moment to talk to them. If you don't know where to begin why not go for a walk with them or grab a coffee, tell them you are concerned and offer to help.



CLICK THROUGH URL
www.thinkmentalhealthwa.com.au/supporting-others-mental-health/how-to-help/

24

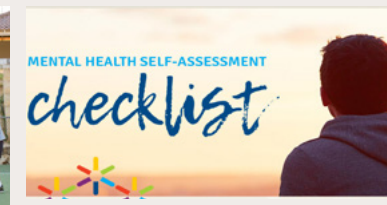
Looking after your mental health is just as important as looking after your physical health. Click here for ideas on ways to look after your mental health.



CLICK THROUGH URL
www.thinkmentalhealthwa.com.au/about-mental-health-wellbeing/ways-to-look-after-your-mental-health/

25

Sometimes it is not easy to recognise how you are feeling. If you are unsure complete this mental health self-assessment checklist first which will act as a guide



CLICK THROUGH URL
www.thinkmentalhealthwa.com.au/mental-health-self-assessment-checklist/

26

Men feel emotions in a different way to women and tend to hide or ignore their emotions. To understand what you may be feeling go to:



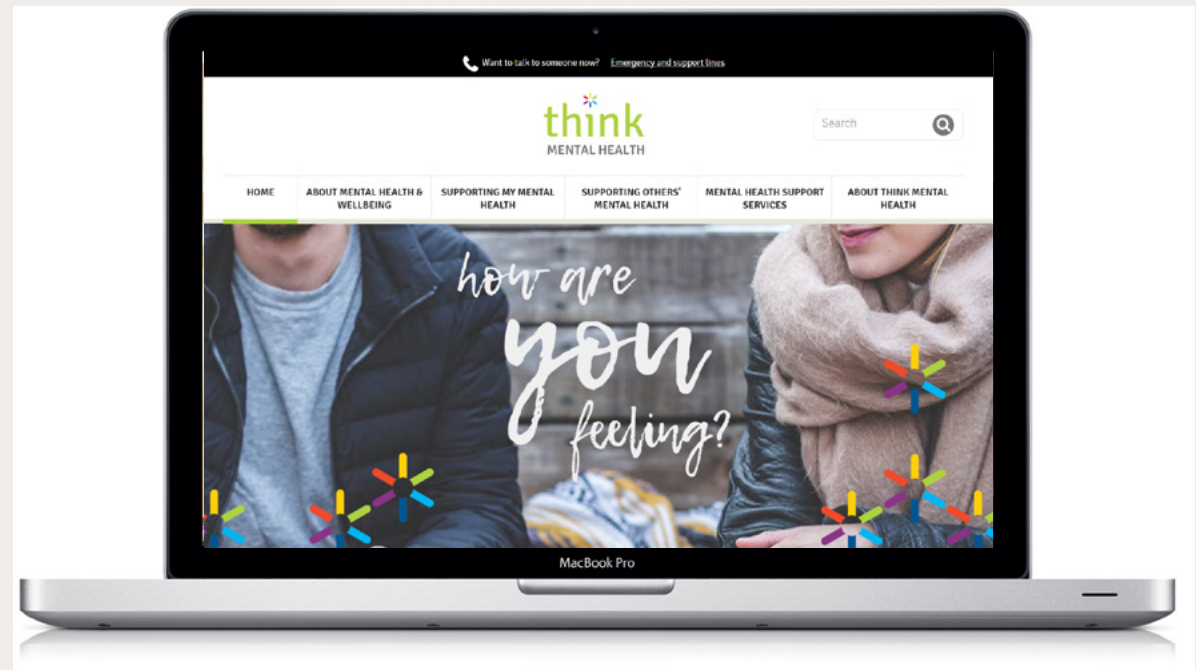
CLICK THROUGH URL
www.thinkmentalhealthwa.com.au/supporting-my-mental-health/for-men/

WEBSITE MATERIALS

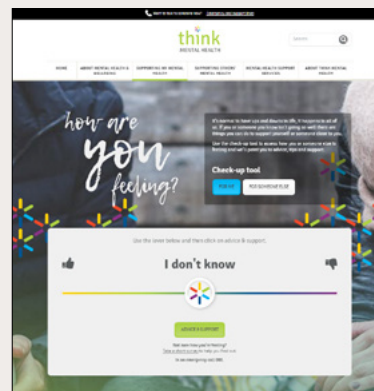
PURPOSE

The online tools are aimed to assess how you or someone else are feeling and direct you to the appropriate advice and support.

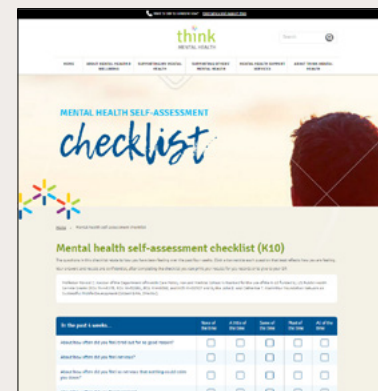
- The mental health check-up tool aims to point you to advice, tips and support based on how you or someone else may be feeling.
- If you don't know how you are feeling, the mental health self-assessment checklist (K10) will ask you a series of questions to assess how you are feeling. Based on your score you will be directed to tips, support and advice.



ONLINE TOOLS



Mental health check-up tool 🔍



Mental health self-assessment checklist 🔍

TIP!
Click on the 🔍 to be taken to the relevant page on the Think Mental Health website

KEY MEDIA MESSAGES

01

A recent survey conducted in Western Australia found that 87% of those surveyed believe that achieving and maintaining their mental health and wellbeing is important.

02

A recent survey found that the vast majority (91%) of West Australians engage in behaviours that can protect and build their mental health at least some of the time, and two in five people (39%) undertake protective behaviours daily or almost daily.

03

A recent survey in Western Australia found that isolation was the most recognised warning sign for both mental health conditions and suicide.

04

A recent survey in Western Australia found that on average men were less likely to recognise the warning signs of suicide than women. Some examples of warning signs are:

- Feeling isolated, lonely, sad or depressed
- A sense of hopelessness or helplessness
- Self-harming behaviour
- Withdrawing from family and friends
- Stopping activities previously enjoyed
- Changes in usual behaviour
- Talking about taking their own life
- Putting affairs in order
- Mood swings, changes in eating habits and sleep patterns.

If you or someone you know is in a life threatening situation, or is at risk of harm to themselves or others call 000. Or for a list of other support services visit the [Think Mental Health website](#).

05

67% of Western Australians recently surveyed, claim to be confident in recognising the signs and symptoms of a mental health condition. Some common signs and symptoms include:

- A noticeable change in a persons usual behaviour
- Feeling down for some time and they don't seem to be getting any better
- Lack of energy and motivation to do everyday things
- Withdrawal from friends and activities;
- Emotional outbursts
- Significant tiredness, low energy or problems sleeping
- Increased use of alcohol or other drugs
- Changes in eating habits.

For more information on what to look out for and how to help visit the [Think Mental Health website](#).

06

A recent survey conducted in Western Australia found that four in five people (81%) believe stigma is commonplace for those people with a mental health condition. Stigma can be a barrier to people seeking the help they need.

DID YOU KNOW MESSAGING

01

From the Australian Bureau of Statistics 2017:

- In Western Australia, one person dies every day by suicide. In 2017, suicide accounted for 409 deaths in Western Australia.
- The number of reported suicide deaths in Western Australia (409) is over two and a half times the number of fatalities on Western Australian roads (161), for the same year.
- Deaths from suicide among males occur at a rate more than three times that of females.

02

Your GP can help by talking with you about what is happening and work with you to determine what support is best for you. A GP can help with:

- Determining best support options, which can include self-help, support groups, on-line support and referral to community services.
- Setting up a Mental Health Treatment Plan which can be one option that allows you to claim a Medicare rebate for up to six visits to a clinical psychologist or mental health professional or allied mental health professional.

If you think you require more treatment following the initial six visits you can go back to your GP who can, depending on your needs, refer you for another four sessions.

03

There are a number of things to look out for if you notice someone isn't going so well. This includes:

- if they're feeling down or sad
- withdrawing from family, friends and activities
- sleeping problems
- working longer hours than usual
- emotional outbursts
- increased use of alcohol or other drugs
- major changes in eating habits.

04

There are a number of free and low cost counselling services available:

- The Centre for Clinical Interventions is a statewide specialist mental health service offering free treatment programs for people experiencing anxiety, mood disorders and eating disorders. Further information about the service is available on their website at www.cci.health.wa.gov.au
- The Practitioner Online Referral Treatment Service (PORTS) is a free assessment and treatment service for people over 16, with symptoms of low mood, depression, anxiety and substance use problems. PORTS offer a range of treatment options including face to face, telephone and online counselling. Further information about PORTS including how to access the program is available on the PORTS website at www.ports.org.au.

HelpingMinds provide support and information to young people, family and friends with mental health issues in WA. The majority of their services are free of charge and focus on: advocacy, understanding the mental health system, education, counselling and support. More information can be found: www.helpingminds.org.au/

RESOURCE ORDER FORM



HARD COPIES OF MANY OF THE RESOURCES FEATURED INSIDE THIS TOOLKIT WILL BE MADE AVAILABLE JANUARY. AN UPDATED KIT WITH THE ORDER FORM WILL BE PROVIDED THEN.

[CLICK HERE](#) TO ACCESS THE FORM.

USEFUL CONTACTS

01

THINK MENTAL HEALTH

Visit the website for more information on the campaign and other mental health and wellbeing content.

thinkmentalhealthwa.com.au

02

ALCOHOL OTHER DRUGS AND PREVENTION SERVICES MENTAL HEALTH COMMISSION

Get in contact with a Community Support and Development Programs member if you need help to implement any of the campaign materials.

(08) 6553 0600

mhc.wa.gov.au

03

ALCOHOL & DRUG SUPPORT LINE

For anyone concerned about their own or another person's alcohol use or drug use. A 24-hour, state-wide, confidential telephone service.

Metro callers
(08) 9442 5000
Country callers only (toll-free)
1800 198 024

alcoholdrugsupport@mhc.wa.gov.au

04

BEYONDBLUE

beyondblue provides telephone and online chat support service for people, family or friends who are affected or are experiencing mental health issues.

1300 224 636

beyondblue.org.au

05

WUNGENING ABORIGINAL CORPORATION

Wungening Alcohol and other Drug (AOD) Support Services are a multidisciplinary team who have a strong focus on cultural security in service delivery for the community. Together the team provide programs to Aboriginal youth, families, men, women (and their children), schools and community groups and to clients within prisons.

wungening.com.au



thinkmentalhealthwa.com.au