

Community toolkit

Campaign assets and resources for you to use in your community and workplace.



Be positive



Be connected



Be active

CONTENTS

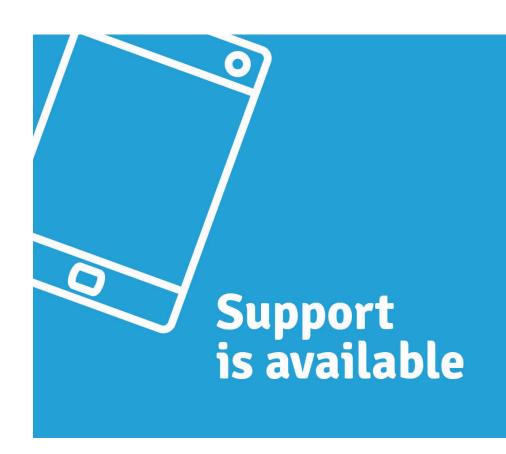
04	CAMPAIGN BACKGROUND	CAMPAIGN BACKGROUND STATEWIDE CAMPAIGN SCHEDULE	
06	CAMPAIGN MATERIALS	TV & RADIO COMMERCIALS A3 POSTERS A4 POSTERS	EMAIL SIGNATURE & IMAGES SOCIAL MEDIA POSTS
13	WEBSITE CONTENT & TOOLS	ONLINE TOOLS	
15	KEY MESSAGES	TARGETED KEY MEDIA MESSAGES FOR USE IN PUBLIC RELATIONS ACTIVITIES	
17	RESOURCE ORDER FORM		
18	USEFUL CONTACTS		
20	LINKS TO STRONG SPIRIT		

ABOUT THIS TOOLKIT

This toolkit provides information and campaign materials for professional and community groups in relation to the Think Mental Health 'Be Positive. Be Connected. Be Active.' campaign.

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 in your community.

The Mental Health Commission is happy to offer assistance and support to implement the materials as requested. Please contact the Community Support and Development Programs Team at communityprograms@mhc.wa.gov.au.



CAMPAIGN BACKGROUND

About the campaign

The Mental Health Commission's Think Mental Health (TMH) program has developed a specialised mental health public education campaign, to meet the community's needs in response to the unique position our community finds itself in, in relation to the COVID-19 pandemic.

The 'Be positive. Be connected. Be active' campaign (the Campaign) will focus on protecting mental health and wellbeing during these challenging times. Key strategies have been developed on selfcare and how to protect your mental health and wellbeing; coping with fear, anxiety and worry; supporting others; and seeking professional support if needed.

Campaign strategies will be delivered statewide, over a four month period from April to July 2020 with a possible extension until the end of September. The campaign is a collaborative initative between the Mental Health Commission and non-government organisation partner Cancer Council WA, and is supported locally by the Suicide Prevention Coordinators and non-government agencies based in the metropolitan area and across regional Western Australia. Campaign delivery is also being supported by major Western Australian media networks.

A broad range of media channels will deliver campaign messages via state-wide free-to-air TV (see media strategy on page 5), catch-up TV, GP and pharmacy advertising, digital advertising, radio, bus back advertising, social media, music streaming and podcast placements, online content pieces and paid search. Campaign activity commenced on Friday 10 April 2020.

In addition to paid social media advertising, there will also be regular unpaid social media activity on the TMH Facebook and Instagram pages. These strategies are supported by a new section on the TMH website – 'Mental Health and COVID-19' and the promotion of support services for people who need more support.

Mass reach media channels, such as TV, are being used to provide widespread exposure to the key campaign messages across the state. Supporting media channels such as digital advertising, social media and paid search are used to further reinforce key messages and direct people within the community who are seeking more information and support through to the TMH website.

As the Western Australian government key state-wide mental health and wellbeing public education strategy, we ask that key stakeholders promote the new 'Be positive. Be connected. Be active' Think Mental Health campaign where relevant.

Target groups

The campaign targets:

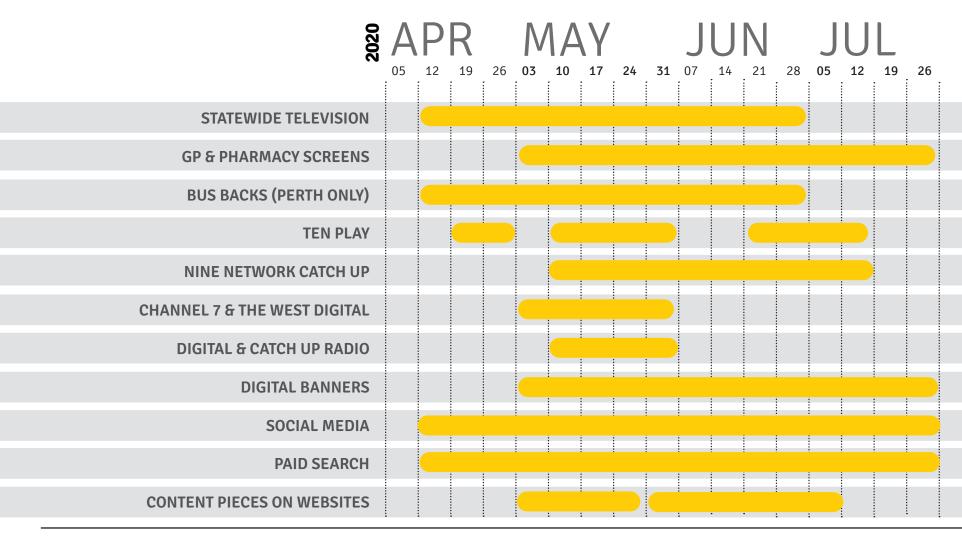
- the Western Australian community aged 18 years and over;
- people with elderly parents/grandparents;
- parents with younger children;
- people that live alone; and
- people in financial stress.

Key messages

The key message of the campaign is: 'be positive, connected and active to protect your mental health and wellbeing'.

More targeted key messages are outlined in the Content for Public Relations Opportunities section on page 16.

STATEWIDE CAMPAIGN SCHEDULE



CAMPAIGN MATERIALS

TV commercials









15 SECONDS

Radio commercials - 30 seconds

- Protect your mental health and wellbeing

 Be connected

 Check in with grandparents

 Be active

 Financial distress tips
- Keep in touch with your parents
- How to talk to your kids about COVID-19





RESOURCES TO USE LOCALLY

A4 posters





Things you can do to help keep yourself mentally well when you are in isolation

- **Exercise** you can still exercise when you're indoors. YouTube has great free workouts you can do anywhere at any time.
- * Set up games online with family or friends through social media or the internet.
- Try some mindfulness meditation you can access apps through your mobile app store.
- * Research, read and learn learn something new like a new language or try an online course.
- It can also be helpful to try to keep some sense or normality by forming a daily routine.

Where to get mental health For alcohol and drug support

beyondblue 1300 224 636 Lifeline 13 11 14 Kids Helpline 1800 55 1800 Alcohol and Drug Support Line

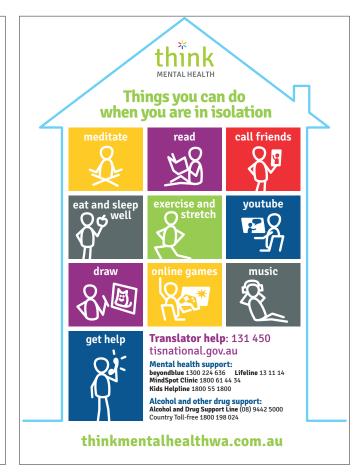
(08) 9442 5000

Country Toll-free: 1800 198 024 MindSpot Clinic 1800 61 44 34 Parent and Family Drug Support Line

(08) 9442 5050

Country Toll-Free: 1800 653 203

For more information visit thinkmentalhealthwa.com.au





- Order hard copies from the resource order form.
- Download the PDFs and print at the size that suits you, A5, A3, A4 or A2.
- Place in shopping centres or other places where they can be seen.



A4 posters















A5 posters







- Order hard copies from the resource order form.
- Download the PDFs and print at the size that suits you, A5, A4, A3 or A2.
- Place in shopping centres or other places where they can be seen.



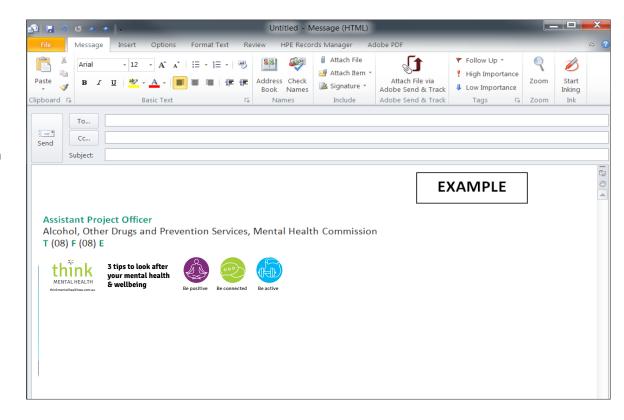
Email signature

The images on the following page 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:

- 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'.

If you do not use Microsoft Outlook as your email provider, please contact your IT department/staff for assistance.



Email signature images



3 tips to look after your mental health & wellbeing









If the COVID-19 outbreak is causing you anxiety, seek support if you need it.

visit thinkmentalhealthwa.com.au





think
MENTAL HEALTH
thinkmentalhealthwa.com.au

Socially isolating? Don't just stay in, stay healthy. Exercise regularly and eat healthy food.







Be positive, connected and active to protect your mental health and wellbeing.









Make the most of social isolation, take up a new hobby or build something.







Protect your mental health and wellbeing by keeping in touch with friends and family on the phone or via social media.





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





Social media posts

These are 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.

Use on your organisation's website or Facebook page. Ask other local organisations to do the same.



01

In stressful times like these. it's important to look after our mental health and wellbeing.

Here are a few tips to help:



02

In stressful times like these, it's important to look after our mental health and wellbeing.

Stay connected, eat well, keep your body and mind active and seek support if you need to.



CLICK THRU URL:

www.thinkmentalhealthwa.com.au/mentalhealth-and-covid-19/coping-with-anxiety-andworry-during-covid-19/



Worried about money and how to stay afloat? You're not alone.

Here are a few tips to help:



CLICK THRU URL:

https://www.thinkmentalhealthwa.com.au/ mental-health-and-covid-19/coronavirus-covid-19-looking-after-your-mental-and-physicalhealth/

It's important when we're social distancing to stay in touch with family and friends.

Here are a few tips to help:



CLICK THRU URL:

www.thinkmentalhealthwa.com.au/mentalhealth-and-covid-19/maintaining-yourconnections-during-social-isolation/

Keep up your connections with family and friends - you might not pop round to see them, but you can telephone or video call.

Click for more tips:

CLICK THRU URL:

www.thinkmentalhealthwa.com.au/mental-healthand-covid-19/maintaining-your-connections-duringsocial-isolation/

06

covid-19/

6 tips to talk to your kids about COVID-19.

CLICK THRU URL:

www.thinkmentalhealthwa.com.au/mental-

health-and-covid-19/financial-worry-due-to-

Click here for tips:



CLICK THRU URL:

www.thinkmentalhealthwa.com.au/mental-healthand-covid-19/talking-to-your-kids-about-covid-19/ 07

As we all #stayathome, we've pulled together loads of ways to help you maintain your mental health and wellbeing.



Check out these tips:

CLICK THRU URL:

www.thinkmentalhealthwa.com.au/mentalhealth-and-covid-19/wellbeing-tips-for-thosewho-must-stay-at-home/

11

When in selfisolation try to keep some sense of normality by forming a daily routine. Map out your day to match your usual everyday routine as much as possible.

CLICK THRU URL:

www.thinkmentalhealthwa.com.au/mentalhealth-and-covid-19/wellbeing-tips-for-those-who-must-stay-at-home/

80

Some tips to cope with self-isolation; stay positive, stay in touch with others and keep your body and mind active.

Click here for more tips:



CLICK THRU URL:

www.thinkmentalhealthwa.com.au/mentalhealth-and-covid-19/wellbeing-tips-for-thosewho-must-stay-at-home/

12

If your stress and anxiety are becoming too much as a result of selfisolation, talking to someone can help. For more information and to find support services visit:

CLICK THRU URL:

www.thinkmentalhealthwa.com.au/mental-healthand-covid-19/coronavirus-covid-19-looking-afteryour-mental-and-physical-health/if-you-do-needadditional-support/ 09

Make the most of social isolation, try a new exercise regime, build something, declutter your home or nail a new recipe.

Click here for more tips:

CLICK THRU URL:

www.thinkmentalhealthwa.com.au/mentalhealth-and-covid-19/making-the-most-of-socialisolation/

The Mental Health

Lists to model of social designed, by a tree exception report, but sometimes, by a tree exception report, but sometimes, doubter your force or less it we recognition.

Try online classes

10

Socially isolating? Don't just stay in, stay healthy. Try a body and mind workout, eat well & drink at low-risk levels.

Click here for more tips:



CLICK THRU URL:

www.thinkmentalhealthwa.com.au/mentalhealth-and-covid-19/coronavirus-covid-19looking-after-your-mental-and-physical-health/

13

Self-care is important especially in such uncertain times. Why not run yourself a bath, make yourself a cuppa, start a new book, or take some time out relax and enjoy your hobbies.

CLICK THRU URL:

www.thinkmentalhealthwa.com.au/mentalhealth-and-covid-19/coping-with-anxiety-andworry-during-covid-19/



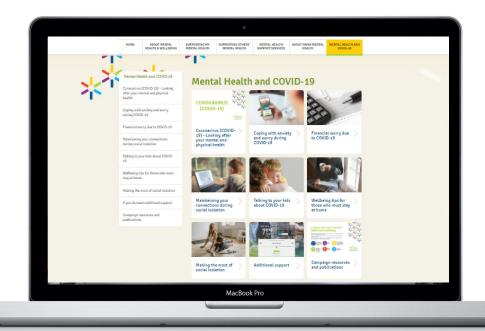
home can have an impact on your mental health and wellbeing particularly if you do it for long periods of time. For tips while working from home head to:



CLICK THRU URL:

www.thinkmentalhealthwa.com.au/mental-healthand-covid-19/wellbeing-tips-for-those-who-muststay-at-home/

WEBSITE CONTENT & TOOLS



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

To ensure Western Australian's have access to information that can protect their mental health during this time, the Think Mental Health website has a dedicated section on COVID-19 and mental health. There are new pages, as specified below, that can help those in the community to remain socially connected during physical isolation, maintain positive mental health and wellbeing and continue to be physically active during this time.

Coping with anxiety and worry caused by COVID-19

Tips on how to manage your mental health and wellbeing, particularly if you are feeling worried or anxious.

Financial worry due to COVID-19

Information on how to deal with financial loss as well as support services available to assist you with your needs. It is important to seek help and you don't need to do this alone.

Maintaining your connections during social isolation Q

Provides simple measures that can be put in place to look after our mental health and wellbeing during this period.

Talking to your kids about COVID-19

Tips on how parents and guardians can talk to their children with the answers they need in an honest and age-appropriate way.

Wellbeing tips for those who must stay at home Q

Provides tips for how to make the most of being in self quarantine/isolation, and for those working from home.

Making the most of social isolation Q

Provides lots of ways to stay entertained and stimulated in the home.

Support services 🔍

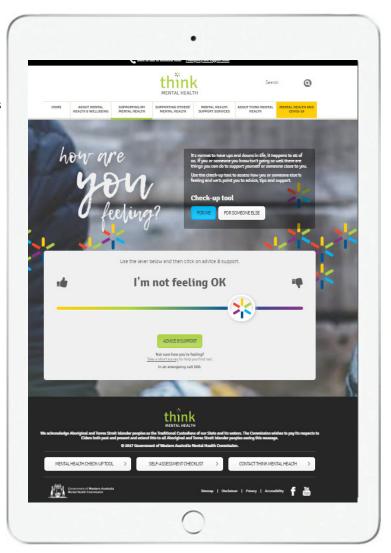
Links to support services.

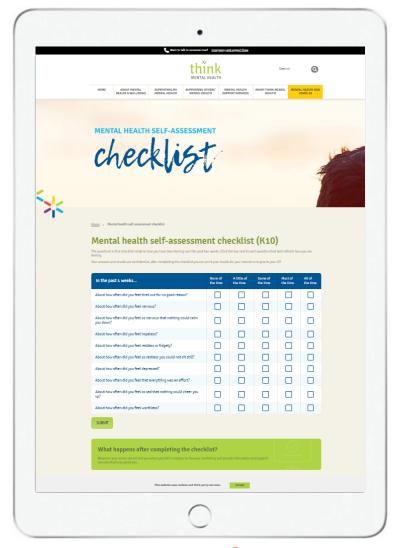
The online tools enable people to assess how they or someone they know are feeling.

The mental health check-up tool points individuals to advice, tips and support. Using an easy sliding scale, the user receives a response based on where they placed the dial. The response directs them to the appropriate advice and support.

This tool is supported by the mental health self-assessment checklist (K10), using the standardised questions. Upon completion, the individual is provided with a response that directs them to tips, support and advice.









Mental health check-up tool

Mental health self-assessment checklist

KEY MESSAGES

This content can be used for public relations opportunities such as media statements, interviews or newspaper articles.

General population (aged over 18 years)

- Right now, right around WA, we're doing what we can to protect ourselves and each other from COVID-19.
- Things like regularly washing our hands, keeping a safe distance away, and staying safely at home whenever possible.
- In stressful times like this, of course, it's also important to look after our mental health and wellbeing too.
- One of the best ways to do this is by keeping in touch with friends and family on the phone or via social media.
- We should also make sure that we're getting enough sleep, exercising regularly, eating a balanced diet, and if you choose to drink, only do so at low-risk levels.
- Be positive, connected and active to protect your mental health and wellbeing.

For more information visit

https://www.thinkmentalhealthwa.com.au/mental-health-and-covid-19/coping-with-anxiety-and-worry-during-covid-19/

To prevent financial worry

- The COVID-19 outbreak is causing severe financial stress to millions of working Australians.
- The loss of financial security can leave people feeling angry, powerless and out of control.
- If this includes you, here's a few practical things to do:
 - One: Go online to check out the many financial assistance measures being offered by our State and Federal governments.
- Two: If you're having trouble repaying the mortgage, check with your bank or financial institution to see how they might help.
- Three: Try to stay as positive as you can. Talk to friends and family. And if you do become anxious or worried, seek support from your GP, health worker or a mental health line.

For more information visit

https://www.thinkmentalhealthwa.com.au/mental-health-and-covid-19/financial-worry-due-to-covid-19/

Ways to maintain social connections

- To help control the spread of COVID-19, we're all being asked to practice 'social distancing'.
- Whilst it's vital that we do stay at home whenever possible, this can of course present a number of problems – like being separated from our loved ones, having our income reduced, or maybe just feeling bored and frustrated.
- This can create worry for anyone and for those with an existing mental health issue it can often be worse.
- That's why it's vitally important to stay in touch with family and friends on the phone or on social media.
- And if you do feel the stress or anxiety of social isolation is getting too much, make sure you seek support from your GP, health worker or a mental health support line.
- Be positive, connected and active to protect your mental health and wellbeing.

For more information visit

https://www.thinkmentalhealthwa.com.au/mental-health-and-covid-19/maintaining-your-connections-during-social-isolation/

Talking to children about COVID-19

- News about COVID-19 is, quite simply, everywhere.
- Which means there's little to no chance your children will not already be well aware of it.
- When talking to them about the virus, or when answering any
 questions they may have, it's important to give them the facts in a
 way that is appropriate for their age and temperament.
- Tell them that it's normal to feel concerned and that you're all doing everything you can to avoid anyone in the family from catching the virus.
- And be sure to help them keep in regular contact, on the phone or social media, with other people they may worry about like their grandparents, for example.

For more information visit

https://www.thinkmentalhealthwa.com.au/mental-health-and-covid-19/talking-to-your-kids-about-covid-19/

Tips for those working from home

- As we continue to distance ourselves from others, or even to selfisolate as some people must do now, the link between our mental and physical health means it's important to stay active.
- This means exercising as regularly as possible, keeping regular sleep routines, and eating healthy food.
- Try to exercise for at least 30 minutes each day. Keep up your water intake. Get a little fresh air in your garden or on your balcony. And keep stock, if you can, of foods from each of the five main food groups.
- Oh, and if you're working from home, set up a dedicated workspace and give yourself clearly defined working hours and regular breaks, just like the real thing.
- And if you do feel the stress or anxiety of social isolation is getting too much, make sure you seek support from your GP, health worker or a mental health line.
- Be positive, connected and active to protect your mental health and wellbeing.

For more information visit

https://www.thinkmentalhealthwa.com.au/mental-health-and-covid-19/wellbeing-tips-for-those-who-must-stay-at-home/

Making the most of social isolation

- Until the COVID-19 outbreak, many of us had never even heard the term 'social isolation'.
- Social isolation can lead many of us to become bored and frustrated. But for those with an existing mental health issue it can often cause significant worry and anxiety.
- That's why it's important to keep our minds and our bodies as active as can be.
- Whether it's learning a new language, doing an online fitness class, playing board games with the kids, or finally getting all those weeds out of the garden, it's best to use this time as productively as you and your family possibly can.
- And if you need even more inspiration, look online. You'll find literally thousands of ideas which prove that there's no such thing as being 'stuck in the house with nothing to do'.
- Make sure you seek support from your GP, health worker or a mental health support line.
- Be positive, connected and active to protect your mental health and wellbeing.

For more infromation visit

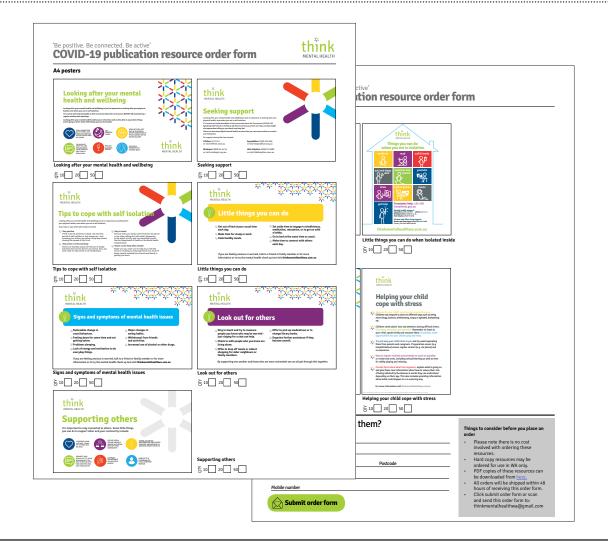
https://www.thinkmentalhealthwa.com.au/mental-health-and-covid-19/making-the-most-of-social-isolation/

RESOURCE ORDER FORM

Hard copies of many of the resources featured inside this toolkit are available for order.

Click here to access the resource order form.

Check in regularly, as over time more resources may be developed as needed.



USEFUL CONTACTS

01

Alcohol, Other Drug 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

02

BeyondBlue

beyondblue provides telephone and online chat support service for people, family or friends who are affected or are experiencing mental health issues. They also have a dedicated Coronavirus Mental Wellbeing Support Service -1300 224 636

beyondblue.org.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

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

05

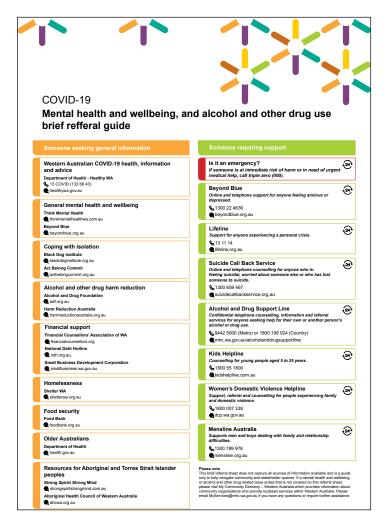
COVID-19 brief referral guide

This brief referral guide aims to provide appropriate referral to local services for mental health and wellbeing, and alcohol and other drug use. This includes specific crisis information for individuals in need of immediate support as well as those seeking general information.

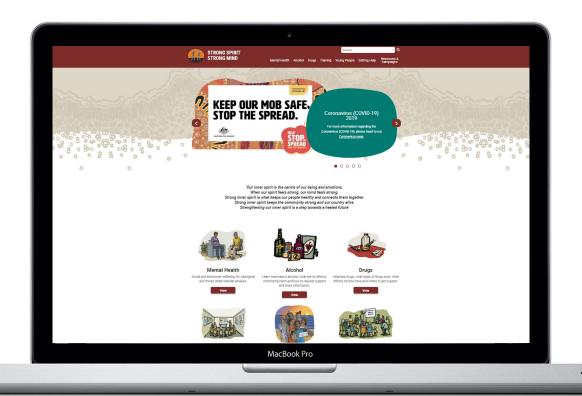
The brief referral guide will be best utilised within workplaces that are likely to receive calls from the community seeking mental health, alcohol and other drug information and advice in relation to COVID-19.

Please note this sheet is a guide only and does not include all sources of information available. For further services and information please visit My Community Directory – Western Australia which provides information about community organisations who provide localised services within Western Australia.





CULTURALLY SECURE RESOURCES



Strong Spirit Strong Mind have developed culturally secure resources to meet the community's needs in response to the COVID-19 pandemic.

The materials focus on improving the social and emotional wellbeing of Aboriginal peoples and reduce the impact of alcohol and other drug related harms on individuals, families, and communities.

You can access these resources and other information at www.strongspiritstrongmind.com.au



thinkmentalhealthwa.com.au