

Learn ways to look after

YOU

Campaign Toolkit

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


think
MENTAL HEALTH

In partnership with



Contents

- 3. About the toolkit
- 4. Campaign background
- 5. Key messages
- 7. Statewide campaign schedule
- 8. Campaign materials
- 11. Resources to use locally
- 16. Our partners



About this toolkit

This toolkit provides information and campaign materials for professionals and community groups to assist Western Australians to increase their personal skills to manage their feelings in response to difficult situations.

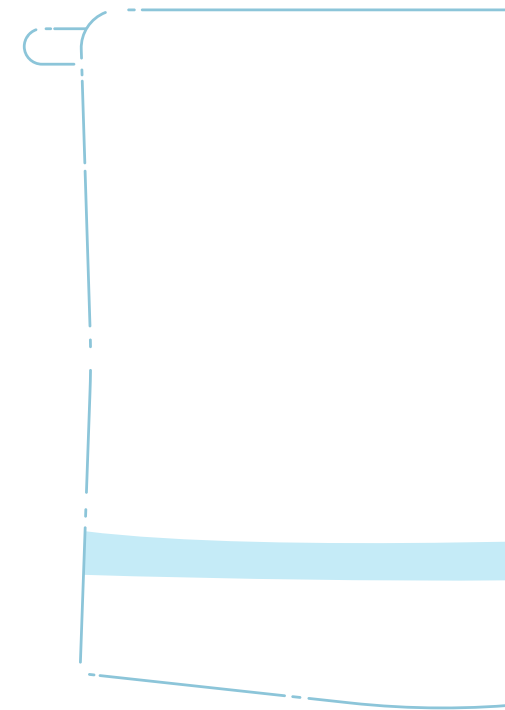
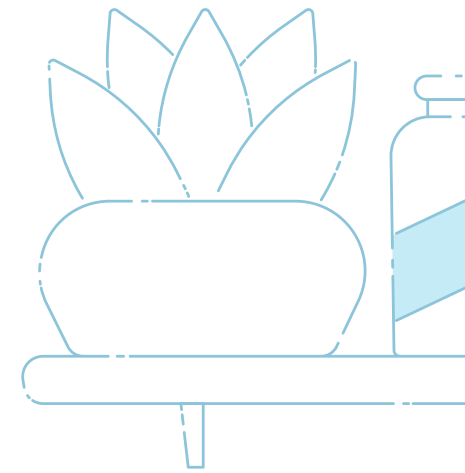
The resources in this toolkit have been developed to assist you to extend the reach of the campaign in your community, using messages and materials consistent with the state-wide Think Mental Health campaign, 'Learn to Look After You'.

As a stakeholder, you may wish to use one or all of the supplied materials and strategies in this toolkit. You are in the best position to determine which activities will work best in your community.

The [Think Mental Health Style-Guide](#) provides guidance on how the brand and campaign assets should be used at a local level.

The MHC is also supportive of community groups and organisations taking advantage of local media opportunities to further extend the reach of the campaign.

If you have any queries regarding the 'Learn to Look After You' campaign or require assistance promoting it within your local community, contact the Mental Health Commission's Community Support and Development Programs Team at communityprograms@mhc.wa.gov.au



Campaign background

About the campaign

The Think Mental Health (TMH) program has developed a new mental health promotion public education campaign, 'Learn to Look After You', in partnership with specialist mental health provider [THIS WAY UP](#) and non-government organisation partner Cancer Council WA.

Research shows people gravitate toward dwelling or 'ruminating' about things that are out of our control (whether that's perceived or actual), which exacerbates negative feelings. 'Learn to Look After You' acknowledges these feelings, and provides practical, evidence-based strategies to help us manage how we feel and reduce stress and anxiety.

The strategies can be implemented as part of our everyday life and will support the community to gain and maintain their mental health and wellbeing.

The 'Learn to Look After You' campaign will be delivered for an initial three-month period from February until mid-May 2022.

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 to the [TMH website](#), where people can find practical information to enable them to adopt the evidence-based strategies promoted in the campaign to support their mental health and wellbeing. The website will also assist people to seek out appropriate helplines and support services.

Target group

The campaign targets Western Australians aged 18 years and over.

Campaign objectives

The primary objective of the campaign is to increase Western Australian's knowledge of strategies to reduce stress and anxiety, including in situations they feel they cannot control.

Key messages

No matter the hard stuff that is going on around you, there are things you can do to manage how you feel.

There are practical, evidence-based strategies that can help us to manage our mental health during challenging times, including when we feel like things are happening that are out of our control. The campaign promotes six key strategies:

- Treat yourself with kindness and cut yourself some slack.
- Shift your thoughts and focus on the good stuff.
- Do what brings you joy.
- Remember that things change, and you might have to roll with plan B.
- Connect with others.

Key messages

This content can be used for public relations opportunities such as media statements, interviews or newspaper articles. It can also form the basis of organic social media content.

Treat yourself with kindness and cut yourself some slack

When we are faced with difficult situations that are out of our control, it's normal to feel stressed or anxious. Reminding ourselves that it is actually okay to feel the way we feel is an important part of coping with difficult situations. Some helpful things to tell yourself when you're feeling strong emotions:

- 'It's been full on. It's okay if I don't know how to feel about all of this.'
- 'What I'm feeling in this moment is okay.'
- 'Everyone is allowed to feel differently about this situation.'
- 'It doesn't matter how others would feel in my shoes, my feelings are valid.'



Shift your thoughts and focus on the good stuff

Actively shifting our thoughts to focus on the positives and think of [solutions](#) can help to break negative patterns of thinking. Shifting your thoughts doesn't mean ignoring or downplaying how you're feeling. It's designed to help you feel more in control of your challenges by shifting your focus to [creating solutions](#).

Some tips for shifting your thoughts:

- Notice when you begin to dwell (thinking over and over again) on the problem and/or how bad it is or might be.
- Ask yourself 'Is there anything I can do about this problem right now?'
- If it is a problem you can do something about now, try to start thinking through a variety of solutions (and be creative).
- Imagine what you might tell a close friend if they came to you with this problem. Give yourself that same advice.
- If it is a problem you can't do anything about, acknowledge how that makes you feel and try to shift your thoughts onto something else entirely.

Key messages

Do what brings you joy

It's important to balance our mood by finding ways to increase positive emotions, including self-care. [Self-care](#) involves taking deliberate actions towards caring for your own health and wellbeing. Taking time to do things that bring you joy or give you positive feelings, is an important, evidence-based strategy to look after your mental health and wellbeing.

Self-care can look different for different people, so every day, plan, schedule, and do:

- at least one activity that you find fun, pleasurable, relaxing or enjoyable; and
- at least one activity that gives you a sense of productivity, achievement, meaning or satisfaction.

It doesn't matter how big or small these activities are, the important thing is that they bring you a sense of joy - even if only for a few minutes.

Remember that things change, and you might have to roll with Plan B

Life is full of ups and downs. The way you might have once responded to a problem may need to be adjusted when life throws you a curveball. This can be very challenging, especially if you are someone who likes being in control.

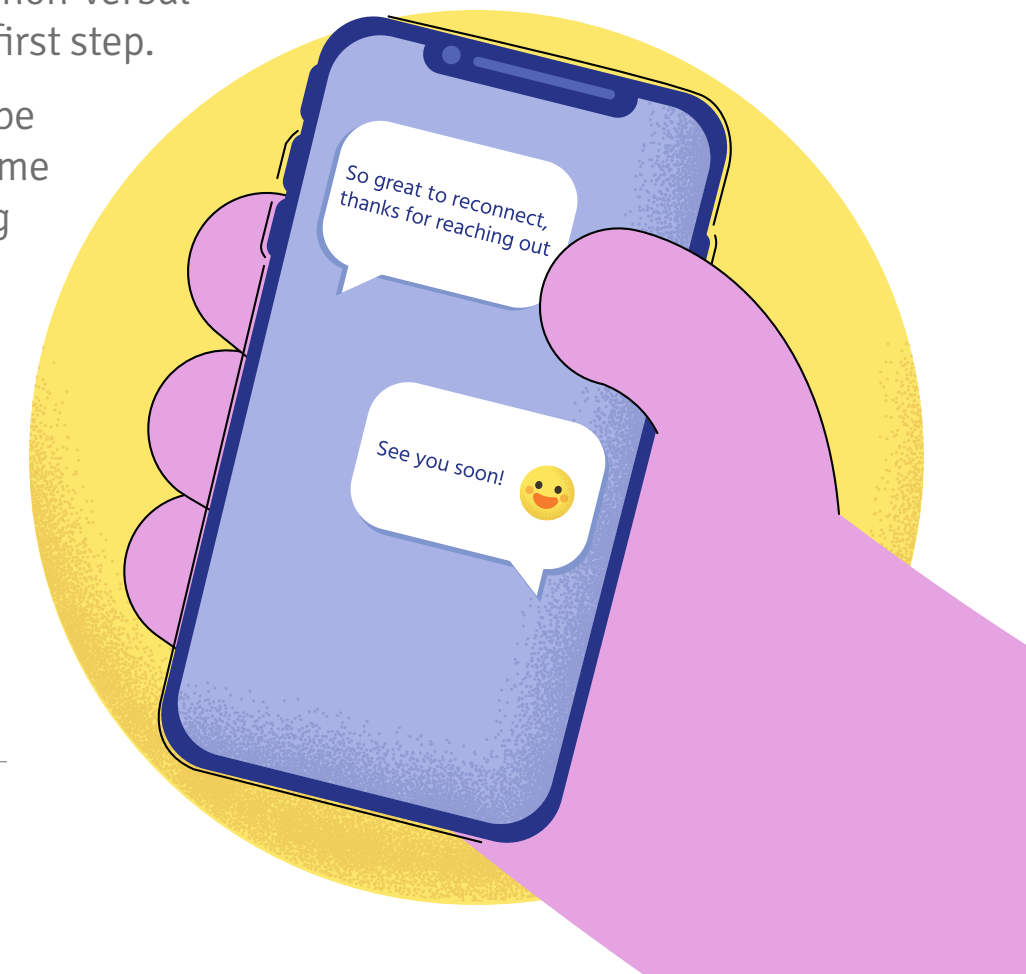
Here are some things you can remind yourself of when things are changing around you:

- 'I am doing the best I can in this challenging time.'
- 'I may feel disappointed, but it is not forever.'
- 'I would've liked to do things differently, but this will do for now.'
- 'I trust in my ability to cope with the challenges that come up.'

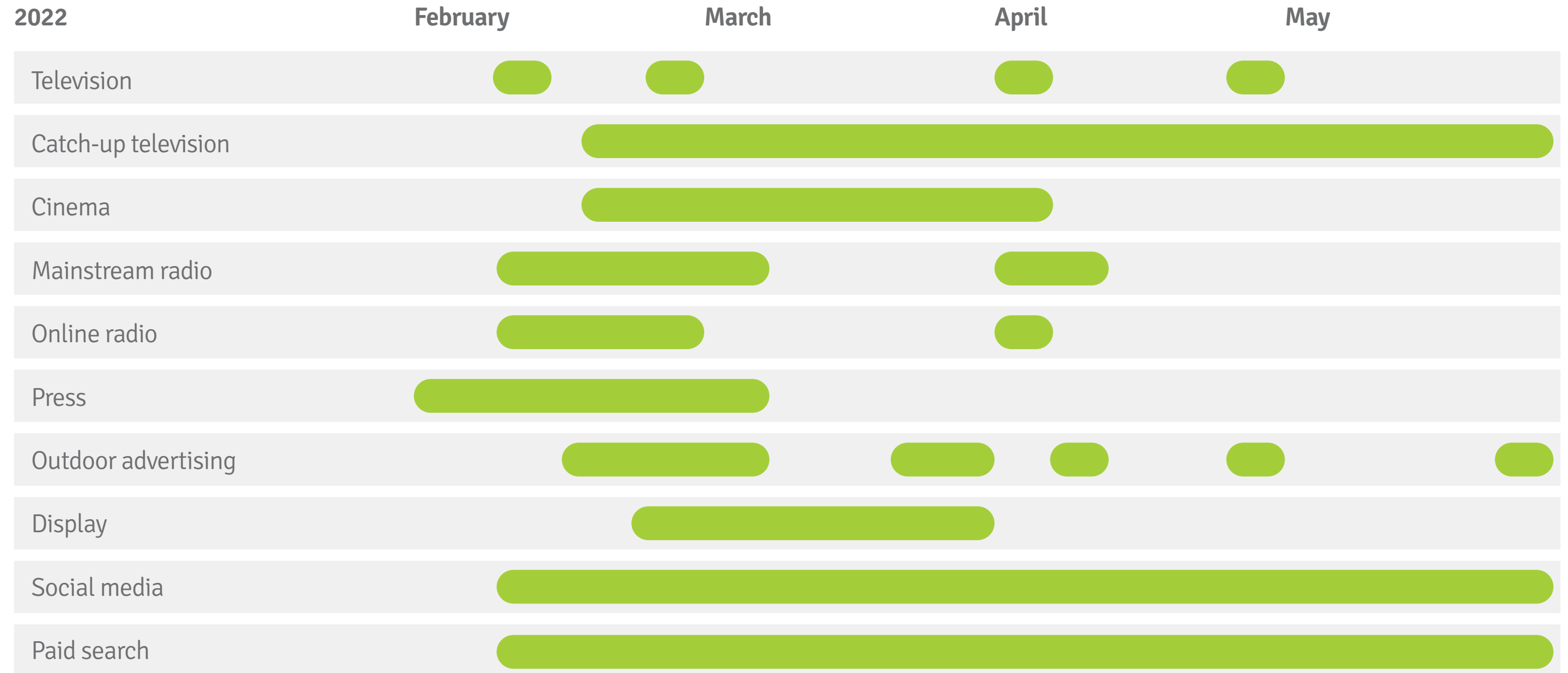
Connect with others

Connecting with others and investing in good relationships is important for both our physical and mental wellbeing. In recent times, we've had to become more creative about ways to strengthen and broaden our social connections. There's no one size fits all solution, but here are some strategies that may help you:

- Make time each day to spend with your family. This might include 'family time' that is at the same time each day, whether that's over dinner or via video calls.
- Swap out watching the TV at night for playing a game with your kids, taking a walk with your partner or try out a new after-work hobby with a friend.
- Do something you enjoy which will increase your chances of meeting like-minded people – joining a club, learning a new skill, staying active or spending time outdoors.
- Take the initiative to smile and make eye contact. While this may seem simple, inviting and friendly non-verbal communication is a helpful first step.
- Remind yourself it's okay to be alone – balance spending time on your own as well as trying to meet people. You might enjoy your own company more than you think.

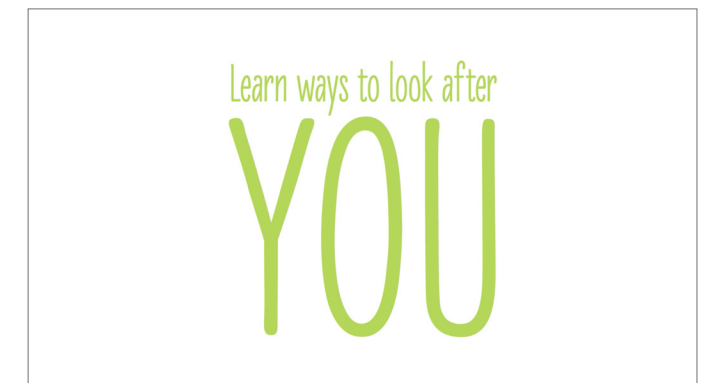
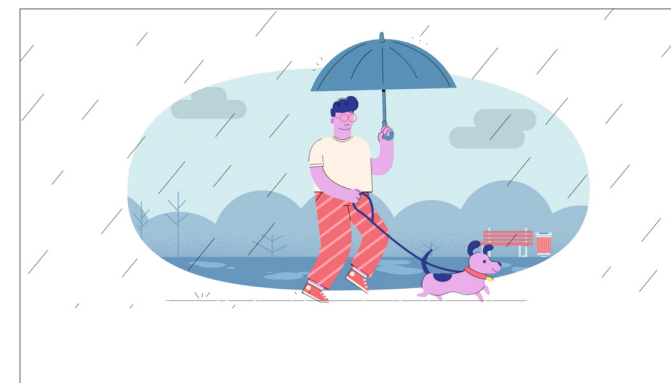
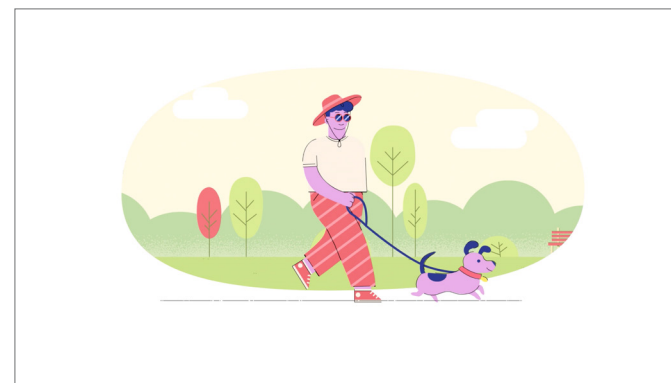
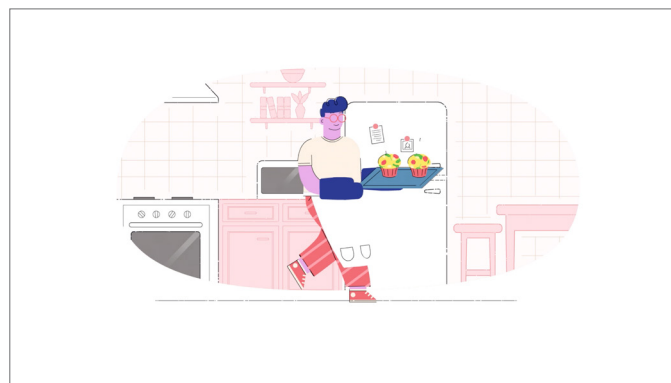
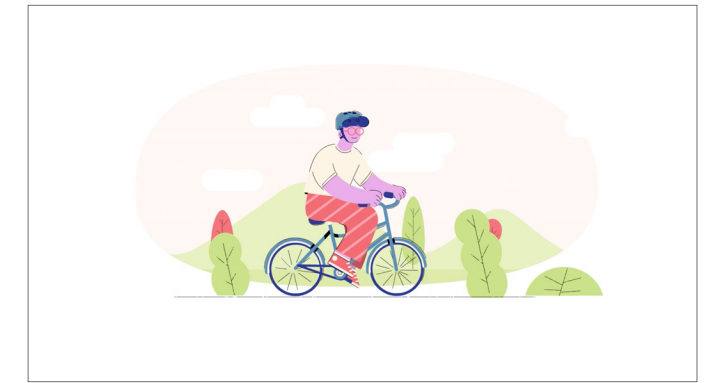
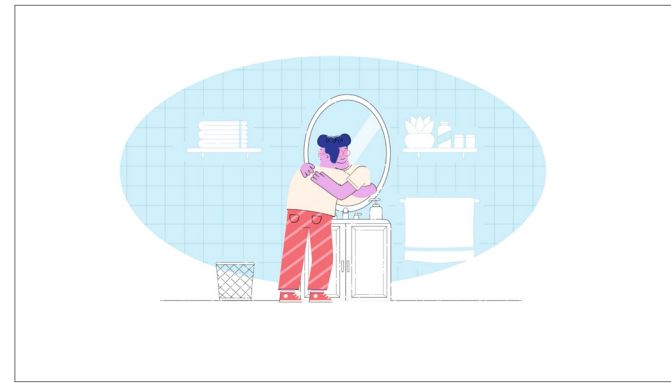


Statewide campaign schedule



Campaign materials

Television Commercial | 30 Seconds



[▶ Click here to watch the 30 second Television Commercial](#)

Radio Commercial | 30 Seconds

A. Look after you

B. Do what brings you joy Option 1

C. Do what brings you joy Option 2

D. Connect with others

E. Shift your thoughts

G. Roll with plan B

[▶ Click here to download the radio commercials](#)


Campaign materials

Press | M4x6

Learn ways to look after
YOU

think
MENTAL HEALTH

THIS WAY UP ↑↑




When faced with ongoing change and uncertainty, it's normal to feel stressed, anxious, and a bit burnt out. It's okay to feel this way. Thankfully, there are things you can do to keep an eye on your mental health and take active steps to start improving the way you feel. Learn ways to look after you at thinkmentalhealthwa.com.au

Look after
YOU

Cut yourself some slack

think
MENTAL HEALTH

THIS WAY UP ↑↑



When dealing with difficult circumstances and events, it's normal to feel out of your depth. Remind yourself that it is okay not to know how to solve a problem or handle the situation right away. Try to be kind and understanding to yourself, in the same way you'd be kind to a friend in the same situation. Remember you are human. Learn ways to look after you at thinkmentalhealthwa.com.au

Look after
YOU

Do what brings you joy

think
MENTAL HEALTH

THIS WAY UP ↑↑




In challenging times, it is easy to get caught up in trying to solve the problems that we face and gradually stop doing the things that make us happy. Taking some time to recharge by doing simple, fun, or relaxing activities each day can help you boost your mood and cope better with daily challenges. Learn ways to look after you at thinkmentalhealthwa.com.au

Look after
YOU

Focus on the good stuff

think
MENTAL HEALTH

THIS WAY UP ↑↑



Sometimes it's hard to stop thinking about all of the things that seem to be going wrong. To help feel more in control, try to notice the small things you appreciate, focus on what goes well throughout your day and plan to do something enjoyable that helps you stay present in the moment. Learn ways to look after you at thinkmentalhealthwa.com.au

 [Click here to download](#)

Campaign materials

Press | M4x6

Look after
YOU
Connect with others



think
MENTAL HEALTH


THIS WAY UP ↑↑

When we are stressed, tired, and focused on daily challenges, it's easy to lose touch with friends and family. Try to maintain regular contact with loved ones, join like-minded communities, or reconnect with friends.

Staying social can help you feel less alone and maintain important relationships in your life.

Learn ways to look after you at thinkmentalhealthwa.com.au

Look after
YOU
Roll with Plan B



think
MENTAL HEALTH

THIS WAY UP ↑↑

Life has ups and downs, and the way you had planned to do things may need to change when life throws you a curveball. Staying flexible and rolling with Plan B or Plan C can help you navigate uncertainty and feel more in control when unexpected changes occur.

Learn ways to look after you at thinkmentalhealthwa.com.au

 [Click here to download](#)

Resources to use locally

Posters

think
MENTAL HEALTH

THIS WAY UP ↑↑

Learn ways to look after
YOU

When faced with ongoing change and uncertainty, it's normal to feel stressed, anxious, and a bit burnt out. It's okay to feel this way. Thankfully, there are things you can do to keep an eye on your mental health and take active steps to start improving the way you feel.

Learn ways to look after you at thinkmentalhealthwa.com.au



think
MENTAL HEALTH

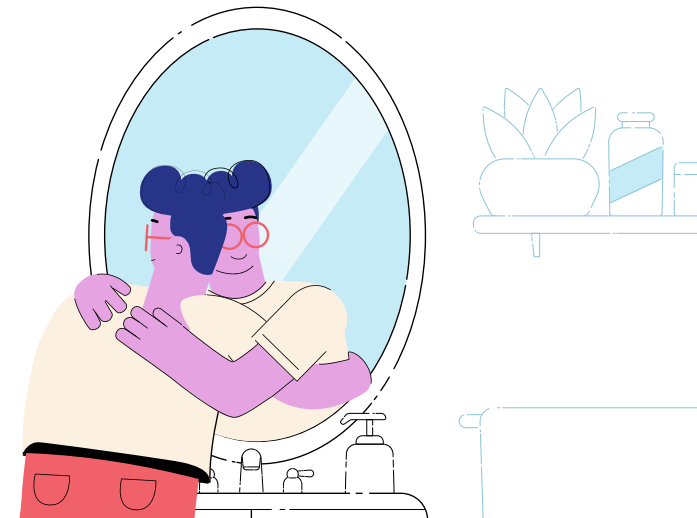
THIS WAY UP ↑↑

Look after
YOU
Cut yourself some slack

When dealing with difficult circumstances and events, it's normal to feel out of your depth. Remind yourself that it is okay not to know how to solve a problem or handle the situation right away.

Try to be kind and understanding to yourself, in the same way you'd be kind to a friend in the same situation. Remember you are human.

Learn ways to look after you at thinkmentalhealthwa.com.au



think
MENTAL HEALTH

THIS WAY UP ↑↑

Look after
YOU
Focus on the good stuff

Sometimes it's hard to stop thinking about all of the things that seem to be going wrong. To help feel more in control, try to notice the small things you appreciate, focus on what goes well throughout your day and plan to do something enjoyable that helps you stay present in the moment.

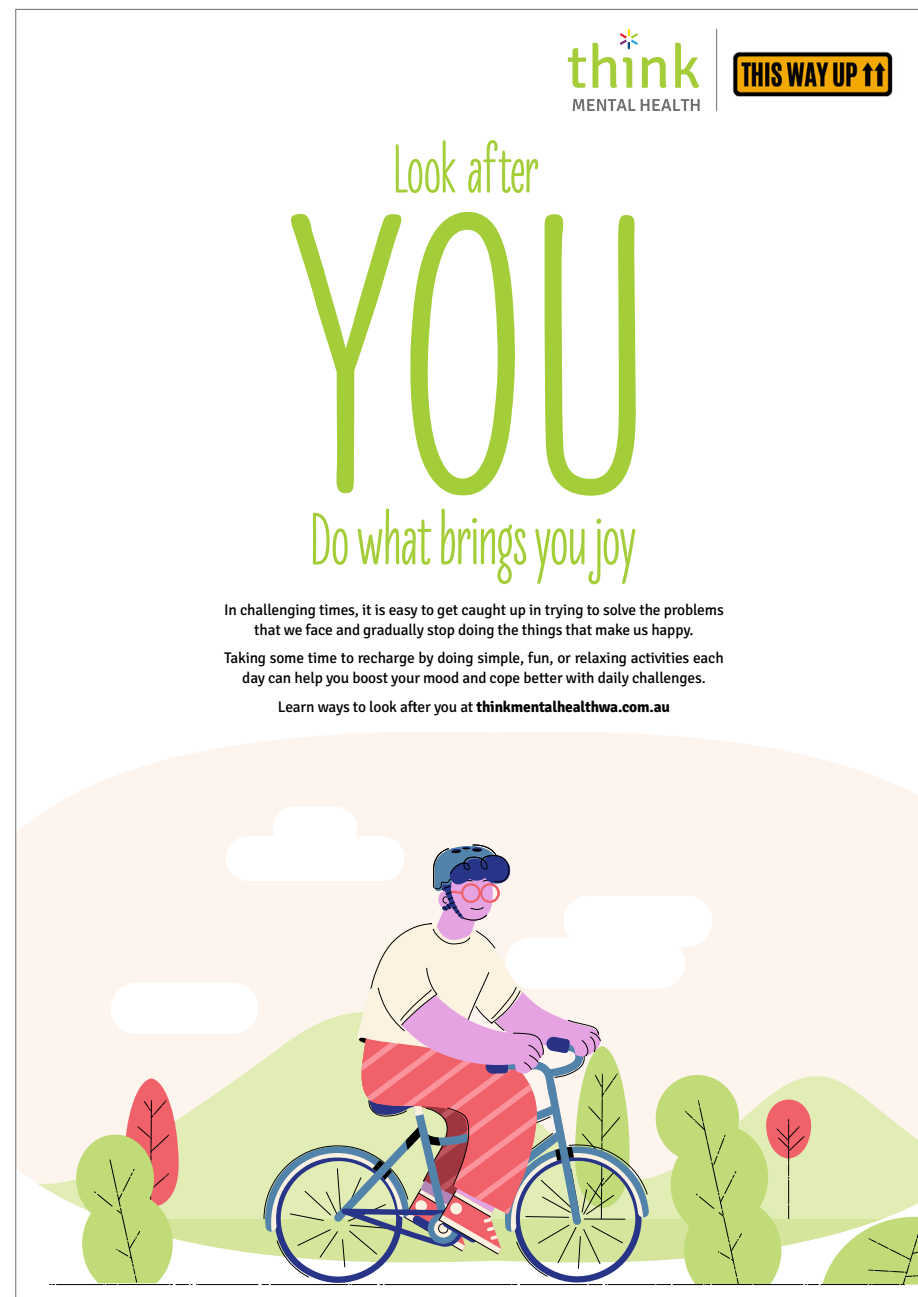
Learn ways to look after you at thinkmentalhealthwa.com.au



 [Click here to download](#)

Resources to use locally

Posters



think
MENTAL HEALTH

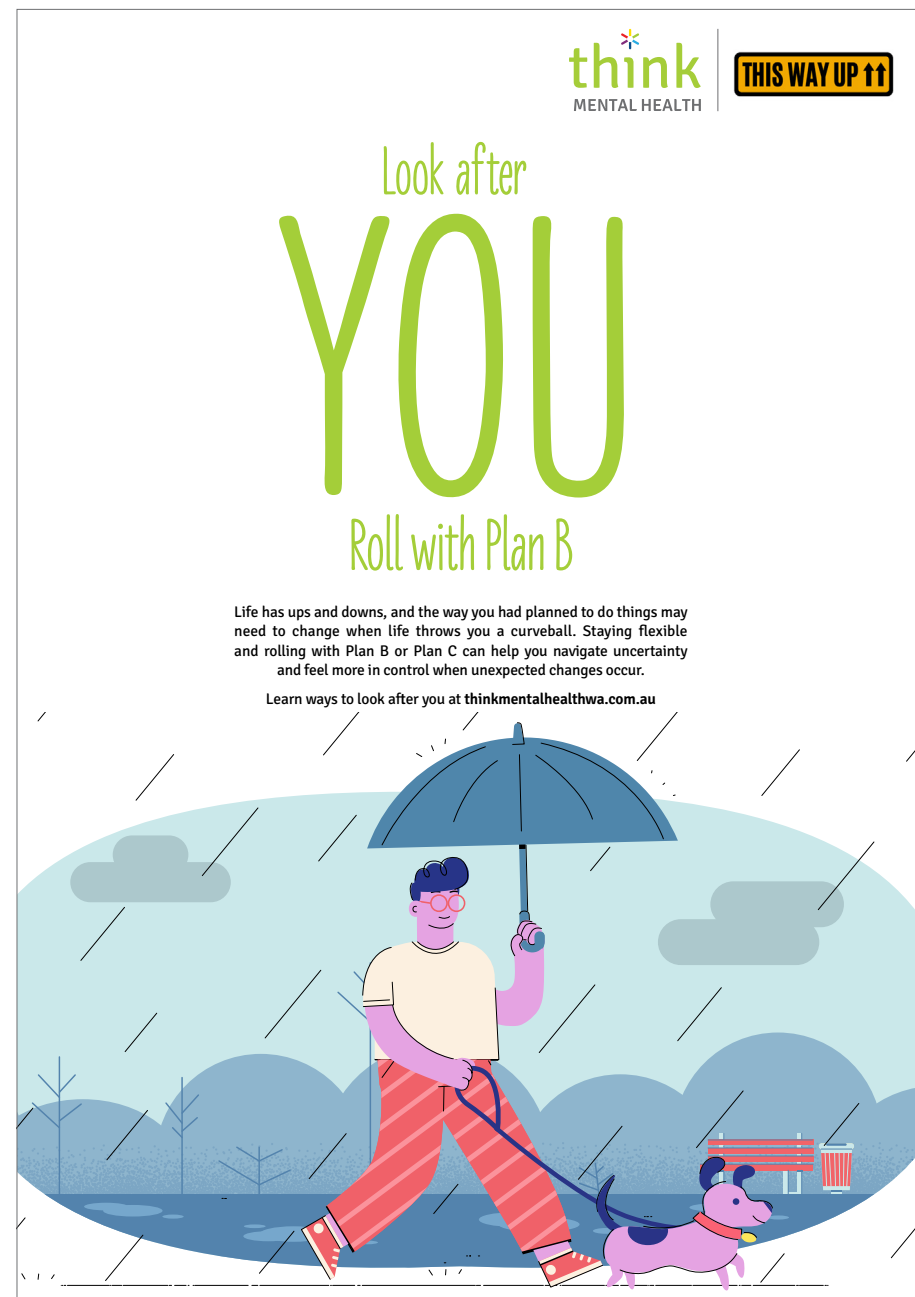
THIS WAY UP ↑↑

Look after
YOU
Do what brings you joy

In challenging times, it is easy to get caught up in trying to solve the problems that we face and gradually stop doing the things that make us happy. Taking some time to recharge by doing simple, fun, or relaxing activities each day can help you boost your mood and cope better with daily challenges.

Learn ways to look after you at thinkmentalhealthwa.com.au

The poster features a stylized illustration of a person with glasses and a yellow shirt riding a blue bicycle on a green hill under a bright sun with white clouds. The person is wearing red and white striped pants and a blue helmet.



think
MENTAL HEALTH

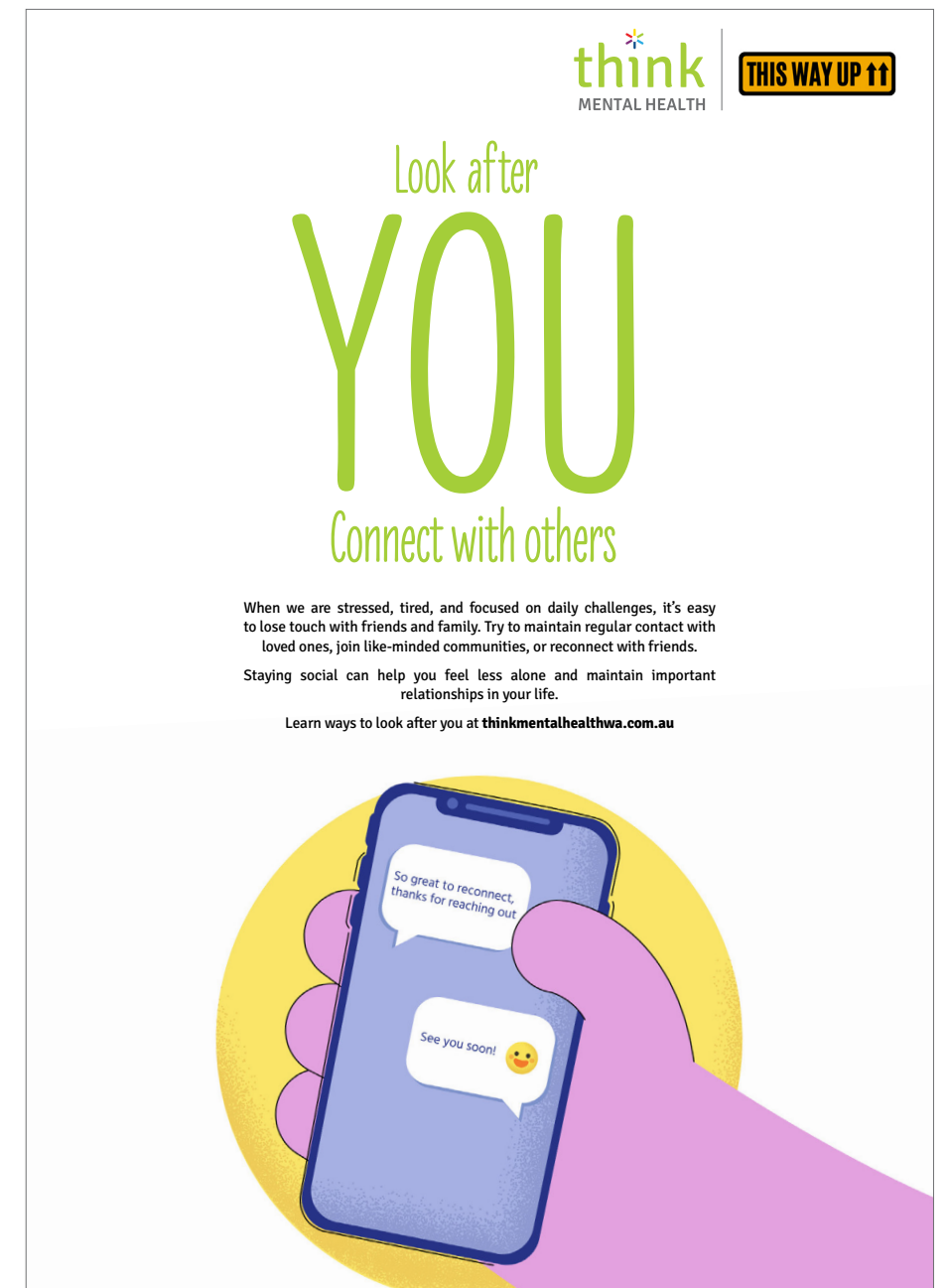
THIS WAY UP ↑↑

Look after
YOU
Roll with Plan B

Life has ups and downs, and the way you had planned to do things may need to change when life throws you a curveball. Staying flexible and rolling with Plan B or Plan C can help you navigate uncertainty and feel more in control when unexpected changes occur.

Learn ways to look after you at thinkmentalhealthwa.com.au

The poster features a stylized illustration of a person with glasses and a yellow shirt walking a pink dog on a leash in the rain. The person is holding a blue umbrella and wearing red and white striped pants. The background shows a park with a bench and trees under a grey sky with rain falling.



think
MENTAL HEALTH

THIS WAY UP ↑↑

Look after
YOU
Connect with others

When we are stressed, tired, and focused on daily challenges, it's easy to lose touch with friends and family. Try to maintain regular contact with loved ones, join like-minded communities, or reconnect with friends. Staying social can help you feel less alone and maintain important relationships in your life.

Learn ways to look after you at thinkmentalhealthwa.com.au

The poster features a stylized illustration of a hand holding a smartphone. The screen shows two text messages: "So great to reconnect, thanks for reaching out" and "See you soon! 😊". The background is a soft yellow and purple gradient.

 [Click here to download](#)


Resources to use locally

Social media assets

Think Mental Health
Sponsored · 🌐

Sometimes it's hard to not think about the things that seem to be going wrong. Instead find ways to focus on what's going well.

Look after
YOU



Focus on the good stuff
Learn Ways to Look After YOU [Learn More](#)


Like Comment Share

 [Click here to download images](#)

Think Mental Health
Sponsored · 🌐

When dealing with difficult circumstances, it's normal to feel out of your depth. Be kind to yourself, remember you are human.

Look after
YOU



Cut yourself some slack
Learn Ways to Look After YOU [Learn More](#)


Like Comment Share

 [Click here to download messages](#)

Think Mental Health
Sponsored · 🌐

Take time to recharge by doing simple, fun, or relaxing activities each day to help you boost your mood and cope better.

Look after
YOU



Do what brings you joy
Learn Ways to Look After YOU [Learn More](#)


Like Comment Share

Resources to use locally

Social media assets

Think Mental Health
Sponsored · 🌐

Life has ups and downs, and the way you had planned to do things may need to change when life throws you a curveball.



Be ready to roll with Plan B
Learn Ways to Look After YOU

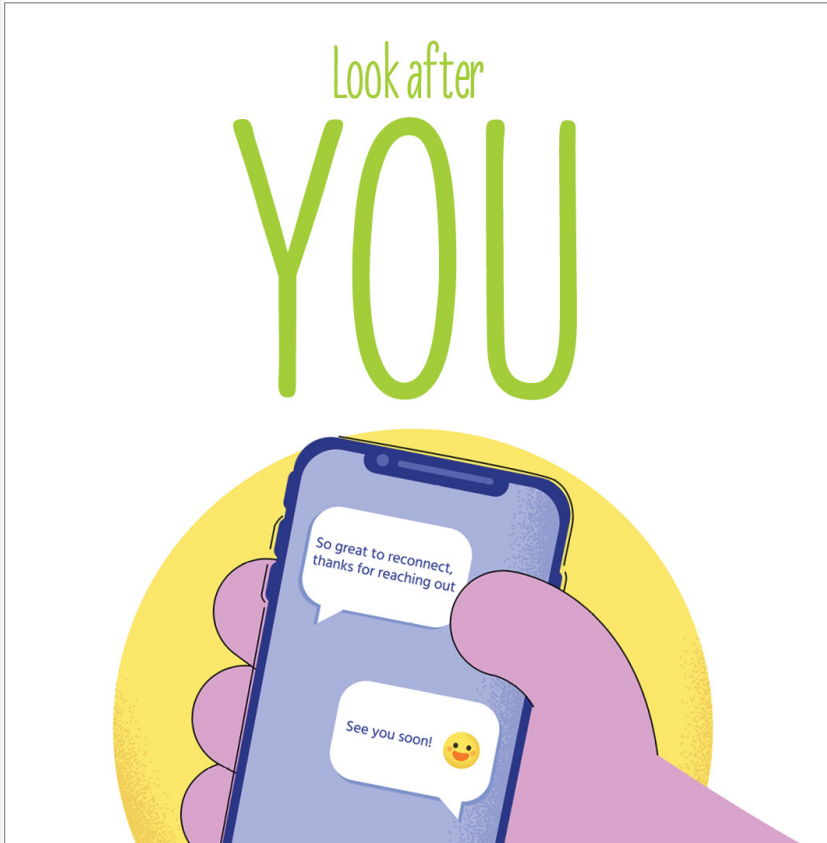
Learn More

Like Comment Share

[Click here to download images](#)

Think Mental Health
Sponsored · 🌐

Staying social can help you feel less alone and maintain important relationships. Try to keep regular contact with others.



Connect with others
Learn Ways to Look After YOU

Learn More

Like Comment Share

[Click here to download messages](#)

Resources to use locally

Help Seeking Poster



think
MENTAL HEALTH

Where to get help in Western Australia
Support for mental health and alcohol and other drug use

Urgent mental health assistance

Is it an emergency?
If someone is at immediate risk of harm or in need of urgent medical help, call triple zero (000).

Mental Health Emergency Response Line (MHERL)
For anyone involved in a mental health emergency in the community – both members of the public and health professionals. Callers referred to acute response teams.

1300 555 788 (Metro)
1800 676 822 (Perth)
1800 552 002 (Country/Ruralink)
mhc.wa.gov.au/mherl

Support helplines

Beyond Blue
Free online and telephone support for anyone feeling anxious or depressed.

1300 224 636
beyondblue.org.au

Lifeline
Support for anyone in a crisis situation.

13 11 14
lifeline.org.au

Suicide Call Back Service
Telephone, online and video counselling for people 15 and over. Professional support for anyone who is/feeling suicidal, worried about someone else or who has lost someone to suicide.

1300 659 467
suicidecallbackservice.org.au

Alcohol and Drug Support Line
Confidential telephone counselling, information and referral services for anyone seeking help for their own or another person's alcohol or drug use.

9442 5000 (Metro) or 1800 198 024 (Country)
mhc.wa.gov.au/alcoholanddrugsupportline

Mensline Australia
Supports men and boys dealing with family and relationship concerns.

1300 789 978
mensline.org.au

Support for Aboriginal peoples

Derbarl Yerrigan Health Service Inc
Health and medical support for Aboriginal peoples, including counselling.

08 9421 3888 (Mon-Fri: 8:30am - 7pm, Sat: 8:30am - 12pm)
dyhs.org.au

Wungening Aboriginal Corporation
Aboriginal peoples alcohol and drug referral service that provides culturally appropriate services.

08 9221 1411 (business hours)
aads.org.au

Support for young people

HeadSpace
Support for young people aged 12 to 25, and their families. Telephone and web chat available, as well as local headspace centres.

1800 650 890 (7 days: 9am - 12:30am AEST)
headspace.org.au

Kids Helpline
Free qualified counselling service for young people aged 5 to 25.

1800 551 800
kidshelpline.com.au

LGBTIQ+
Anonymous telephone and webchat LGBTIQ+ peer support for people to discuss sexuality, identity, gender, bodies, feelings or relationships.

1800 184 527 (7 days: 3pm - 12am AEST)
qlife.org.au

General information

Mental health and alcohol and other drug services in Western Australia

Mental Health Commission
mhc.wa.gov.au/getting-help

My Services online directory
myservices.org.au

General mental health and wellbeing

Think Mental Health
thinkmentalhealthwa.com.au

Act Belong Commit
actbelongcommit.org.au

Coping with isolation

Beyond Blue
beyondblue.org.au

Alcohol and other drug information

Alcohol Think Again
alcoholthinkagain.com.au

Drug Aware
drugaware.com.au

Harm Reduction Australia
harmreductionaustralia.org.au

Resources for Aboriginal and Torres Strait Islander peoples


Strong Spirit Strong Mind
strongspiritstrongmind.com.au

Aboriginal Health Council of Western Australia
ahcwa.org.au

Western Australian COVID-19 health information and advice

WA Government & Department of Health
13 COVID (132 68 43)
wa.gov.au/government/covid-19-coronavirus

Please note
This brief guide does not capture all sources of information available. To find services near you, visit www.myservices.org.au which provides information about community and private organisations who provide local mental health and alcohol and other drug services within Western Australia.

 [Click here to download](#)

Resource Order Form

think
MENTAL HEALTH

'Learn to Look After You' resource order form


A3 Posters

 Learn to look after you QTY 5 <input type="checkbox"/> 10 <input type="checkbox"/> 15 <input type="checkbox"/> 20 <input type="checkbox"/>	 Connect with others QTY 5 <input type="checkbox"/> 10 <input type="checkbox"/> 15 <input type="checkbox"/> 20 <input type="checkbox"/>	 Cut yourself some slack QTY 5 <input type="checkbox"/> 10 <input type="checkbox"/> 15 <input type="checkbox"/> 20 <input type="checkbox"/>	 Do what brings you joy QTY 5 <input type="checkbox"/> 10 <input type="checkbox"/> 15 <input type="checkbox"/> 20 <input type="checkbox"/>
 Focus on the good stuff QTY 5 <input type="checkbox"/> 10 <input type="checkbox"/> 15 <input type="checkbox"/> 20 <input type="checkbox"/>	 Roll with Plan B QTY 5 <input type="checkbox"/> 10 <input type="checkbox"/> 15 <input type="checkbox"/> 20 <input type="checkbox"/>	 Where to get help in WA QTY 5 <input type="checkbox"/> 10 <input type="checkbox"/> 15 <input type="checkbox"/> 20 <input type="checkbox"/>	

DL Brochure


6 page DL brochure
QTY 5 10 15 20



 [Click here to download](#)

think
MENTAL HEALTH

'Learn to Look After You' resource order form

Things to consider before you place an order:

- These materials have been developed for a Western Australian (WA) audience.
- Hard copy resources may be ordered, free-of-charge for use in WA only.
- Electronic versions of these resources can be downloaded online from thinkmentalhealthwa.com.au
- Some resources are not stored on site. Please allow a minimum of 14 days for delivery.

Where should we send them?

Name _____

Organisation _____

Postal address _____

Email address _____

Phone number _____

Please email the completed form to campaigns@mhc.wa.gov.au

LAST UPDATED FEBRUARY 2022

Our partners

The 'Learn to Look After You' campaign is a joint initiative between the Mental Health Commission and its non-government organisation partner Cancer Council WA, in collaboration with trusted, not-for-profit organisation [THIS WAY UP](#).

THIS WAY UP

THIS WAY UP has a range of tailored online courses designed to teach people proven psychological skills to transform your thoughts, feelings, and behaviours so you can make a positive change in your life.

THIS WAY UP is an Australian provider of evidence-based, internet-delivered Cognitive Behavioural Therapy (iCBT) programs and is a not-for-profit and joint initiative of St Vincent's Hospital Sydney Limited and the University of New South Wales.

THIS WAY UP is supported by funding from the Australian Government Department of Health as part of the National Leadership in Mental Health program. Online treatment and support is also available for public access, free-of-charge with referral from a health professional, through THIS WAY UP.

Cancer Council WA

Cancer Council Western Australia (CCWA) enables the planning and implementation of the Mental Health Commission's public education campaigns.

CCWA is WA's leading cancer charity working across every aspect of every cancer. CCWA delivers work across four main pillars: advocacy; prevention; research and support.

To find more about Cancer Council WA and their work please visit their [website](#).

The Mental Health Commission and Cancer Council WA are proud to partner with THIS WAY UP on this important campaign.





think

MENTAL HEALTH

In partnership with

THIS WAY UP ↑↑