

Find your way to okay

Campaign Toolkit

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


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think
MENTAL HEALTH



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About this toolkit

This toolkit has been developed by the Think Mental Health program at the WA Mental Health Commission (the Commission). The purpose of this document is to assist you to extend the reach of the 'Find Your Way to Okay' campaign in your community, using messages and materials consistent with state-wide campaign activity.

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 campaign materials and activities will work best in your local community.

In addition to this toolkit, the [Think Mental Health Style Guide](#) provides guidance on how Think Mental Health branded assets should be used at a local level.

The Commission is supportive of community groups and organisations taking advantage of local media opportunities to further extend the reach of the 'Find Your Way to Okay' campaign. We also encourage you to share this toolkit with your networks and communities.

If you have any queries regarding the 'Find Your Way to Okay' campaign or require assistance promoting it within your local community, contact the Commission's Community Support and Development Programs Team at communityprograms@mhc.wa.gov.au





Think Mental Health

The Think Mental Health public education program is part of a comprehensive approach that aims to enable all Western Australians to gain and maintain their own optimal level of mental health and wellbeing and decrease the incidence and severity of mental health issues and conditions.

This program is managed by the Public Education and Health Promotion team of the Prevention division at the Commission, in partnership with non-government organisation Cancer Council WA (CCWA).

Campaign background

Recent Western Australian data indicates young adults (aged 18-24 years) are significantly worse-off among a range of mental health and wellbeing indicators compared to other age groups.

Three-quarters experience low to moderate levels of mental wellbeing, and more than half experience high or very high levels of psychological distress.

Despite most young adults being able to name at least one self-care behaviour that can protect and promote their mental health and wellbeing (such as engaging in regular exercise, eating well and meditating), very few reported that they were doing these things on a regular basis.

In response to this, the Think Mental Health program undertook a comprehensive formative research and development process to produce a new mental wellbeing public education campaign, targeted specifically to Western Australian aged 18-24 years (young adults).



Find Your Way to Okay

The ‘Find Your Way to Okay’ campaign acknowledges the unique circumstances and challenges experienced by young adults in Western Australia, and provides practical, evidenced-informed strategies to gain and maintain mental health and wellbeing.

It acknowledges that we are all different and validates the process of exploring to find what works for you.

Importantly, the word ‘okay’ was found to be comfortably ambitious without overpromising, and universally accepted and appealing to the target audience.

Target audience

Young adults aged 18-24 years, living in Western Australia.

Campaign objectives

Increase the proportion of young adults who:

- Trial new actions to protect their mental health and wellbeing.
- Undertake actions regularly to protect and promote their mental wellbeing.
- Feel confident in their ability to maintain their mental health and wellbeing.

Campaign delivery

The ‘Find Your Way to Okay’ campaign will be delivered for an initial 10-month period from September 2023 to July 2024.

The campaign includes a series of 6-10 second videos from the perspective of young adults who are engaging in a range of activities known to improve wellbeing. This includes activities that foster connection (e.g. spend time with friends) and meaning (e.g. volunteering) and elevate mindset (e.g. mindfulness) and lifestyle (e.g. spending time in nature).

Digital platforms (i.e. Facebook, Instagram, TikTok, Snapchat and YouTube) are being used to provide widespread exposure to the campaign message across the state.

Supporting media channels such as out of home, audio, print, and online search advertising are used to further reinforce the key message and direct people to the [campaign landing page](#).

The campaign landing page provides ideas and examples of evidenced-informed activities to gain and maintain mental wellbeing.

The campaign landing page will also assist people to seek out appropriate helplines and support services.

Key messages

The key messages for this campaign collectively come together to form an overarching manifesto piece.

This manifesto has been carefully constructed and endorsed by the target audience during concept testing.

Elements of the manifesto have been incorporated into all campaign assets, alongside the campaign tagline 'Find Your Way to Okay'.

Campaign Manifesto

Life can be hard sometimes. It's not your fault and there's not much you can do about the things beyond your control.

But there's a heap of little things you can do to maintain your emotional strength. Little tactics that bring calm, steady the way and help you feel okay day-to-day.

We are all different, and the things that work for others may be different to the things that work for you.

Take the time to explore and experiment... until you find what works for you.

Find your way to okay.

**Find your
way to
okay**

Media schedule

The ‘Find Your Way to Okay’ campaign will be delivered for an initial 10-month period from September 2023 to July 2024. Stakeholders are encouraged to use and share ‘Find Your Way to Okay’ campaign material during the campaign period. If you require more specific information about planned campaign activity in your local area, contact campaigns@mhc.wa.gov.au.

Media schedule - Find Your Way to Okay (2023 - 24)

2023/24	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Out Of Home										
Digital Audio										
Video										
Display										
Search										
Social										

Please note that this campaign features paid actors with time-bound talent agreements. ‘Find Your Way to Okay’ assets should only be used while the campaign is in market (currently until June 2024). After this time, campaign materials should no longer be actively used or promoted unless otherwise directed. For further advice or clarification on this, please contact campaigns@mhc.wa.gov.au.

Campaign assets

Manifesto | 30 Seconds

The 30 second manifesto video features on the [campaign landing page](#).

TIP: Add to TV screens in waiting rooms.




 [Click here to watch and download the 30 second manifesto.](#)

Social media videos | 6-10 Seconds

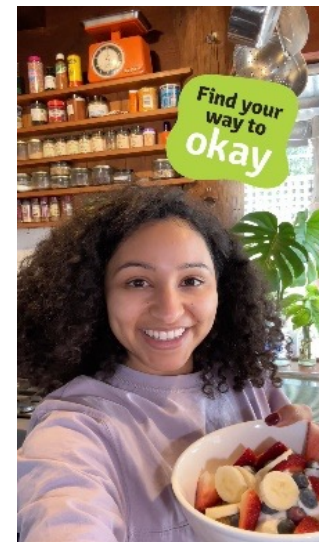
A total of 20 short (6-10 second) videos are being created that feature local WA young adults who are engaging in a range of activities known to improve wellbeing.

Two videos will be released at the beginning of each month during the campaign period, in line with the statewide media schedule. These videos are most suited for sharing on social media platforms (TikTok, Instagram, Facebook etc.).

 Watch the videos here.

TIP: The Community Toolkit will be updated at the beginning of each month. To download the latest version including recently released videos, visit: thinkmentalhealthwa.com.au.

September 2023

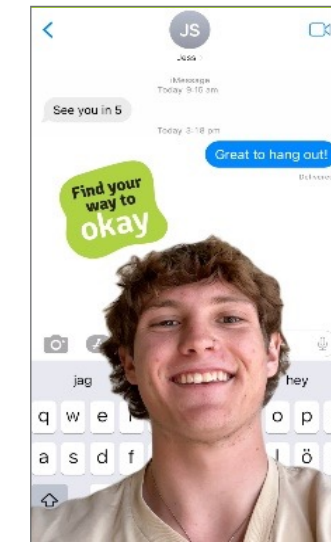


Creating routines and setting goals

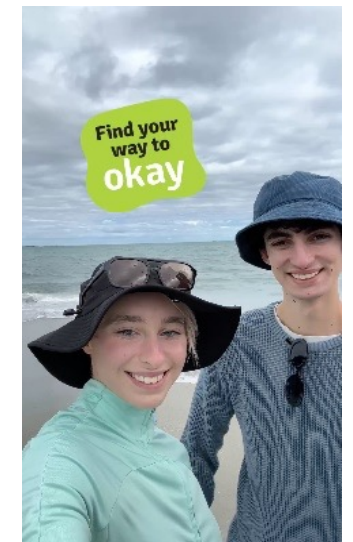


Giving gardening a go

October 2023

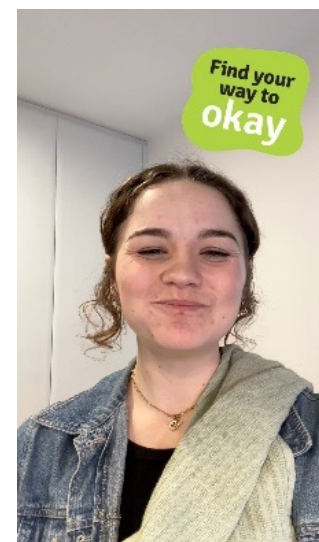


Spending quality time with friends

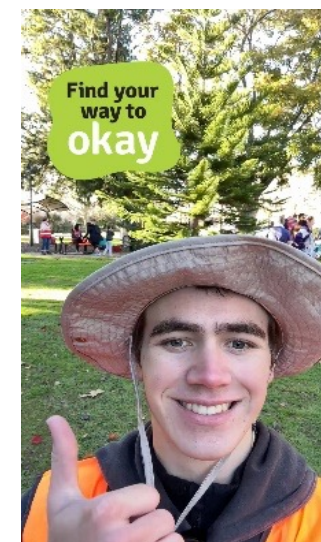


Spending time in nature

November 2023



Nourishing your body

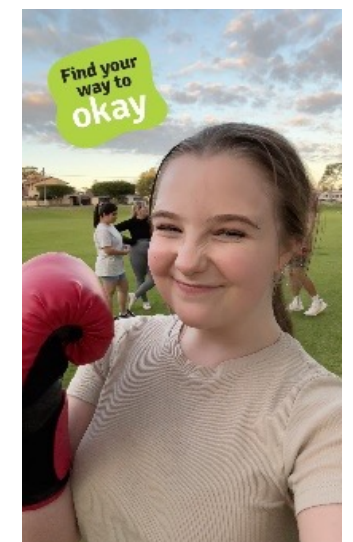


Volunteering

December 2023



Connecting with your neighbours

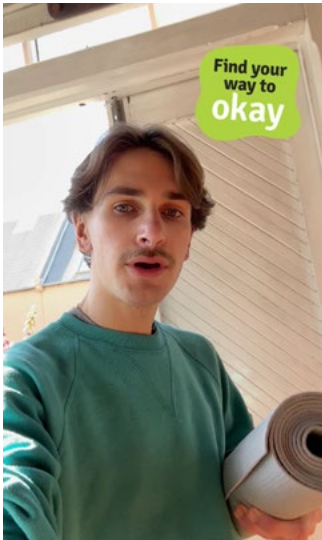


Moving your body

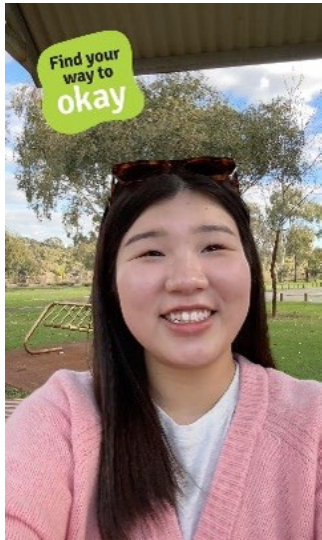
 Click the thumbnails to download available videos.

Social media videos | 6-10 Seconds

January 2024



Do a calming activity



Calling instead of texting

February 2024



Doing something you enjoy



Staying in the present

March 2024



Connecting with friends



Sunset hangs

April 2024

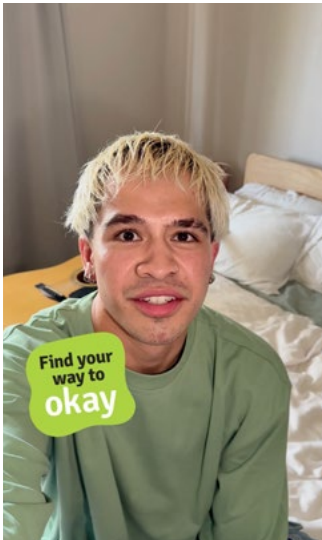


Day in the park



Night out with friends

May 2024



Learning something new

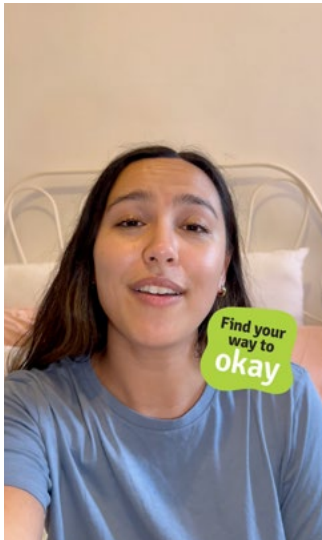


Night routine

June 2024

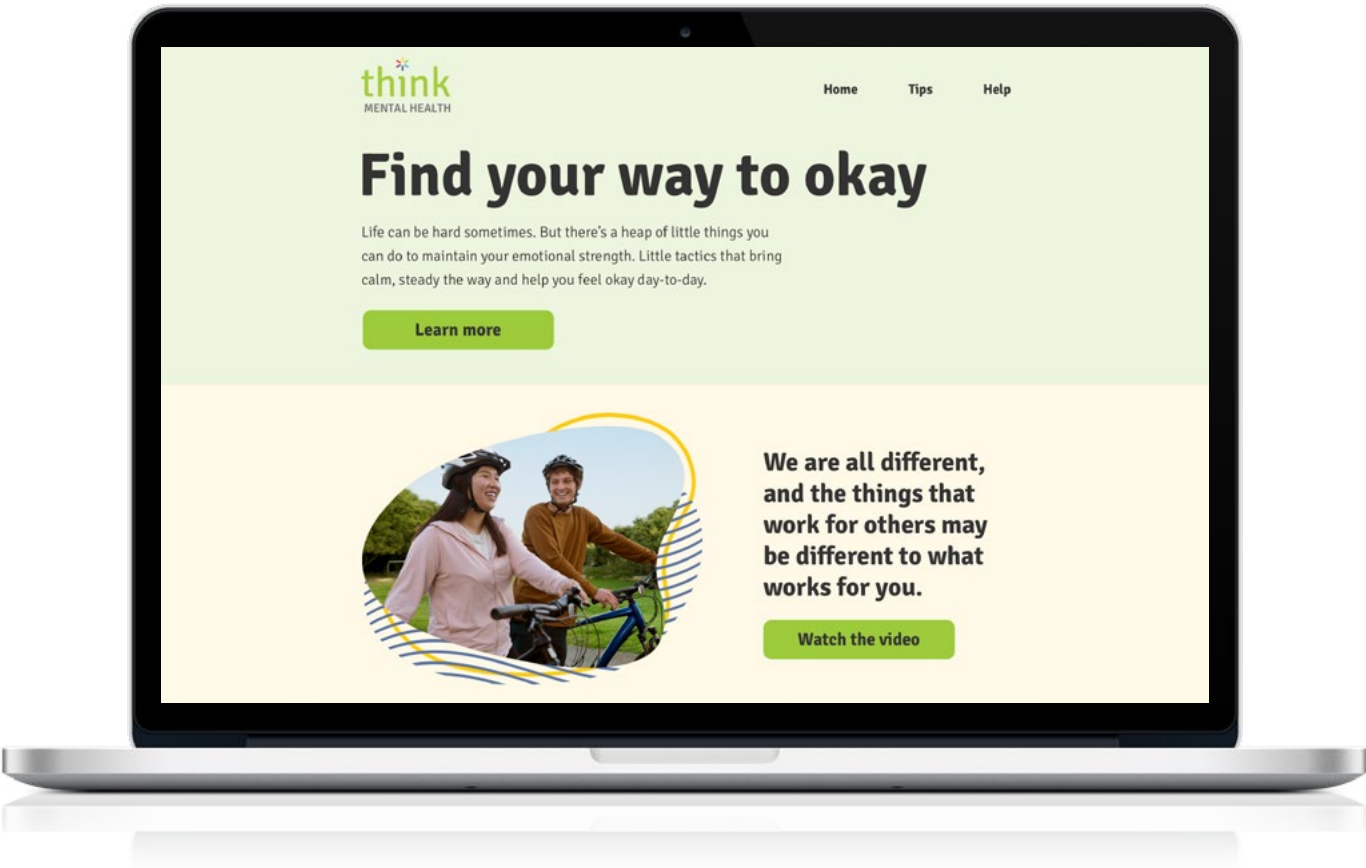


Spend time in nature



Staying at home

Campaign landing page



Visit: findyourwaytookay.thinkmentalhealthwa.com.au

Audio commercials | 30 Seconds

- A)


Mindset
- B)

Meaning
- C)

Lifestyle
- D)

Connection

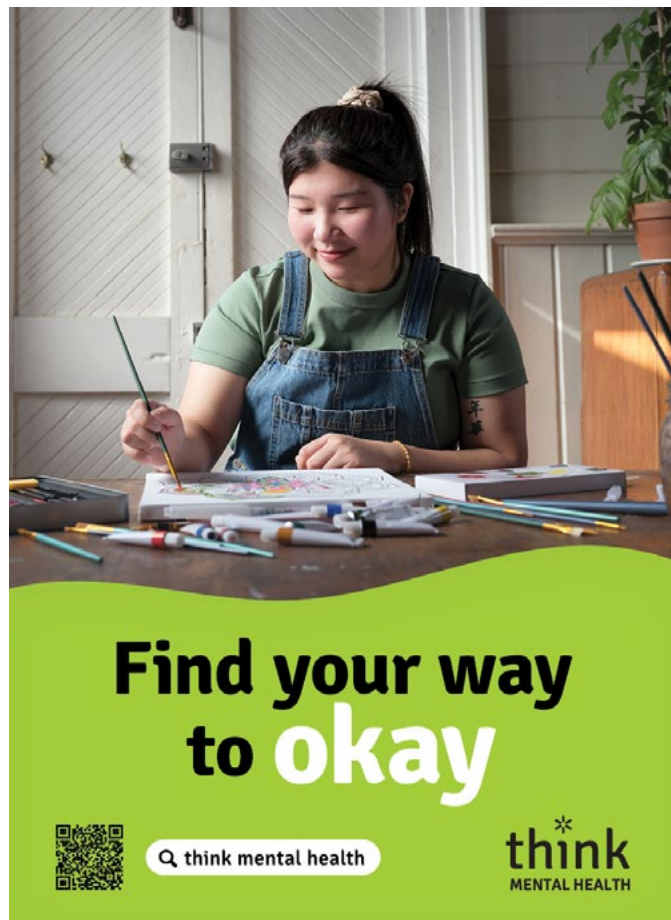
TIP: Play these over the PA at local community events.



Click here to listen to an audio commercial.

Please [contact us](#) if you would like to download the audio commericals.

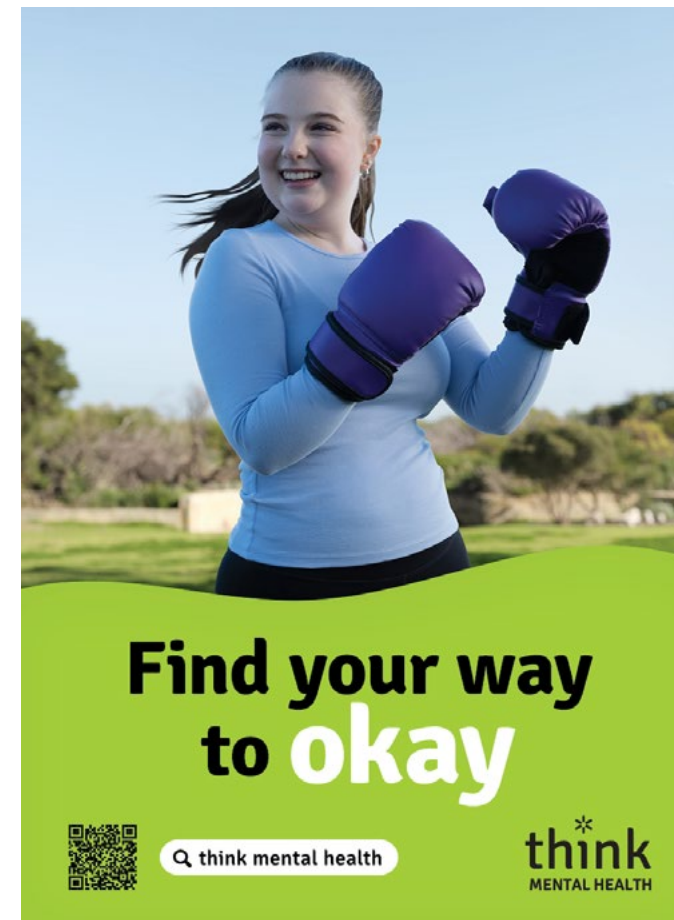
Posters | A3 and A4



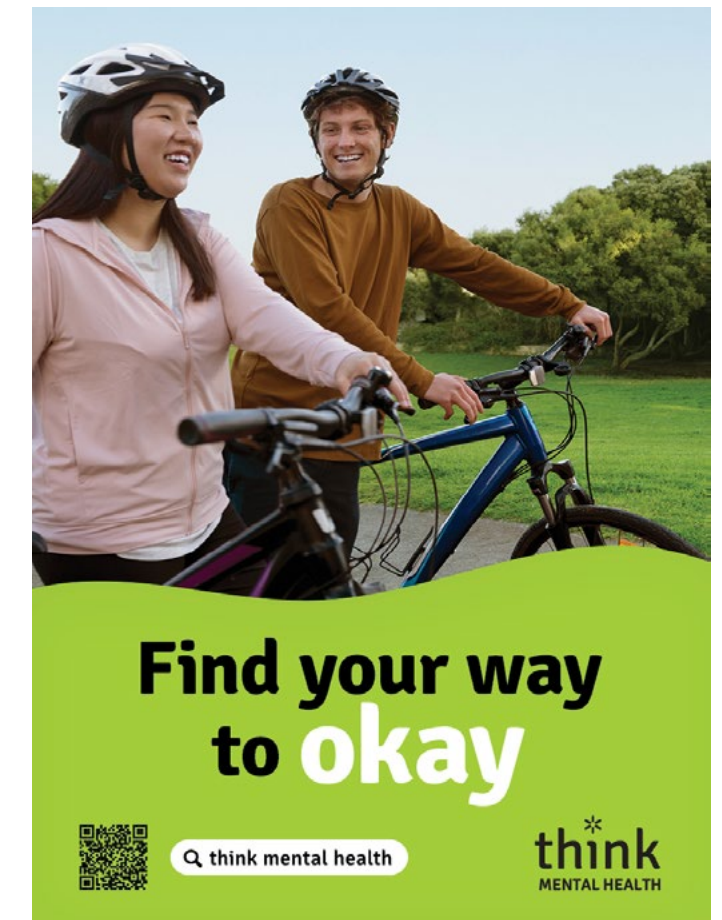
Painting



Gardening



Boxing



Cycling

TIP: Print and add to the back of toilet doors, waiting rooms and community noticeboards.


 Click here to download campaign posters.

To request hard copies, contact campaigns@mhc.wa.gov.au.

Social media tiles

We encourage you to share campaign social media tiles through your organisation's social accounts, website, or newsletters.



 Click here to download images.

The following captions are recommended to accompany the above images:

Broad messaging:

- Life can be a lot, but there are heaps of little things you can do to help yourself through it. Explore and find what works for you.
- When life is feeling hard, it can help to find new small ways to feel okay day-to-day. Explore and experiment until you find what works for you.
- There's a heap of little things you can do to maintain your emotional strength and help you feel okay day to day. Explore and experiment until you find what works for you.
- Life can be hard sometimes. But there's a heap of little things you can do to maintain your emotional strength. Take time to explore and experiment until you find what works for you.

Local example:

- There are lots of little things you can do to help you feel okay day to day. [INSERT LOCAL EXAMPLE HERE*]. Experiment and explore.

*Please ensure examples are evidence-informed and relevant to the target audience. We recommend including 1-3 examples of locally relevant activities. If you would like support or guidance with this, contact campaigns@mhc.wa.gov.au.

You can also share and like our social media content at:

Facebook: Think Mental Health WA

Instagram: @thinkmentalhealthwa

Adapting the materials and branding

We encourage community organisations and groups to use the campaign resources in this Toolkit to extend the reach of the 'Find Your Way to Okay' campaign to get more young adults to engage in behaviours that increase and maintain their own levels of mental wellbeing.

If your organisation would like to explore developing additional resources to support your local activities, please get in touch with the Think Mental Health program team at: campaigns@mhc.wa.gov.au.

Co-branding

Any use of the Think Mental Health logo or its branding outside the campaign materials in this Toolkit requires approval from the Commission.

Please provide the following information to campaigns@mhc.wa.gov.au

- Purpose of the publication/materials
- Target audience
- Key messages you are intending to communicate
- Where/how the resource will be used
- How long it will be used for
- When you need approval by



Our partners

Cancer Council WA

Cancer Council WA enables the planning and implementation of the Mental Health Commission's public education campaigns. Cancer Council WA is WA's leading cancer charity working across every aspect of every cancer, delivering work across four main pillars: advocacy; prevention; research and support.

To find more about Cancer Council WA and their work, visit cancerwa.asn.au.

Useful contacts

Think Mental Health

For more information and resources on how to gain and maintain mental wellbeing visit the [Think Mental Health website](#).

Support Services

If you need support or someone to talk to, please contact:

- **Here For You:** 1800 437 348 or Hereforyou@mhc.wa.gov.au
- **Mental Health Emergency Response Line:** 1300 555 788 (Metro) or 1800 676 822 (Peel)
- **Lifeline:** 13 11 14
- **Beyond Blue:** 1300 224 636
- **Alcohol and Drug Support Line:** 9442 5000 or 1800 198 024 (regional)

In a life-threatening emergency **call 000** or visit your nearest emergency department.



