

# Find your way to okay

## Campaign Toolkit

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

  
**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](mailto: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 and Wellbeing directorate 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 report that they are 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 another 8-month period from May to December 2025.

The campaign includes a series of 6-15 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, Twitch, Reddit and YouTube) are being used to provide widespread exposure to the campaign message across the state.

Supporting media channels such as out of home 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 another 8-month period from May to December 2025. 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](mailto:campaigns@mhc.wa.gov.au).

## Statewide Campaign Schedule

	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
YouTube	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Video Gaming	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Outdoor Advertising	<div></div>		<div></div>			<div></div>		
Display		<div></div>			<div></div>		<div></div>	
Social Media	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Search	<div></div>							

**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 Dec 2025). 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](mailto:campaigns@mhc.wa.gov.au).



# Campaign assets

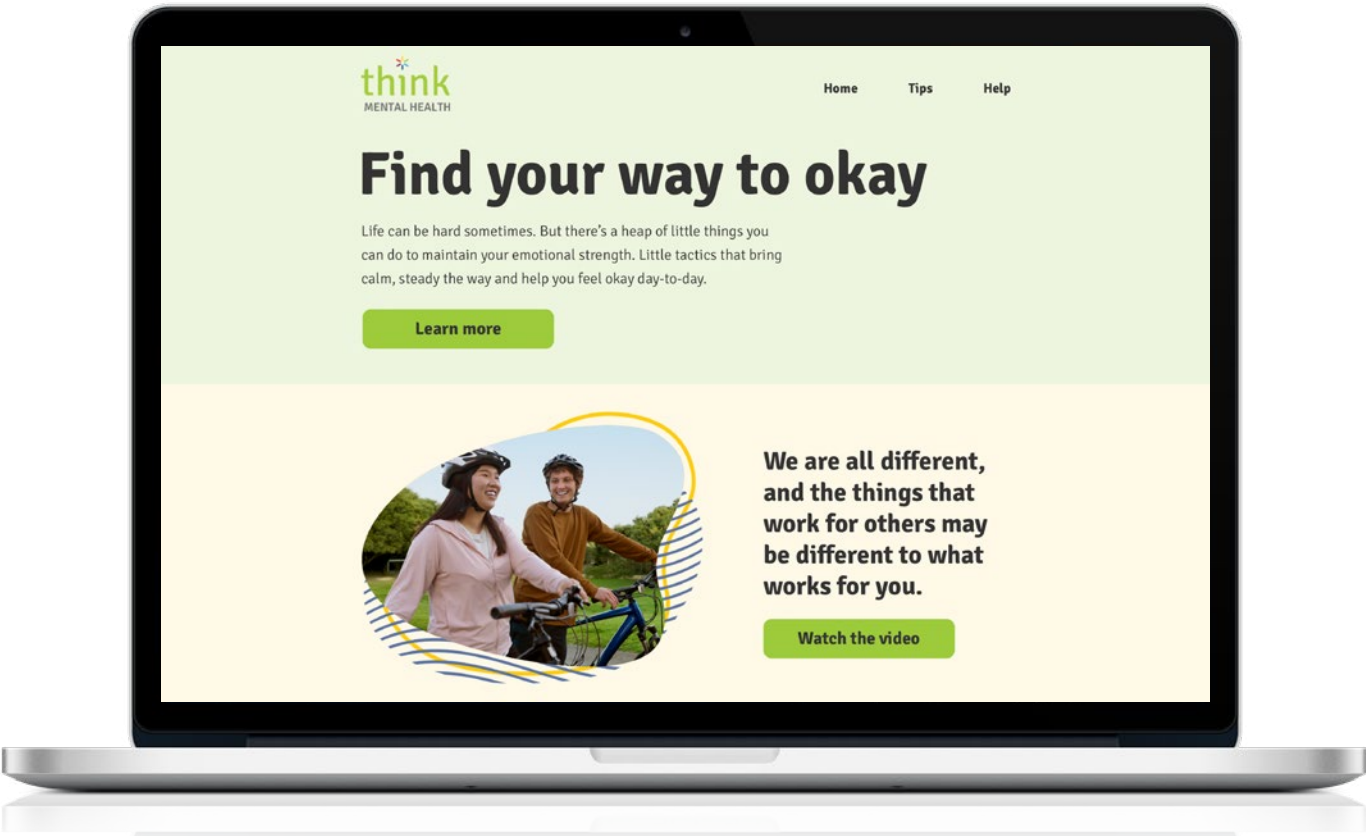
**Manifesto** | 30 Seconds

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


TIP: Add to TV screens in waiting rooms.



**Campaign landing page**




Visit: [findyourwaytookay.thinkmentalhealthwa.com.au](https://findyourwaytookay.thinkmentalhealthwa.com.au)

 Click here to watch and download the 30 second manifesto.

Social media videos | 6-15 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. These videos are most suited for sharing on social media platforms (TikTok, Instagram, Facebook etc.).

 Watch the videos here.

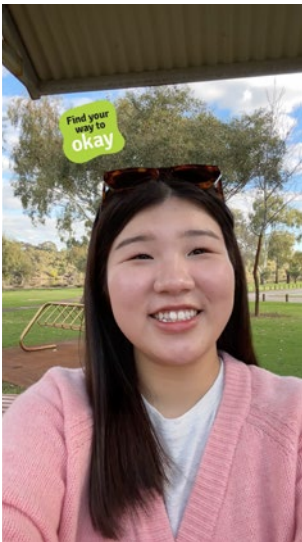
May 2025



Moving your body



Giving gardening a go

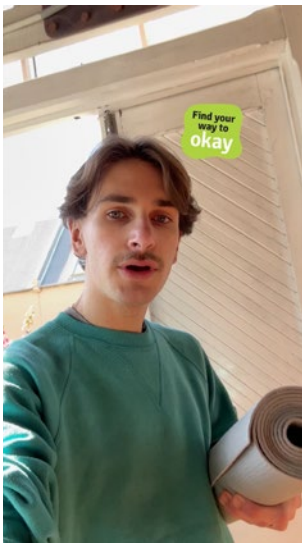


Calling instead of texting



Spending time in nature

June & July 2025



Do a calming activity




Nourishing your body



Connecting with your neighbours



Staying at home

 Click the thumbnails to download available videos.



Social media videos | 6-15 seconds

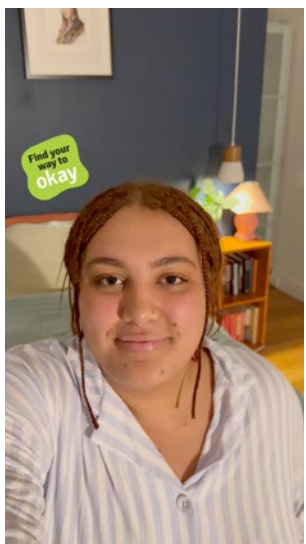
August & September 2025



Doing something you enjoy



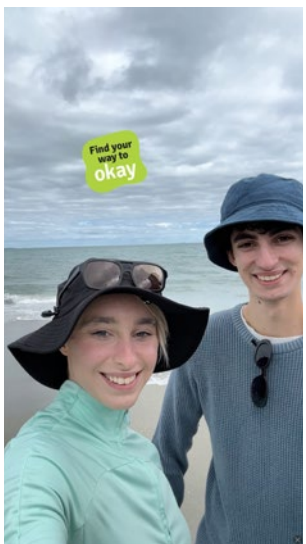
Spending quality time with friends



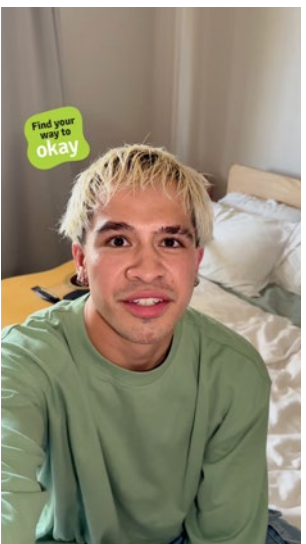
Night routine



Volunteering



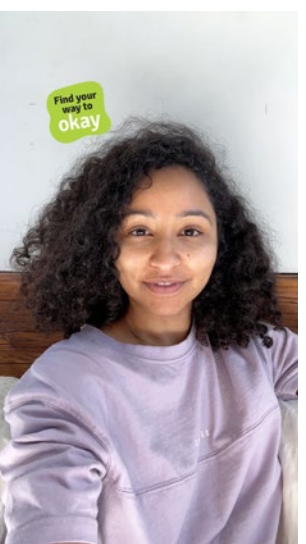
Spending time in nature



Learning something new



Night out with friends



Creating routines and setting goals

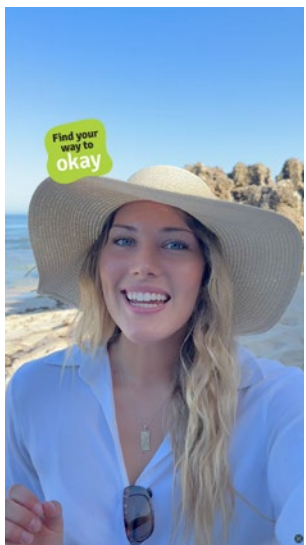
November & December 2025



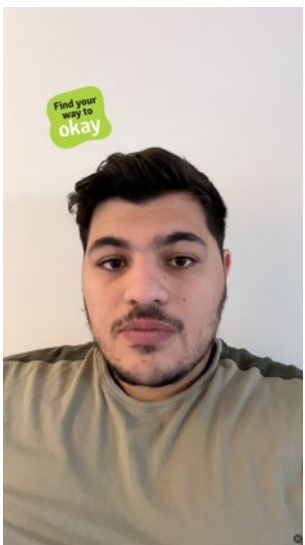
Day in the park



Sunset hangs



Connecting with friends

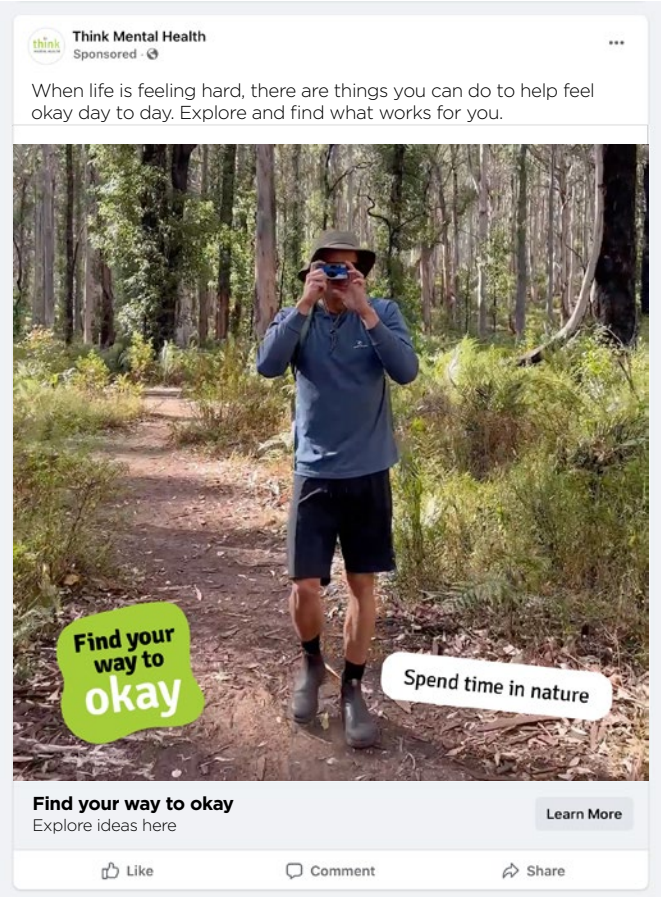
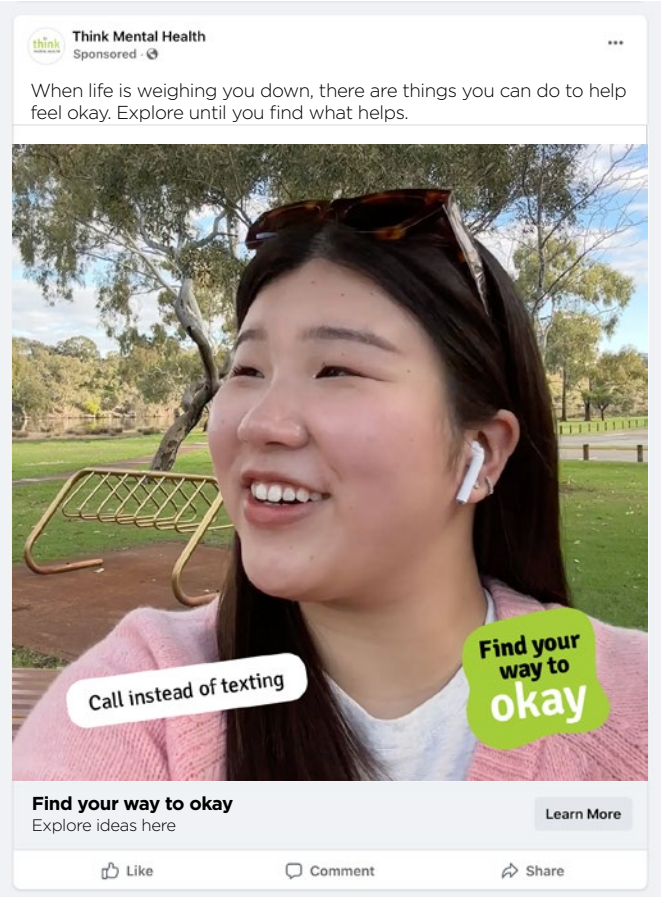


Staying in the present



Social media assets

Click each image to download!





Social media assets

think

Think Mental Health

Sponsored

Life can be a lot, but there are lots of little things you can do to help feel okay. Explore what works for you.

Try a calming activity

Find your way to okay

Find your way to okay

Explore ideas here

Learn More

Like

Comment

Share

think

Think Mental Health

Sponsored

Life can be a lot, but there are little things you can do to help yourself through it. Explore and find what works for you.

Nourish your body

Find your way to okay

Find your way to okay

Explore ideas here

Learn More

Like

Comment

Share

think

Think Mental Health

Sponsored

Life can be a lot, but there are little things you can do to keep your emotional strength. Explore what works for you.

Say 'hi' to neighbours

Find your way to okay

Find your way to okay

Explore ideas here

Learn More

Like

Comment

Share

think

Think Mental Health

Sponsored

Life can be a lot, but there are little things you can do to keep your emotional strength. Explore what works for you.

Spend time with fur babies

Find your way to okay

Find your way to okay

Explore ideas here

Learn More

Like

Comment

Share



Social media assets

think

Think Mental Health

Sponsored

Life doesn't always go to plan, but there are things you can do to help feel okay day to day. Explore what works for you.



Find your way to okay

Do something you enjoy

Find your way to okay

Explore ideas here

Learn More

Like

Comment


Share

think

Think Mental Health

Sponsored

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.



Time out with friends

Find your way to okay

Find your way to okay

Explore ideas here

Learn More

Like

Comment

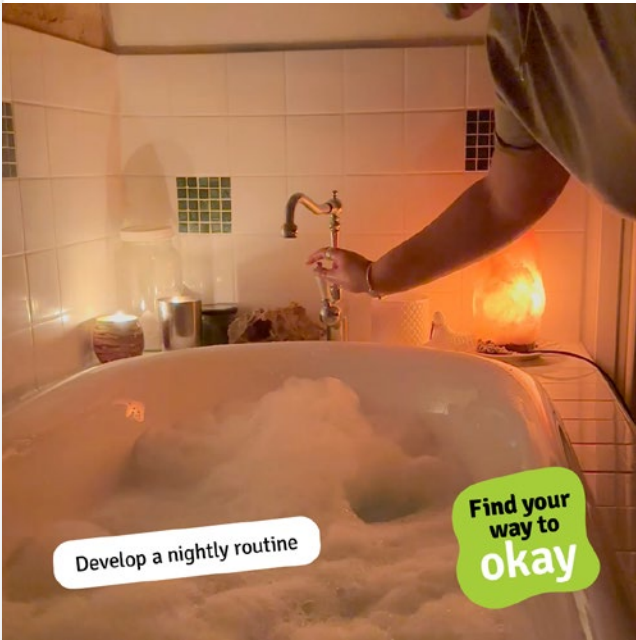
Share

think

Think Mental Health

Sponsored

Life can be hard to deal with sometimes, but there are things you can do to help. Explore and find your way to okay.



Develop a nightly routine

Find your way to okay

Find your way to okay

Explore ideas here

Learn More

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Comment


Share

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Think Mental Health

Sponsored

Life can be hard, but there are little things you can do to help feel okay day to day. Explore and find what works for you.



Get involved in a good cause

Find your way to okay

Find your way to okay

Explore ideas here

Learn More

Like

Comment


Share



Social media assets

think  
Think Mental Health  
Sponsored

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.



Find your way to okay

Try getting some steps in nature

Find your way to okay

Explore ideas here

Learn More


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Comment

Share

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Think Mental Health  
Sponsored

Life can be hard, but there are little things you can do to help feel okay day to day. Explore and find what works for you.



Find your way to okay

Learn something new

Find your way to okay

Explore ideas here

Learn More


Like

Comment

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Think Mental Health  
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Life can be hard sometimes. But, there are lots of little things you can do to help you feel okay day to day. Explore and find what works for you.



Develop a morning routine

Find your way to okay

Find your way to okay

Explore ideas here

Learn More


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Think Mental Health  
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Life can be a lot, but there are little things you can do to help yourself through it. Explore and find what works for you.



Time out with friends

Find your way to okay

Find your way to okay

Explore ideas here

Learn More

Like

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Think Mental Health | Campaign Toolkit

15



Social media assets

think  
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Life can be hard to deal with sometimes, but there are things you can do to help get by. Explore and find your way to okay.



Find your way to okay  
Explore ideas here

Learn More

Like Comment Share

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Life can be hard to deal with sometimes, but there are things you can do to help. Explore and find your way to okay.



Find your way to okay  
Explore ideas here

Learn More

Like Comment Share

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Think Mental Health  
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Life can be a lot, but there are lots of little things you can do to help feel okay. Explore what works for you.




Find your way to okay  
Explore ideas here

Learn More

Like Comment Share

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When life is weighing you down, there are things you can do to help feel okay. Explore until you find what helps.



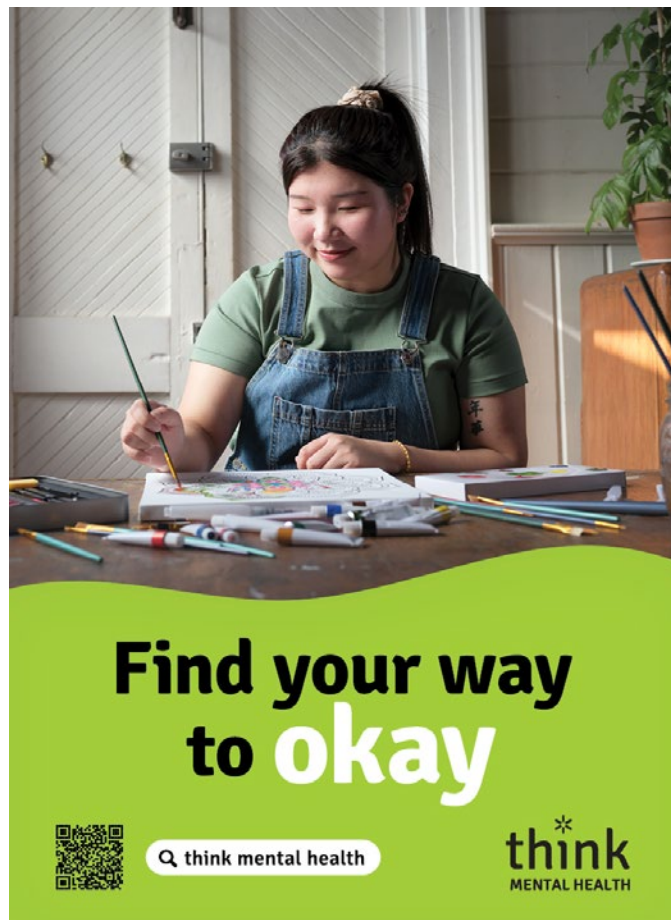
Find your way to okay  
Explore ideas here

Learn More

Like Comment Share



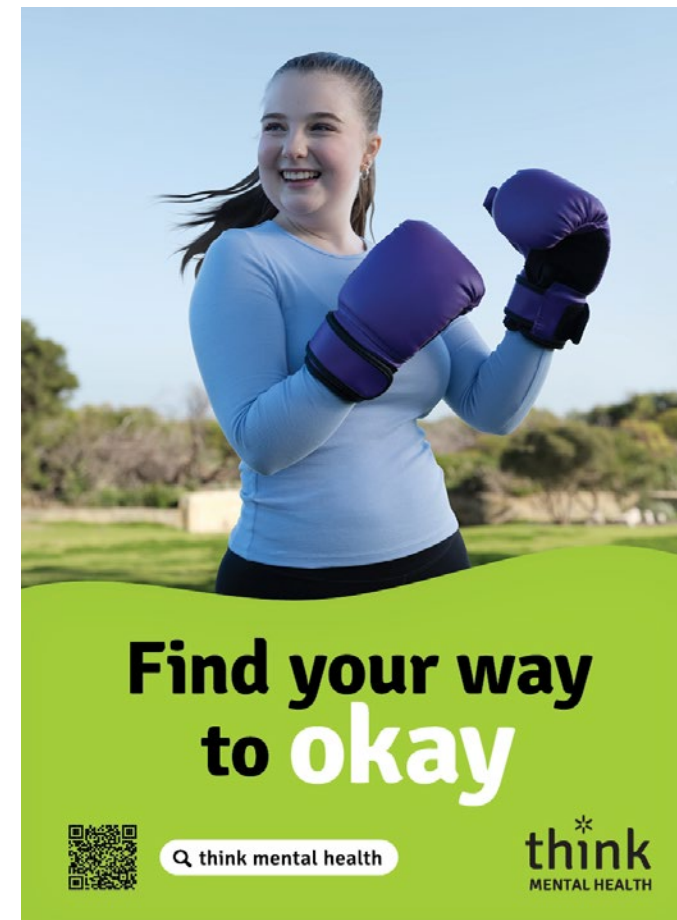
## Posters | A3 and A4



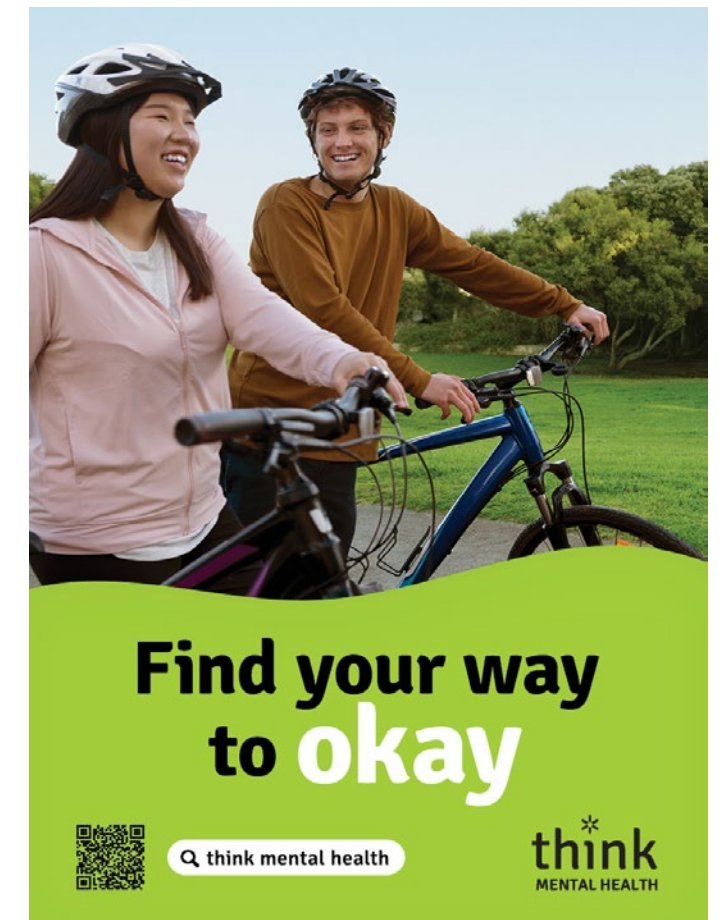
Painting



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](mailto: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](mailto: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](mailto: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](mailto: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](http://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](mailto: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.





