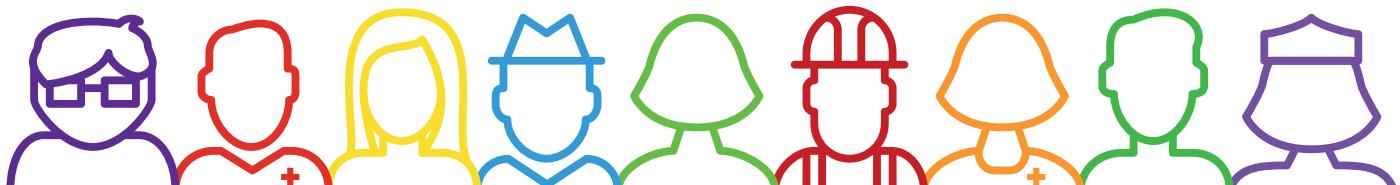


# 2016 QUEENSLAND MENTAL HEALTH WEEK 9-15 OCT



value  
mental health  
\*qldmentalhealthweek.org.au\*

2016  
Participant  
Kit



**QLDMENTALHEALTHWEEK.ORG.AU**



# What is Queensland Mental Health Week?



Mental Health Week in Queensland takes place in the week of **World Mental Health Day on 10 October**. This year, **Mental Health Week** will be celebrated in Queensland from **Sunday, 9 October to Saturday, 15 October**.

Did you know that 20% of Australians live with some form of mental health issue? Each year, Mental Health Week provides an important opportunity for our community to acknowledge and reflect upon mental health, take action to highlight the importance of mental wellbeing, reduce stigma, and celebrate the service of mental health workers.

**Queensland's theme in 2016 is once again 'value mental health'.**

How do you value mental health and wellbeing? Share your stories with us on social media, send us your images and videos so we can inspire others to get involved in Mental Health Week here in Queensland.

By actively engaging all Queenslanders and encouraging our community to share, speak up, learn and support each other, we can make progress to reduce the stigma surrounding mental health.

Mental Health Week in Queensland raises awareness of mental health and wellbeing in our communities, whilst working to reduce stigma through public awareness. After all, mental illness can affect anyone. Participation in events and activities during Mental Health Week provides a practical and engaging method for all Queenslanders to get involved.

Throughout 2016 Queensland Mental Health Week, hundreds of local and regional events are held by not-for-profit organisations, schools, sporting groups, clubs, individuals and workplaces. These events generate discussion about mental health and wellbeing and get everyone talking and sharing.

Our goal in 2016 is to encourage Queenslanders to share what mental health really means to them at an individual level, a corporate level and at a community level, and how we can work together to reduce stigma.



## SHARE YOUR PLANS WITH US

Contact us at [info@qldmentalhealthweek.org.au](mailto:info@qldmentalhealthweek.org.au) to tell us what you are planning for Queensland Mental Health Week. We will promote events, ideas and activities on the website, social media and in our e-news updates.



## STAY IN TOUCH ON ALL THE NEWS

Subscribe to our e-news at [www.qldmentalhealthweek.org.au](http://www.qldmentalhealthweek.org.au) for inspiration and stories as we prepare for 2016 Queensland Mental Health Week!



## SHARE YOUR RESOURCES

Contact us at [info@qldmentalhealthweek.org.au](mailto:info@qldmentalhealthweek.org.au) to share your resources, stories, videos and articles. We will display them on our website and share them via social media



## Get involved

There are countless ways you can be a part of Queensland Mental Health Week! Events offer a wonderful opportunity to acknowledge the importance of mental health and wellbeing in our community. There is no limit on the size or type of activity you can hold. Participate in a way that is meaningful to you.

### TIPS FOR A GREAT EVENT

#### Gathering Ideas

Whether you already have a brilliant idea for your event or you are still brainstorming, it is worth taking a moment to consider what you want your event to achieve.

Consider:

- › Promoting activities that enhance mental, physical, social and spiritual wellbeing in your community.
- › Reducing the stigma associated with mental illness by raising awareness
- › Providing more information about mental health, wellbeing or mental health services available in your local area
- › Promoting our theme of ‘value mental health’
- › Celebrating the individuals that make your community unique
- › Making or improving connections with partners or the local community
- › Encouraging help seeking and self care

#### Your Audience

Your event may be a public community event or it may target a specific segment of your community, for example: your workplace, your school, a youth or sporting group or other community group. Your event could also target a particular demographic, gender or locality.

#### Your Message

What is the main message you would like people to take away from your event? It may be information, behavior change, increased awareness around mental health and wellbeing, interest in a new pastime or hobby, or to gain support or social connectedness.

#### Start Planning!

Once you have formulated your event, you can start to plan. Keep reading for some event ideas to inspire you! You may also want to think about your budget, communication channels, your event planning and run sheet.



## EVENT IDEAS

Here are some event ideas to consider:

### Physical Activity

Organise a group to get active and promote mental health and wellbeing. You could organise a walk, run, cycle, swim, yoga or meditation session. Why not join a team or start your own event to raise awareness during Mental Health Week?

### Art Exhibition

Why not encourage local artists to donate art for an auction during Mental Health Week? Or develop an Art Prize for display during the Week? Ask your local Council to support you by providing space to display the exhibition.

### Coffee morning

Why not hold a traditional morning tea event at the office? It's a chance to chat, socialise and share stories during our busy working week.

### Information Stands to share stories and experiences

This is a good one for local organisations. Gather together your local partners, book a hall or local venue with some tables and chairs and invite the community to come along. Invite a speaker to share experiences and raise awareness around mental health. Or, set up a stand in a busy location during Queensland Mental Health Week. It could be your local shopping centre, library, main street, college or university, business centre, or park. Think about ways to encourage people to visit the stand: why not give away some promotional items like pens or balloons? Have some information available to get the conversation started.

### Documentary Screening

Organise a screening night of a movie or documentary with a mental health or wellbeing focus at a local venue in your community. Ask your local newspaper and radio station to help you publicise the event.

### Get your local School involved

Help us get the message of mental health, wellbeing and a sense of belonging to Queensland school children. Approach the Principal or Student Wellbeing Officer at your local school and ask them to participate in Queensland Mental Health Week. What about a colouring-in competition for the students, or a gold coin awareness-raising event?

### Family fun day

Hold a family picnic in a local park, invite other families in your community along, bring a dish to share and enjoy a great day. Getting people together to connect with their local community and raise awareness of mental health.

### BBQ

Why not hold a BBQ during Mental Health Week? Utilise this well-loved way to bring people together to acknowledge Mental Health Week, and perhaps raise a few dollars for a mental health organisation or charity.

### \*Don't forget to include everyone in Queensland Mental Health Week!

We encourage events to be inclusive of all members of our community. For example: Aboriginal and Torres Strait Islander Communities, LGBTIQ (Lesbian, Gay, Bisexual, Transgender, Intersex and Questioning), women, men, multicultural groups, older people and young people including school children.



## Promoting your event

Once you have decided on your event, it's time to start promoting it.

Your first step is to register your event on the Queensland Mental Health Week website. Simply visit our website, fill in the details and we will showcase your event. We want to acknowledge every event happening right across Queensland, so register as soon as possible!

Once you are registered, you can share more information (local promotions, event details, flyers) with our community via social media or contact us by email. Queensland Mental Health Week is on Facebook, Instagram and Twitter.

### OTHER IDEAS

**Local networks:** local schools, councils, community organisations and businesses will often be happy to help promote your event through their channels. Local Councillors and Members of Parliament will sometimes make mention of local activities in their communications to their constituents.

**Posters and flyers:** The local library, cafes, shops and community noticeboards are great places to display your posters and to distribute flyers advertising your event.

**Local media:** Contact your local newspaper, radio, or even local TV Station to advertise your event. See our 'media tips' section for more help with promoting your event through the media.

**Social media:** Get the word out about your event through social media or through community e-newsletters. Link to our social media pages for great cross-promotion opportunities.

### SOURCING SPONSORSHIP

If you are seeking sponsorship for your event in the form of cash, services or goods, a good idea is to approach local groups or businesses in your local community.

When approaching potential sponsors, ensure they are compatible with your goals and consider the range of services/business in your area. Articulate the purpose of your event and your request for support. This may include a particular supermarket, bank, café or even a local sporting groups to assist with raising awareness and promoting your event.

Partnering with other groups, even those without a traditional focus on mental health, is a great way to spread costs and increase impact. Partnerships are also great ways to engage with segments of your community who might be unaware of your work.



## Major events in 2016

2016 will see another strong year of events and activities across Queensland. So far, we have a number of major events confirmed.

### Odd Socks Day

Grow's national campaign aims to enlighten everyday Australians of the prevalence of mental illness and encourage open conversation about mental health issues and conditions.

### Walk for Awareness

Organised by the Mental Awareness Foundation. The 2016 Official Walk for Mental Health Week kicks off this year on Sunday 9th October at Captain Burke Park, Kangaroo Point! The walk brings Queensland together to support those suffering from a mental illness whilst breaking the taboo that exists with mental illness.

### 2016 Queensland Mental Health Week

#### Achievement Awards

Organised by Open Minds Australia. Coinciding with World Mental Health Day, and with 8 Award categories, the Awards recognise and celebrate the achievements of individuals, groups, organisations and businesses devoted to improving the understanding and awareness of mental health in Queensland.

### Recovery Stories by Candlelight

Organised by Queensland Alliance for Mental Health, this statewide community event is a celebration of stories of lived experience and hope. The whole community is invited to join this special event featuring an inspiring line-up of people sharing tales of lived experience and recovery by candlelight. Attendees will be encouraged to reflect on their own journey and have hope that they too can make positive steps towards recovery.

Dates, details and more major events available on the Queensland Mental Health Week website at [www.qldmentalhealthweek.org.au](http://www.qldmentalhealthweek.org.au).



## Be prepared



### Resources to support you

It can be helpful to have information prepared for your event.

Visit the Queensland Mental Health Week website to access a wealth of resources.

In addition, you can gather leaflets and information packs from local providers and services.

### How to be prepared

Queensland Mental Health Week is designed to get people talking about mental health, to raise awareness and reduce stigma, and to encourage people to find out more about mental health problems and seek help.

Seeking help can be a difficult and confusing time for an individual and can also be a confronting experience for those around them, including the person they reach out to. Be prepared.

### Respectful communication

Listen actively to what is being said. While it can be helpful to share your own experiences and the experiences of others you know, try to avoid making comparisons.

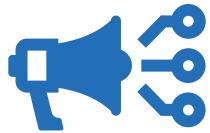
Avoid making judgements about behaviour that may seem unusual to you. If someone is talking with you about their mental health, they trust you to be understanding and non-judgmental.

Respect that everyone is entitled to determine their own course of action. It is up to them what they do with information available to them.

### Know your boundaries

Before your event have a think about your boundaries. What do you feel confident talking about, what are your competencies? What might you need more information or support with, and how can you access the support? When might you need to refer someone to another source of assistance?

Be honest about your limitations and communicate them clearly. Remember, it's OK not to know everything yourself or to have all the answers. Let the person you are talking to know if they are asking you for information or assistance that you can't immediately provide.



## Work with the media

Contacting your local media to promote your event is a great way to connect with a larger audience. It's also a brilliant way to publicise Queensland Mental Health Week in your region. When working with the media:

### **Be prepared**

Have your media release written and ready before you contact journalists. Ensure you include important information such as event date and time, special guests, location, purpose. Visit the Queensland Mental Health Week website for a media release template – simply download, add your event details and distribute! Send the media release by fax or email then follow up with a call.

### **Be realistic**

Not every news story gets picked for coverage.

### **No jargon**

Every sector and organisation has its own language but journalists and editors require simple language in order to share the event with a wide audience.

### **Target the right people**

Research the names of journalists in your local newspaper or radio station and see who is covering local stories. Check online to find out what radio stations cover your region. Don't be afraid to call and ask for contact details to send through your media release.

### **Think about opportunities**

Newspapers and websites want visual content. Can you provide any photos or other visual content along with your media release, prior to the event? For example, if you are coordinating a dance event during Queensland Mental Health Week, perhaps a couple of the dancers could be available for a photo shoot a week before the event?

## Contact Information

For further information, please visit our website  
[www.qldmentalhealthweek.org.au](http://www.qldmentalhealthweek.org.au)  
Email [info@qldmentalhealthweek.org.au](mailto:info@qldmentalhealthweek.org.au)  
Phone 1300 640 709



### 2016 Queensland Mental Health Week Partners

Canefields Clubhouse  
Community  
Griffith University  
GROW  
Mates In Construction  
Mental Awareness Foundation (MAF)  
Mental Illness Fellowship Queensland (MIFQ)  
Open Minds Australia  
Richmond Fellowship Queensland  
SOLAS  
Queensland Alliance for Mental Health Inc.  
Queensland Health  
Queensland Mental Health Commission  
Mental Illness Fellowship North Queensland





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