



2017

Event Organiser Kit

How to run a successful Queensland Mental Health Week event

QLDMENTALHEALTHWEEK.ORG.AU

 Mental Health Week

 @MHWeek

 QldMentalHealthWeek

 #QMHW #valumentalhealth

value
mental health

• qldmentalhealthweek.org.au •

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Major Queensland Mental Health Week events

In case you want to get on board something bigger

Odd Socks Day—6 October

This national campaign aims to enlighten everyday Australians of the prevalence of mental illness and encourage open conversation about mental health issues and conditions. *Because anyone can have an odd day.*

Go to www.oddsocksday.org.au.

Walk for Awareness—8 October

The official walk for Mental Health Week kicks off on Sunday 8 October at Captain Burke Park, Kangaroo Point. The walk brings Queenslanders together to support those living with mental illness or other life challenges.

Go to www.mentalawarenessfoundation.org.

Story Bridge light up—10 October

Brisbane's iconic Story Bridge will be lit up purple for World Mental Health Day. Be sure to catch it if you can and share your images of this spectacular sight with family, friends and colleagues, along with #QMHW and #valumentalhealth.

Queensland Mental Health Week Achievement Awards—13 October

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.

Go to www.openminds.org.au.

Event details are available at www.qldmentalhealthweek.org.au.

What is Queensland Mental Health Week?

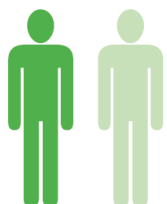


Mental Health Week aims to raise awareness of mental health and wellbeing among Queenslanders, during the week of 8–14 October 2017.

The theme for 2017 is to *value mental health*.

Mental Health Week provides an important opportunity for us to:

- **promote** mental health and wellbeing
- **create** understanding of mental illness
- **celebrate** the lives of people living with mental illness.



About half of all Australians experience mental illness in their lifetime.



About one in five Australians experience a mental health issue in any one year.

We can all do something to actively value mental health. So, let's focus on the things we can do to support ourselves, our loved ones and our communities.

Together, we can all show how much we value mental health help break down the stigma of mental illness.

Three ways to get involved in Queensland Mental Health Week

- 1** **Pause.** Take a deep breath and decide to host your own Queensland Mental Health Week event. Then read on to find out how ...
- 2** **Jump on board and support one of the many free events on offer.** This year, over a hundred local and regional events will be held by not-for-profit organisations, schools, sporting groups, clubs, individuals and workplaces.
- 3** **How about sponsoring an event?** Many businesses want to support a great cause, with great community participation. With great resources on the website to support mentally healthy and productive workplaces, sponsoring a Queensland Mental Health Week event is a win-win, right there.

The theme for 2017 is to *value mental health*.



Register the event

We will promote your event on the website, social media and eNews updates.

Good news! Private events can also be registered and cheered as part of Queensland Mental Health Week, but we promise we won't share your event details with the world: no uninvited guests ...

Register your event at www.qldmentalhealthweek.org.au






Get news & resources

Subscribe to our eNews at www.qldmentalhealthweek.org.au for inspiration, stories and the latest available resources as we prepare for 2017 Queensland Mental Health Week. You can also check out the great mental health and wellness resources on the website.



Share the care

Share topical stories, videos and articles on social media.

-  Mental Health Week
-  @MHWeek
-  qldmentalhealthweek



Prepare for a great event

There are countless ways to be a part of Queensland Mental Health Week and there's is no limit to the size or type of event you can hold. Simply participate in a way that is meaningful to you, your workplace or your community.

Refine your 'why?'

Whether or not you already have an idea for your event, it is worth taking a moment to consider why you are hosting an event.

Ask, does my event:

- ✓ **promote** activities that enhance mental, physical, social and spiritual wellbeing
- ✓ **celebrate** people who make your community unique
- ✓ **reduce** the stigma associated with mental illness
- ✓ **provide** information about mental health or wellbeing services
- ✓ **promote** the theme #valuementalhealth
- ✓ **make** or improve connections with partners or the local community
- ✓ **encourage** help-seeking and self-care
- ✓ **seek** to raise funds for an appropriate charity.

If your event addresses one or some of the above, then check out the event ideas over the page and put your motivation into action.

Identify your audience

Your event can be open-to-everyone in the community or you may choose to involve a specific group, such as your workplace, your school, a youth or sporting group, or any other community group. Your event could also involve a particular demographic, gender or locality. It's totally up to you.

Clarify your message

What is the main message you would like people to take away from your event? It may be: *sustaining our mental health and wellbeing, getting together to build stronger social connections, where to find help, or providing a place for people to feel and be supported.* Decide and be clear in your promotion.

Value lived experience

For those of us living with mental illness, there remain many myths and misconceptions out there. For events during Mental Health Week, it is important we don't unintentionally reinforce these. Get guidance on how to navigate this terrain, by searching 'resource' at: www.mindframe-media.info.

Make a plan

Once you have made the decision to host a Queensland Mental Health Week event, start to plan. Start to think about budget, venue, local government requirements, marketing and promotion, event registration, risk management, and an on-the-day run sheet.

You don't have to do a big event. It can be as small and low budget as you want. For example, for a morning tea at work, factor in a cake and download and print some free posters and information resources from the website.

It's not about how much you spend, or how big your event is, but the impact you make.

See our Event Planning Checklist on page 9.

Consider grants, sponsorship or volunteers

Check out your local council for grants to help fund your event. You could seek sponsorship from organisations that align with the values of mental health and wellness, or from other groups or businesses. Either way, it's an opportunity to spread costs and increase impact. You could also put a call-out to your networks for volunteers to help support your event.

Register your event

By registering, your event will be acknowledged as a Queensland Mental Health Week event, with choice of whether it's listed as a public event (open to everyone) or private (displaying only limited information). To register, simply fill in the details at www.qldmentalhealthweek.org.au.



Event ideas

Whether your goal is to raise funds for a chosen mental health or wellbeing charity, to celebrate mental health workers, or to raise awareness, there are many ways you can make a difference.

Think big or think small. Whatever is achievable for you: the point is to do something that's meaningful.

For event inspiration you could choose just one way from our #100ways100days campaign that you can do to show you #valumentalhealth.

Here's a few of those ideas ...

Get physical

The link between mental wellness and physical activity are well known. Why not of organise a walk, run, cycle, swim, yoga or meditation session and gather your friends and colleagues to take part.

Do coffee or cake

Why not hold a morning tea at your workplace? It's a chance to chat, socialise, share stories and even collect a gold coin donation.

Keep it in the family

Hold a family picnic day in a local park and invite family and friends to bring a dish to share and enjoy a great day out. Maybe throw a ball with the kids. See also *Get physical*.

Get arty

Find a local artist and purchase one of their artworks to auction during Mental Health Week. You could also develop an art competition for display during the week. Get bold and ask your local Council for support by providing space to display the exhibition.

Make it reel

Explore different viewpoints by organising a screening of a movie or documentary with a mental health or wellbeing focus. Ask your local council, community networks, newspaper or radio station to publicise your event. You could also organise a post-film discussion with a mental health professional or have information on where to get help.

Get the kids involved

Why not ask the children in your life what they'd like to do—either with their school, sporting or community groups—to celebrate good mental health or wellbeing?

Sizzle a sausage

Who doesn't love a barbeque? This national pastime is a guaranteed winner to bring people together. Maybe raise money for a mental health organisation or charity of your choice. See also: *Keep it in the family*.

Make it informative

Whatever type of event you choose, make sure to share the downloadable information resources at your event, available on the Queensland Mental Health Week website. There is a range of useful information to:

- boost our knowledge of mental health and wellbeing
- point people to appropriate sources of help
- increase understanding of mental illness and reduce stigma.



Promoting your event

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

Promotion is about making sure the right people show up to your event. Use the right tools at the right time to ensure you increase the numbers of people who attend or that group of people you have your sights on attend.

Above all, don't be shy: promote your event wherever and whenever you can.

Resources and merchandise

To get you started, a number of resources are available for download on the website to support mental health, including Queensland Mental Health Week logos and customisable posters.

A range of merchandise is also available for purchase, including t-shirts, hats, pens and balloons.

Resources and merchandise are available at www.qldmentalhealthweek.org.au.

Send personal invitations

There may be specific people you wish to invite from government or business: securing 'special guests' can also be a great way to give weight and credibility to your event.

Use your networks

Consider asking local schools, councils, community organisations and businesses to help promote your event through their channels. Local Councillors and Members of Parliament will sometimes also make mention of local activities in their communications to their constituents. If you don't ask ...

Write a media release

Newspapers and magazines often use media releases as a source for stories. You should also publish or share any media releases through your own channels. For more on how to write one, see page 7.

Local media

Contact your local newspaper, radio, or local television station to advertise your event. For more help with promoting your event through the media, see page 7.

Social media

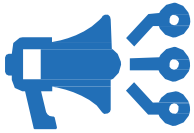
By now we all know social media *can* be your friend. By registering your event with Queensland Mental Health Week you gain the increasing reach of our social media channels, which we will use to promote all events. But that shouldn't stop you using your own social media channels too. Leverage, leverage, leverage.

Go viral

Viral marketing is about spreading information from person-to-person, that's all, nothing sinister. Forward emails or social media posts to friends and ask them to share. But just remember privacy laws and good manners still prevail (such as using the BCC field when emailing). Look up local social media channels to post to, such as your local council, local library or community groups.

Advertise in newsletters, events calendars and community notices

Your place of employment, the local library, cafes, shops and community noticeboards are great places to advertise your event; as are local councils, universities or schools. Among these organisations you should be able to tap into a range of eNews and events channels as well as the good old community notice board.



Getting the most out of the media

Local media can be your friend in promoting your event. Remember, media outlets are always looking for stories—make it easy for them and you'll increase your chances of spreading the word.

When working with the media...

Have an angle

That's media-speak for giving some prior thought to what's *newsworthy* about your event. You could follow both a *human interest* and a *local angle*, relating the event to social issues or to how 'awareness raising' can help the community. Consider also the call-to-action: *Are you trying to get people to attend an event? Or are you trying to get people to donate?*

Be prepared

Before you contact journalists, have your media release written and ready to go. Make sure you include the event date and time, location and names of special guests—in **bold**. Don't forget to add your name and contact details so media can talk to you.

Add weight to your release by tying it to the state-wide Queensland Mental Health Week. There is a media release template for you to download and use on the website. Have someone with an eagle-eye proof read your release to pick out any typos. Depending on the media outlet, you might also like to invite them on the day to take pictures or run a follow-up story.

Pictures count

Newspapers and websites love pictures: include a picture and you greatly increase your chances of coverage. Can you supply pictures along with your media release, prior to the event? For example, images of last year's event, of special guests, or even of the location may be suitable.

Identify your target

How you go about finding journalists will depend on which media outlets you're targeting. Research the names of journalists that appear in your local newspaper, or who present on your local radio station, and don't be afraid to ring up and ask for contact details. Once you've sent the release, be bold and follow it up with a call.

The top three ways you can find a journalist are:

1. Websites of many media outlets publish names and contact details or a general news email
2. If you have a journalist's name, try Googling them
3. Your local library may have a copy of *Margaret Gee's Australian Media Guide*, a published list of Australian media contacts

Help journalists to help you

When reporting on mental health, journalists are encouraged to provide help seeking information, so include at least one source of counselling, treatment or support service relevant to your audience or event.

For help with how to talk about mental illness in the media, a great resource is www.mindframe-media.info.

Download the Queensland Mental Health Week media release template at www.qldmentalhealthweek.org.au



Event day: be prepared

You've registered your event on the Queensland Mental Health Week website, you've got your media release locked and loaded, your social media accounts are buzzing, now for the big day.

The day before

- ✓ Gather staff/volunteers for full briefing
- ✓ Distribute a final run sheet outlining event sequence, timings and responsibilities
- ✓ Organise volunteer registration area or entertainers area
- ✓ Circulate contact list with mobile numbers to all staff/volunteers
- ✓ Review chain of command in case of emergency
- ✓ Contact media, if attending
- ✓ Get your gear packed and ready to go

After the event

- ✓ Removal of all equipment and rubbish
- ✓ Thank you letters to staff, volunteers, performers and special guests
- ✓ Engage and ask for feedback on social media
- ✓ Close off budget
- ✓ Hold a de-brief session to look at ways of improving the event next year

Queensland Mental Health Week is designed to get people talking about mental health, so come event day, be prepared.

Support resources

You've got your Queensland Mental Health Week merchandise packed and ready. Other valuable things to pack for the day include leaflets and information packs from local mental health and wellness providers and services.

Respectful communication

Given the reason for the event, people are likely to want to talk about their own mental health and wellbeing. Try to listen without judgement. While it can be helpful to share your own experiences, try to avoid making comparisons: sometimes people just want to be heard. If someone is talking with you about a mental health challenge, they trust you to be understanding and non-judgmental. Respect that everyone is entitled to determine their own course of action.

Help seeking information

Be prepared. Keep help-seeking information at your fingertips. For many people, reaching out to seek help can be a huge barrier to overcome. They may only reach out once. Be ready to act: get the person talking, ask directly if they need to talk to someone, encourage the person to seek help and give them information about where they can find help.

Know your boundaries

Before the event talk to all staff and volunteers asking them to have a think about their boundaries. Consider: *what do you feel confident talking about; what are your competencies? What might you need more information or support with, and how can you direct people to support resources or services? And when might you need to refer someone to another source of assistance? Be honest about limitations and remember, it's ok not to have all the answers.*



Event planning checklist

The following list is big, but if your event is small, don't let this list intimidate you: use it as a starting point to help you think through your 'to-do' list.

Local government requirements

- Inform local government of event and gain approval (if required)
- Check with your local visitor information centre to see if there are other events scheduled for the same date and location

Budget

- Prepare an event budget if necessary and monitor your spending

Participant registration and invitations

- Consider using a free online event registration form
- Link to it from your website, if you have one
- Email past participants an invitation

Event agenda/run sheet

- Develop event timeline
- Include sequence, timings and responsibilities and key contacts
- Be sure to include dignitaries, guests and any specific ceremonies

Contractors

- Order equipment such as stage, lighting, PA system
- Book portable toilets, fireworks, marquee, generators
- Book and confirm all contractors in writing
- Insurance—public liability, staff, volunteers

Risk management

- Book first aid officers
- Conduct risk assessment involving all key stakeholders
- Create risk management plan
- Obtain relevant insurance and send copy to Council if required
- Contingency plans—wet weather, low attendance

Essential services

- Notify police, ambulance and fire brigade

Food vendors

- Book food vendors
- Ensure compliance with state food laws
- Request details of electrical requirements
- Application for temporary food premises permit

Toilets, cleaning and maintenance plan

- If not on-site, book toilets, cleaners and extra paper if appropriate
- Clean up venue/mow lawn/clear area of debris

Sponsorship

- Create a sponsorship proposal
- Identify potential sponsors
- Deliver sponsorship packages and follow up
- Use sponsor testimonials
- Acknowledge sponsors, before, during and after wards

Marketing and promotion

- Develop marketing/communication plan
- Book entertainment and MC if needed
- Design promotional material
- Create a website or use your page on the Queensland Mental Health Week website
- Distribution of flyers/posters/email/brochures
- Submit event information to local events calendars and websites
- Prepare and distribute a media release

Location

- Select a location or venue for your event
- Consider transportation to and from and parking

Permits and licences

- Apply for any food permits required
- If using music, apply for a noise permit
- Request for approval to erect promotional signage
- Road closures—send applications early

Security plan

- Book security and two way radios
- Crowd control
- Cash security

Waste management

- Develop waste management plan
- Promote reducing waste in marketing material

Traffic management

- Design traffic plan including:
 - Signage, disabled parking, guest parking, pedestrian access, marshals, car parking, entry and exit points, lighting, road closures
- Promote alternative transport

Site preparation and plan

- Design plan of venue/event site

Other

- Adequately brief staff and volunteers
- Organise awards/trophies/certificates and decorations

Contact information

For further information, please visit our website
<http://www.qldmentalhealthweek.org.au>

Email info@qldmentalhealthweek.org.au

Phone 1300 640 709



#QMHW #valuementalhealth

2017 Queensland Mental Health Week Partners

Canefields Clubhouse

Griffith University

GROW

Mates In Construction

Mental Awareness Foundation (MAF)

Mental Illness Fellowship North Queensland

Mental Illness Fellowship Queensland (MIFQ)

Open Minds Australia

Queensland Alliance for Mental Health Inc.

Queensland Health

Queensland Mental Health Commission

Richmond Fellowship Queensland

SOLAS