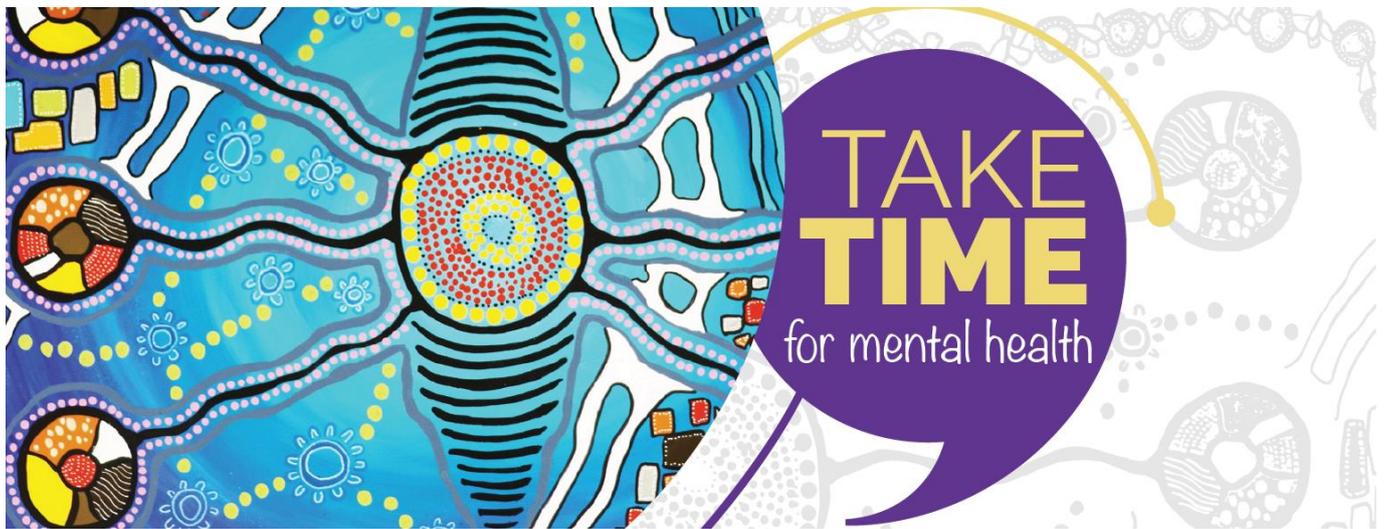


Media Kit

Learn more about 2020 Queensland Mental Health Week



Get healthy



Keep learning



Show kindness



Connect more



Take notice



Embrace nature

10 to 18 October 2020

www.qldmentalhealthweek.org.au

Why celebrate Queensland Mental Health Week?

Mental health is important for every single one of us, yet it is a part of life that is often overlooked. Busy lives get in the way of us caring for our mental health, as does a fear of feeling vulnerable should we reveal our mental health challenges.

With the changes to people's daily life caused by COVID-19, it's even more important than ever that we take the time to raise awareness of mental health in 2020, encourage people to take care of themselves, and celebrate wellbeing and recovery in our community.

We hope Queensland, and the rest of the world, has recovered from the coronavirus pandemic by the time Queensland Mental Health Week (QMHW) arrives in October, however if some physical distancing measures are still in place, our approaches may be a little different this year.

One thing will not change though – the need for conversation surrounding mental health – and that's where journalists and media outlets can assist. In 2020, we hope you will support our efforts to boost mental wellbeing in Queensland communities by promoting mental health discussion, raising awareness of mental health issues, reducing stigma, and encouraging people to seek support.

During QMHW people across the state will come together through COVID-safe virtual and local events, conversations, and activities.

To find out what is happening in your local area and the contact details for event organisers, visit the events page at qldmentalhealthweek.org.au.

For information on current COVID-19 restrictions go to <https://www.covid19.qld.gov.au/>.

How we can all look after our mental health

Continuing from last year, the theme for 2020 remains *Take Time — for mental health*.

Research shows there are six simple actions we can take to improve our moods, build resilience, and boost our mental wellbeing.

- Take time to **get healthy**— being active and eating well is good for your mind and body
- Take time to **keep learning** — learning new things can be fun and boost confidence
- Take time to **show kindness** — practising small acts of kindness, volunteering time, or simply helping a friend in need can help you feel more satisfied with life
- Take time to **connect** — spending time with other people is important to everyone's mental wellbeing and can be done while carefully observing social distancing
- Take time to **take notice** — paying more attention to the present and the world around you can help you relieve stress and enjoy the moment
- Take time to **embrace nature** — connecting with the outdoors and taking care of the planet is the best recipe for world wellbeing.

*These actions are from the Queensland Government's [Dear Mind](#) initiative.

Mental health statistics

- One in every two Queenslanders will experience mental illness in their lifetime
- Almost 50 per cent of lifetime mental health problems begin before 14 years of age, and almost 75 per cent occur before 25 years
- One in every five Queenslanders experience mental illness, including substance use disorders, in any one year
- 25 to 50 per cent of people with a substance use disorder have a co-occurring mental illness
- Aboriginal and Torres Strait Islander adults are 2.7 times more likely than non-Indigenous adults to have high or very high levels of psychological distress
- Suicide is the leading cause of death for Queenslanders aged 15-44 years

In our workplaces

- Mental disorders result in national annual lost productivity costs of \$10.9 billion
- 3.4 per cent of all accepted serious workers' compensation claims in Queensland are for mental disorders
- 95 per cent of mental disorder claims are attributed to mental stress
- About one-third of accepted mental disorder claims are associated with work pressure
- Every \$1 invested in workplace mental health has a return of \$2.30

Learn more

For further information and other statistics see:

- [Shifting minds: Queensland Mental Health Alcohol and Other Drugs Strategic Plan 2018-2023](#)
- [Office of Industrial Relations work-related mental disorders — Queensland](#)
- [State of Workplace Mental Health in Australia](#)

Where to go when more help is needed

Any community members who are concerned about their own or a loved one's mental health are encouraged to speak with trusted support services, such as a GP or counselling service.

Evidence shows that people are more likely to seek help when appropriate services are included in stories referencing mental illness or suicide, so we urge all media outlets to discuss the importance of reaching out for support when reporting on QMHW.

It is vital to include 24/7 support services, so the audience can reach out for support in a way that suits their individual needs. Please see the below contact details or visit our [website](#) for a more comprehensive list of organisations that offer phone and webchat support.

For 24/7 counselling and support

- Lifeline – 13 11 14
- Suicide Call Back Service – 1300 659 467
- Kids Help Line – 1800 55 1800
- Alcohol & Drug Info Services (ADIS) – 1800 177 833
- Queensland Health — 13 HEALTH (13 43 25 84)

These numbers are either free or the cost of a local call.

Safe media reporting

Visit the [Mindframe](#) website for advice on how to support safe media reporting, portrayal and communication about suicide, mental ill-health, and problematic alcohol and other drug use.

Consider the language you use

Certain language can stigmatise people living with mental ill-health as well as present inaccuracies about mental ill-health or mental health care. Stigma makes people less likely to reach out for help.

Seek expert advice

A news article or communications piece may be improved by obtaining the views of health experts who can provide an accurate interpretation of statistics or appropriate context.

Be mindful of reinforcing common stereotypes

Balanced and accurate discussion has the potential to increase understanding of mental ill-health. However, stereotypes can lead to negative community attitudes and stigma.

Join the conversation on social media

Posting on social media is a great way to encourage awareness of mental health, and social and emotional wellbeing in your community. By joining the conversation online during QMHW you can help decrease stigma, and empower people to seek help, for themselves or others.

We encourage you to follow our social media accounts, tag us in your posts and use the hashtags #TakeTime and #QMHW. You can also download social media graphics for use from our [Resources](#) page.



Like us on Facebook [@mentalhealthweek](#)



Follow us on Twitter [@mhweek](#)



Follow us on Instagram [@qldmentalhealthweek](#)

Twitter post examples

- The theme for @mhweek in 2020 is to #TakeTime for #mentalhealth with six steps – get healthy, keep learning, show kindness, connect, take notice and embrace nature. #QMHW
- Queensland Mental Health Week is running from Oct 10 to 18. Together, let's #TakeTime to boost our wellbeing, check in with one another, and break down stigma. #QMHW @mhweek
- #TakeTime for #mentalhealth during Queensland Mental Health Week, Oct 10–18. Take time to get healthy, learn, show kindness, embrace the outdoors, and enjoy the moment. Connect with others in your community and help promote positive mental health and wellbeing. #QMHW @mhweek
- 1 in every 2 Queenslanders will experience mental illness in their lifetime. @qmhw aims to raise awareness of mental health issues and reduce stigma. There's plenty of different ways you can get involved in 2020! #QMHW #TakeTime
- There are plenty of ways to participate in @mhweek in 2020! #TakeTime to show your support by hosting or attending an event, purchasing merchandise or raising awareness. #QMHW

Who is behind Queensland Mental Health Week?

The [Queensland Mental Health Commission](#) funds [CheckUp](#) as the Queensland Mental Health Week coordinator to plan, promote and deliver mental health week activities on behalf of the sector.

There is a group of committed sponsors and cross-sector partners who work to promote Queensland Mental Health Week as an important community event each year. Partners include:

- Canefields Clubhouse
- CheckUP
- Council on the Ageing (COTA) Queensland
- Education Queensland
- Ethnic Communities Council of Queensland
- Grow
- Mental Awareness Foundation
- Office of Industrial Relations
- Open Minds
- Queensland Aboriginal and Islander Health Council
- Queensland Alliance for Mental Health
- Queensland Health
- Queensland Mental Health Commission
- Richmond Fellowship Queensland

Want more information

For more information on Queensland Mental Health Week, contact info@qldmentalhealthweek.org.au or call **1300 640 709**.

