



EDM and social media suggestions

We have provided a [suite of resources available for download](#) for the community to help promote Queensland Mental Health Week. Below is suggested copy to accompany these resources in your communications.

EDM/Newsletter copy

Newsletter option 1

Queensland Mental Health Week will commence on Saturday 9 October 2021, and hundreds of events, activities and conversations will take place in celebration during the following week.

The theme for 2021 is, 'Take time – for mental health', so Queenslanders are being encouraged to focus on the things that can sustain and maintain their wellbeing.

We know the pandemic has resulted in increased pressures across the community, so this year as we commemorate Queensland Mental Health Week, it is more important than ever for us to take time for our own mental health, learn the skills to build positive wellbeing, and to look out for those we know and love.

To participate in Queensland Mental Health Week events and challenges, and access resources, visit www.qldmentalhealthweek.org.au.

For 24/7 crisis support, call Lifeline on 13 11 14. In an emergency, call 000.

Newsletter option 2

Almost half of Australians are likely to be diagnosed with a mental illness in their lifetime, leaving half of us knowing someone living with or having experienced a mental health issue. However, mental health is something every person has – and it's important to know that everyone's mental health varies during their life and can move back and forth along their own personal range.

Queensland Mental Health Week (QMHW) provides an opportunity to promote positive mental health and wellbeing to our communities and aims to reduce the stigma associated with mental illness.

In 2021, QMHW runs from 9-17 October in alignment with World Mental Health Day on October 10. The theme 'Take time – for mental health' speaks to the importance of prioritising our mental health by engaging in activities bring joy and boost mental wellbeing.

Visit qldmentalhealthweek.org.au to learn more about QMHW and take time to get involved in events, challenges, and access help-seeking information.

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Take time for mental health

9 – 17 October 2021



Newsletter option 3

Good mental health is when we can cope with the stressors of our daily lives, participate in loving relationships, contribute to our community, and work towards our goals.

Everyone has mental health and we can all benefit from taking time to engage in activities that boost our mental wellbeing. That's why the theme for Queensland Mental Health Week (9-17 October) is 'Take time – for mental health'.

Visit qldmentalhealthweek.org.au to find out more.

For 24/7 crisis support, call Lifeline on 13 11 14. In an emergency, call 000.

Social media

Hashtags and tagging

To encourage engagement with your posts we ask that you hashtag all content with #QMHW and #QMHWTakeTime. Please remember to tag the Queensland Mental Health Week accounts (on Facebook, Instagram and Twitter) in your posts, so we can engage with them.

Suggested posts

Queensland Mental Health Week, held 9-17 October, aims to shine a spotlight on individual and community mental health and wellbeing. Take time to think about your own mental health, as well as check in on loved ones! Check out qldmentalhealthweek.org.au to see what the week is all about.

Our organisation is proud to add our voice to those raising awareness for mental health this Queensland Mental Health Week (9-17 October)! Everyone has mental health, and we can all benefit from taking time to engage in activities that boost our mental wellbeing. That's why the theme for #QMHW is 'Take time – for mental health'. Visit qldmentalhealthweek.org.au to find out how you can get involved! #QMHWTakeTime

Queensland Mental Health Week runs from 9-17 October and taking time for our mental health and wellbeing is more important than ever this year! Visit qldmentalhealthweek.org.au to get involved. #QMHW #QMHWTakeTime

How will you take time for mental health this Queensland Mental Health Week? This #QMHW we are encouraging everyone to take a bit of extra time to support ourselves, as well as those around us. #QMHWTakeTime

The theme for #QMHW is about how we should all take time for our mental health. Share how you boost your mental wellbeing and help role model the importance of self-care by using the hashtag #QMHWTakeTime.