



Awareness



Belonging



Connection



Queensland
Mental Health
Week

Communication Kit

Funded by



Queensland
Mental Health
Commission

Coordinated by



CHECKUP

What is in this kit?

This Communication Kit has been created to help people and organisations raise awareness of Queensland Mental Health Week (QMHW).

Can you include content about QMHW in your newsletters, on your intranet/website and on your social media channels? This kit includes examples of:

- long articles
- short articles
- social media posts.

There is a suite of [community resources](#) and an array of [school resources](#) available for download that you may like to also utilise to spread the word and engage in the week.

For more information about promoting QMHW, please email info@qldmentalhealthweek.org.au.

What is Queensland Mental Health Week?

Queensland Mental Health Week (QMHW) is an annual awareness initiative that promotes individual and community mental health and wellbeing, boosts awareness of mental illness, and celebrates the contribution of the mental health and community sectors.

QMHW encourages all of us to think about our mental health and wellbeing, regardless of whether we may have a lived experience of mental illness or not, and encourages help seeking behaviours, when needed. It provides a chance to promote activities and ideas that can have a positive impact on our daily lives and the lives of others.

Each year, people across Queensland come together during QMHW through local events, conversations, and activities. In 2022, QMHW will be held from Saturday 8 October to Sunday 16 October, encompassing World Mental Health Day on Monday 10 October.

The new theme for QMHW in 2022 is 'Awareness, Belonging, Connection', reflecting the important factors that help people maintain positive mental health and wellbeing.

Funded by the Queensland Mental Health Commission, Queensland Mental Health Week is coordinated by CheckUP and delivered by a strong cross-sector collaboration.

Article copy

Long article – example 1

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.

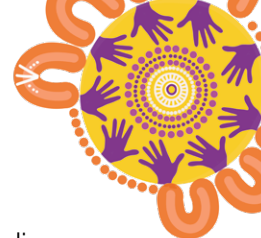
However, mental health is something every person has – and it's important to know that everyone's mental health varies during their life and can move back and forth along their own personal range.

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.

Hundreds of events, activities and conversations are set to take place across the state from Saturday 8 October to Sunday 16 October to mark the annual awareness initiative.

The 2022 theme 'Awareness, Belonging, Connection' reflects the important factors that help people maintain positive mental health and wellbeing.

- Awareness is about understanding the things we need to maintain and boost our mental wellbeing and knowing when we need to reach out for help and where to get it.



- Belonging is about looking out for each other, ensuring we feel safe and supported, and understanding that however we feel, we're not alone, and that there are others going through the same thing.
- Connection is about our relationships with our friends, families, and those that we care about, as well as the groups, clubs, and networks around us that we rely on to help keep us happy and healthy, wherever we live, work, or play.

Below are a few simple ideas for how you can get involved in the week.

- Organise an event or activity to raise awareness and promote help-seeking behaviours. This can be as simple as a morning tea where you discuss mental health and share information on support services! Check out the QMHW [Event Starter Kit](#) for tips on how to plan an event. If you decide to get involved, make sure to [register your event on the website](#).
- You can also check out the [digital resources](#) and help raise awareness! Download the bunting, posters, social media graphics, zoom backgrounds and a range of school resources.
- Attend an event – it's a great opportunity to learn more about wellbeing and take time to connect with others. You can [search Queensland events here](#).
- Get creative and think outside the box of your usual mental wellbeing routine to find fun ways to get a happiness boost. Follow [Queensland Mental Health Week on Facebook](#) for ideas.

Funded by the Queensland Mental Health Commission, Queensland Mental Health Week is coordinated by CheckUP and delivered by a strong cross-sector collaboration.

To learn more about Queensland Mental Health, search for events, download resources, and find support services, visit qldmentalhealthweek.org.au.

For 24/7 crisis support, call Lifeline on 13 11 14, or the Suicide Call Back Service on 1300 659 467.

In an emergency, call 000.

Long article – example 2

Help raise awareness, bolster belonging and generate connections this Queensland Mental Health Week (QMHW)!

In 2022, QMHW will be held from Saturday 8 October to Sunday 16 October, encompassing World Mental Health Day on Monday 10 October.

The new theme for QMHW in 2022 is 'Awareness, Belonging, Connection', reflecting the important factors that help people maintain positive mental health and wellbeing. It is all about connecting with the people in our lives and creating space for conversations about mental health and wellbeing.

With over 330 events set to occur during QMHW there will be plenty of opportunity for communities to connect in-person and online.

You can also join the conversation on social media by using the hashtags #QMHW and #ABCsOfMentalHealth, tagging @MentalHealthWeek on Facebook or @QldMentalHealthWeek on Instagram.

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In an emergency, call 000.

Short article – option 1

Almost half of Australians have had a mental health condition, and one in five Australians experience mental ill-health each year.

Queensland Mental Health Week (QMHW) will be held from 8-16 October to raise community awareness and understanding of mental health, reduce the stigma and discrimination associated with mental health conditions, and promote positive mental health and wellbeing.

The 2022 theme is 'Awareness, Belonging, Connection', so take time this QMHW to learn what activities boost your mental wellbeing, look out for those you care about, and connect with your community by participating in one of the hundreds of events happening across the state.

To learn more visit qldmentalhealthweek.org.au.

Short article – option 2

Almost half of all Australian adults will face mental ill-health during their lives and on average nine people die every day by suicide. This year, Queensland Mental Health Week is focusing on 'Awareness, Belonging, Connection' with the aim of making change and helping increase community understanding of the factors that help enhance mental wellbeing.

Hundreds of events, activities and conversations are set to take place across the state from Saturday 8 October to Sunday 16 October to mark Queensland Mental Health Week.

To learn more about Queensland Mental Health visit qldmentalhealthweek.org.au.

Short article – option 3

Mental health and wellbeing starts with communities looking out for each other.

Year after year we have seen Queensland Mental Health Week events bring communities together, bolster a sense of belonging and help generate connections and conversations.

In 2022, there will be over 330 events held across the date during QMHW, which will run from Saturday 8 October to Sunday 16 October.

To learn more about Queensland Mental Health and search for events near you visit qldmentalhealthweek.org.au.

Social media copy

Make sure to tag us in your posts!

- Facebook - @MentalHealthWeek
- Instagram - @QldMentalHealthWeek
- Twitter – @MHWeek

Facebook / Instagram post – example 1

This October 8-16, can you help raise Awareness, Belonging and Connection for Queensland Mental Health Week?

Take time to learn what activities boost your mental wellbeing, look out for those you care about, and connect with your community by participating in one of the hundreds of events happening across the state.

Find out more and get involved at www.qldmentalhealthweek.org.au

#QMHW #ABCsOfMentalHealth

Facebook / Instagram post – example 2

Queensland Mental Health Week is being celebrated from 8-16 October and there is a remarkable array of events and activities across the state that you can get involved in.

Find out more and get involved at www.qldmentalhealthweek.org.au

#QMHW #ABCsOfMentalHealth



Facebook/Instagram post – example 3

Help raise awareness, bolster belonging and generate connections this Queensland Mental Health Week (QMHW)! In 2022, QMHW will be held from Saturday 8 October to Sunday 16 October, encompassing World Mental Health Day on Monday 10 October.

The new theme for QMHW is 'Awareness, Belonging, Connection', reflecting the important factors that help people maintain positive mental health and wellbeing. It is all about connecting with the people in our lives and creating space for conversations about mental health and wellbeing.

With over 330 events set to occur during QMHW there will be plenty of opportunity for communities to connect in-person and online.

Find out more and get involved at www.qldmentalhealthweek.org.au

#QMHW #ABCsOfMentalHealth

LinkedIn post – example 1

This October 8-16, we can all raise Awareness, Belonging and Connection for Queensland Mental Health Week.

There will be a remarkable array of events across the Queensland community. You can also join the campaign on social media and access a range of resources on the QMHW website.

Funded by the Queensland Mental Health Commission, Queensland Mental Health Week is coordinated by CheckUP and delivered by a strong cross-sector collaboration.

Find out more and get involved at www.qldmentalhealthweek.org.au

#QMHW #ABCsOfMentalHealth

LinkedIn post – example 2

Queensland Mental Health Week (QMHW) will be held from 8-16 October to raise community awareness and understanding of mental health, reduce the stigma and discrimination associated with mental health conditions, and promote positive mental health and wellbeing.

This year's theme is 'Awareness, Belonging, Connection'.

We join with organisations across the state to show our commitment to creating a mentally healthy workplace by promoting good mental health, fostering a supportive and inclusive culture, and creating safe work practices.

Find out more and get involved at www.qldmentalhealthweek.org.au

#QMHW #ABCsOfMentalHealth

LinkedIn post – example 3

Will you take your chance to make a difference by getting involved in Queensland Mental Health Week?

You can help raise awareness by simply getting your colleagues together, checking in with each other, and having conversations about the importance of positive mental health and wellbeing.

Register your support and download resources at www.qldmentalhealthweek.org.au.

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#QMHW #ABCsOfMentalHealth

LinkedIn post – example 4

Almost half of all Australians will experience a mental illness at some time in their life, with 1 in 5 having experienced a common mental illness in the previous 12 months.

As a society, we need to recognise that anyone can be susceptible to mental ill-health. That's why your support for Queensland Mental Health Week is so important.

Help raise awareness, bolster belonging and generate connections and conversations this October 8-16 by getting your organisation involved!

Register your support and download resources at www.qldmentalhealthweek.org.au.

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#QMHW #ABCsOfMentalHealth

Twitter post – example 1

This Oct 8-16, can you help raise 'Awareness, Belonging, Connection' for @MHWeek?

Take time to learn what activities boost your mental wellbeing, look out for those you care about & connect with your community at a #QMHW event.

www.qldmentalhealthweek.org.au #ABCsOfMentalHealth

Twitter post – example 2

Raise 'Awareness, Belonging, Connection' this October 8-16 at one of the many community events for @MHWeek happening in-person and online!

www.qldmentalhealthweek.org.au #QMHW #ABCsOfMentalHealth

Twitter post – example 3

This #QMHW (8-16 Oct) consider how you can raise awareness of how to maintain and boost mental wellbeing, when to reach out for help & where to get it.

www.qldmentalhealthweek.org.au #ABCsOfMentalHealth

Twitter post – example 4

This @MHWeek (8-16 Oct) you can increase belonging in our community by looking out for each other, so we all feel safe & supported.

www.qldmentalhealthweek.org.au #QMHW #ABCsOfMentalHealth

Twitter post – example 5

This @MHWeek (8-16 Oct) reflect on your connections, not just with friends, families & loved ones, but also the groups, clubs & networks we rely on to help us stay happy & healthy.

www.qldmentalhealthweek.org.au #QMHW #ABCsOfMentalHealth