



Connect for mental health



SELF



COMMUNITY



OTHERS



NATURE



Queensland

Mental Health
Week

2024 EVENT STARTER KIT

Funded by



Queensland
Mental Health
Commission

Coordinated by



CHECKUP



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ACKNOWLEDGEMENT OF COUNTRY

CheckUP and the Queensland Mental Health Commission pay respect to Aboriginal and Torres Strait Islander Elders, past, present and future. We also acknowledge the important role played by Aboriginal and Torres Strait Islanders as the First Peoples, their traditions, cultures and customs across Queensland.

ACKNOWLEDGEMENT OF LIVED AND LIVING EXPERIENCE

CheckUP and the Queensland Mental Health Commission acknowledge people living with mental health challenges, problematic alcohol and other drugs use, as well as those impacted by suicide, their families, carers and support people.

DISCLAIMER

This kit along with links, references and templates is intended as a supportive guide only and is not intended to be a complete or comprehensive guide to the coordination and delivery of your event. Please keep in mind that policies, protocols, legal information, supporting documents, links and contact details provided in this document are liable to change.


FEATURED ARTWORK

Informing the visual identity for Queensland Mental Health Week is the artwork 'Stronger connection creates strong health' by proud Mayi woman Leah Cummins.

CONTACT INFORMATION

Funded by the Queensland Mental Health Commission, Queensland Mental Health Week is coordinated by CheckUP and delivered through strong cross-sector collaboration. For any enquiries, please contact CheckUP via the details below.

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 @MentalHealthWeek

 @QldMentalHealthWeek

 QMHW

ABOUT 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 health condition 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 2024, QMHW will be held from **Saturday 5 October to Sunday 13 October**, encompassing World Mental Health Day on Tuesday 10 October.

This kit is designed to provide inspiration and help you plan a Queensland Mental Health Week event.

THE THEME

The theme for Queensland Mental Health Week 2024 is "Connect for mental health", emphasising the proactive measures we can adopt to nurture and support positive mental health and wellbeing for ourselves and our communities. Connect for mental health focuses on four areas:

- **Connect with self:** Take care of yourself, do something you enjoy, make healthy choices, and seek help when needed.
- **Connect with community:** Create supportive and inclusive environments, look after one another, and connect with culture. Show kindness and initiate connection with those who are struggling.
- **Connect with others:** Foster relationships with loved ones, friends, family, and mob. Spend time with others and make meaningful connections.
- **Connect with nature:** Take a break from technology, spend time outdoors, embrace mindfulness, and take care of the world around you.

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Can you incorporate the theme into your event planning?

What does connecting to self, community, others and nature mean to you?



EVENT BRAINSTORMING

Decided to host a Queensland Mental Health Week event? You are amazing!

We have outlined a number of prompts below to help you brainstorm and get planning.

DEFINE YOUR 'WHY?'

One of the first steps is to think about why you are holding an event and what goals you hope to achieve. These might include the below:

- Making or improving connections in your community.
- Promoting activities that enhance mental wellbeing, as well as encouraging self-care and help seeking.
- Providing information about mental health and wellbeing and/or mental health services that are available in your local area.
- Reducing stigma associated with mental health challenges.

IDENTIFY YOUR AUDIENCE

Your event can be open to everyone in the community or you may choose to involve a specific group.

Some events focus on the general public, while others targeted a specific audience, such as those living with a mental illness, culturally and linguistically diverse (CALD) communities, Aboriginal and Torres Strait Islander communities, or LGBTIQ+ communities.

Other events focus on a community setting, for example, workplaces, universities, schools and youth centres.

Your event can be public or private. You can register your event on the QMHW website in either case!

BRAINSTORM AND RESEARCH

Below are a few prompts that may be useful during pre-planning:

- How can you best reach your audience? Do people come together over food? Music? Maybe you can combine a few approaches to reach more people.
- Are there other services or organisations in your area that work with similar people, or are great at running one of the activities you want to include? Could you host an event together?
- What is your budget? What activities and resources will this need to cover?
- Are there any permits or government requirements to consider?

See our Event Planning Checklist for more prompts.



EVENT AND ACTIVITY EXAMPLES

Host it your way!

There are countless events and activities you could hold for QMHW, so we absolutely encourage you to participate in a way that is meaningful and achievable for you and your communities. Think big or small.

Many events have centred around mental health expos, community walks, musical entertainment, dance performances, art therapy workshops, weaving and yarning circles, talks from people with lived experience and mental health professionals..

We have compiled a few ideas based on the [building blocks of wellbeing](#) and past events to help spark your creativity!

EVENT EXAMPLES

- Affirmation and gratitude walls
- Art and music therapy classes
- Art competitions and exhibitions
- Basket weaving
- Breakfasts, BBQs and morning teas with guest speakers and story sharing session
- Classroom and whole of school activities
- Community walks
- Craft sessions, including the creation of hand-painted banners
- Cooking demonstrations from nutritionists and bush tucker sessions
- Dance classes
- Equine-assisted therapy sessions
- Gardening
- Group fitness (yoga, tai-chi, pilates)
- Mindfulness activities
- Mural painting musical entertainment
- Nature drawing
- Poetry readings
- Psychologist meet-and-greets
- Scavenger hunts and obstacle courses
- Screen printing with positive mental health messages
- Smoking ceremonies
- Stalls in high-traffic areas within the community providing mental health resources
- Talks on relevant local community topics, including mental health and wellbeing strategies, nutrition, disaster and community recovery,
- Tree planting
- Theatre or dance performances
- Totem design
- Wellbeing packs, including information on local supports
- Workshops, webinars and video podcasts
- Yarning circles



PLANNING

Once you have made the decision to host an event, and come up with your idea, it's time to plan and promote! There is a handy planning checklist at the end of this kit.

CONSIDER ASSEMBLING A TEAM AND SEEKING SUPPORT

Many hands make light work. Invite people to join your organising team to help you come up with ideas and hold a great event. If you need a lot of people power, put out a call for volunteer.

To help fund your event, you could seek sponsorship or prizes from businesses whose values align with promoting mental health and wellbeing.



COMMUNICATING ABOUT MENTAL ILL-HEALTH

The way mental ill-health is communicated about or portrayed can greatly influence help-seeking behaviour and the prevalence of stigma. We encourage all QMHW event organisers to carefully consider how they discuss mental illness and utilise the Mindframe guidelines at www.mindframe.org.au to ensure safe and inclusive language is used for event messaging.

QMHW RESOURCES AND MARKETING MATERIALS

There are a range of QMHW resources on the QMHW website, including posters, logos, social media shareables and more (available from June).

You can utilise the 2024 QMHW logos on marketing materials if you've registered your event on the QMHW website. We ask that you follow our logo usage guidelines.

QMHW MERCHANDISE

QMHW merchandise will be available for purchase from July, including green awareness ribbons and affirmation cards.





Don't be shy when it comes to promoting your event. Just make sure to follow any relevant regulations or government [guidelines](#).

EVENT PROMOTIONS

It's important to think about how you're going to promote your event or activity, especially if you want to hold a large public event.

REGISTER YOUR EVENT

By registering your event on the QMHW website ([click here](#)), your event or activity will be officially counted as part of QMHW. You can choose whether you list your event as public (open to everyone) or private (which won't display its location).

Having your event registered is a useful tool for promotion. If it's a public event, people will be able to find it on our event map!

SEND INVITATIONS

If you have a mailing list, send out emails periodically leading up to the event. There may also be specific people you wish to invite. 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.

ADVERTISE

Your place of employment, the local library, cafés, shops, and community noticeboards are great places to advertise your event. Print posters and put them up in high-traffic areas. Make sure to promote your event on relevant online event directories too! You could send an email pitch to those that do special features articles on events.

SPREAD THE WORD ON SOCIAL MEDIA

Use the power of social media to get the message out about your event. You could even run a social media contest with a prize to generate lots of hype and buzz around your event.

PHONE

If you've noticed that a few of your targeted attendees still have not registered for your event, why not give them a call?



LOOK AFTER YOURSELF AND OTHERS

QMHW is a time when people are prompted to find out more about mental health and seek help for problems they may be facing. Below are some tips that you might find useful if someone approaches you for help at your event or during the planning stages.

GET PREPARED FOR CONVERSATIONS ABOUT MENTAL HEALTH

If someone starts talking with you about a mental health challenge, they trust you to be understanding and non-judgemental. For many people, reaching out to seek help can be a huge barrier to overcome, so be ready to act if someone approaches you to talk. Ask directly if they need further support, encourage the person to seek help, and give them information about where they can find help.

It is a good idea to organise leaflets and information packs from local mental health providers and services that you want to hand out at your event.

KNOW YOU AND YOUR TEAM'S BOUNDARIES

Before the event, talk to all staff and volunteers about how they will handle conversations about mental health. Encourage them to look out for one another. You could consider the following questions as prompts:

- What do you feel confident talking about?
- What might you need more information or support with?
- How can you direct people to support resources or services?
- When might you need to refer someone to another source of assistance?

Don't forget to check-in with your team during and after the event too.

SUPPORT SERVICES

It's important to include relevant helplines and websites where applicable to start people on the right track when seeking help. Below is a list of helplines. You can visit the 'Find Help' tab on the QMHW website for a more extensive range of links to mental health services and resources.

Lifeline

13 11 14 | www.lifeline.org.au

beyondblue

1300 22 4636 | www.beyondblue.org.au

Suicide Call Back Service

1300 659 467 | www.suicidecallbackservice.org.au

Kids Helpline

1800 55 1800 | www.kidshelp.com.au

13YARN

13 92 76 | www.13yarn.org.au

SANE forums

www.saneforums.org



Remember that looking after yourself and your team is just as important as looking after others.

EVENT PLANNING CHECKLIST

You can use this checklist to assist in planning your QMHW event. It might not include all the specific elements of your event, or it may include too many, especially if you are hosting a small event.

- Set a date
- Prepare an event budget
- Develop an event planning timeline
- Create risk management and COVID-19 safety plans
- Book venue/meeting room
- Develop toilets, cleaning and maintenance plan and book portable toilets and cleaners, as necessary
- Inform local government of event and gain approvals
- Organise staff and/or volunteers to assist
- Design plan of venue/event site
- Design traffic and parking plan - make sure to send any applications for road closures early
- Identify potential sponsors and/or exhibitors and approach them early with a strong proposal
- Order equipment, e.g., stage, PA, generators, etc.
- Book entertainment/MC and apply for noise permit

- Consider crowd control and cash security
- Book first aid officer/s
- Book food vendors/catering and book any permits
- Consider signage, disabled parking, pedestrian access, marshals, entry/exits, lighting, road closures
- Organise awards/certificates and decorations

MARKETING AND PROMOTIONS

- Develop marketing/communication plan
- Design promotional materials
- Register events on QMHW website and submit event information to local events calendars
- Distribute posters/emails/other communications
- Schedule social media posts
- Prepare and distribute a media release

THE DAY BEFORE

- Gather staff/volunteers for briefing
- Distribute a final run sheet outlining event timings, responsibilities and contact details
- Review chain of command in case of an emergency
- Contact media (if attending)
- Get your gear packed and ready to go, charging your camera and printing out photography release forms
- If you have early access to the venue you can start the set up and place signage

DURING AND AFTER THE EVENT

- Do final tests and checks, including run-throughs with facilitators and presenters
- Ensure sponsors and key partners are met and greeted appropriately
- Share mental health support service information
- Remove all equipment and rubbish
- Hold a debrief session
- Send thank you email
- Ask for feedback from participants