



Connect for mental health



SELF



COMMUNITY



OTHERS



NATURE



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:

- copy for websites, articles, or standalone e-blasts
- copy for newsletter items
- copy for social media.

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 2024, QMHW will be held from Saturday 5 October to Sunday 13 October, encompassing World Mental Health Day on Thursday 10 October.

The theme for QMHW in 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.

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



This artwork was commissioned by CheckUP for Queensland Mental Health Week. It is titled 'Stronger connection creates strong health' and was created by proud Mayi woman Leah Cummins.



Example content

Website copy, article or standalone e-blast – full version

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 5 October to Sunday 13 October to mark the annual awareness initiative.

The 2024 theme 'Connect for mental health' emphasises the proactive measures we can adopt to nurture and support positive mental health and wellbeing for ourselves and our communities. It 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.

Get involved: below are a few simple ideas.

- 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 mood 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 through strong cross-sector collaboration.

To learn more about Queensland Mental Health Week, 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.

Website copy, article or standalone e-blast – short version

Let's connect for mental health this Queensland Mental Health Week (QMHW!)

QMHW will be held from Saturday 5 October to Sunday 13 October, encompassing World Mental Health Day on Thursday 10 October.

The theme 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.

With hundreds of 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 #Connect4MentalHealth, tagging @MentalHealthWeek on Facebook or @QldMentalHealthWeek on Instagram.

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

To learn more about Queensland Mental Health Week, 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.

Newsletter item – example one

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 5-13 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 2024 theme is 'Connect for mental health', 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.

Newsletter item – example two

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

Each year, Queensland Mental Health Week events bring communities together, increase connections, and spark important conversations.

In 2024, there will be hundreds of events held across the date during QMHW, which will run from Saturday 5 October to Sunday 13 October.

To learn more about Queensland Mental Health Week 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

Facebook / Instagram post – example one

This October 5-13, how will you connect for Queensland Mental Health Week?

Connect with your community by participating in one of the hundreds of events happening across Queensland. Connect with yourself by trying activities that boost your mood. Connect with others by checking in and sharing

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

#QMHW #Connect4MentalHealth

Facebook / Instagram post – example two

Queensland Mental Health Week is being celebrated from 5-13 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 qldmentalhealthweek.org.au

#QMHW #Connect4MentalHealth

LinkedIn post – example one

Will you help 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 qldmentalhealthweek.org.au.

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

#QMHW #Connect4MentalHealth

LinkedIn post – example two

Almost half of Australians will experience a mental illness at some time in their life, with 1 in 5 having experienced a common mental illness in the last 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 create the connections that are proven to benefit our mental health this October 5-13 by getting your organisation involved!

Register an event and download resources at qldmentalhealthweek.org.au.

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

#QMHW #Connect4MentalHealth