

A photograph of two men in a park-like setting. The man on the left, with a beard and dark hair, is wearing a blue hoodie and looking towards the other man. The man on the right, also with a beard and dark hair, is wearing a grey t-shirt and has his hand on the first man's shoulder. In the foreground, a blue backpack is visible. The background shows trees and a fence.

# THINK MENTAL HEALTH COMMUNITY TOOLKIT



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EVALUATION OF THIS KIT  
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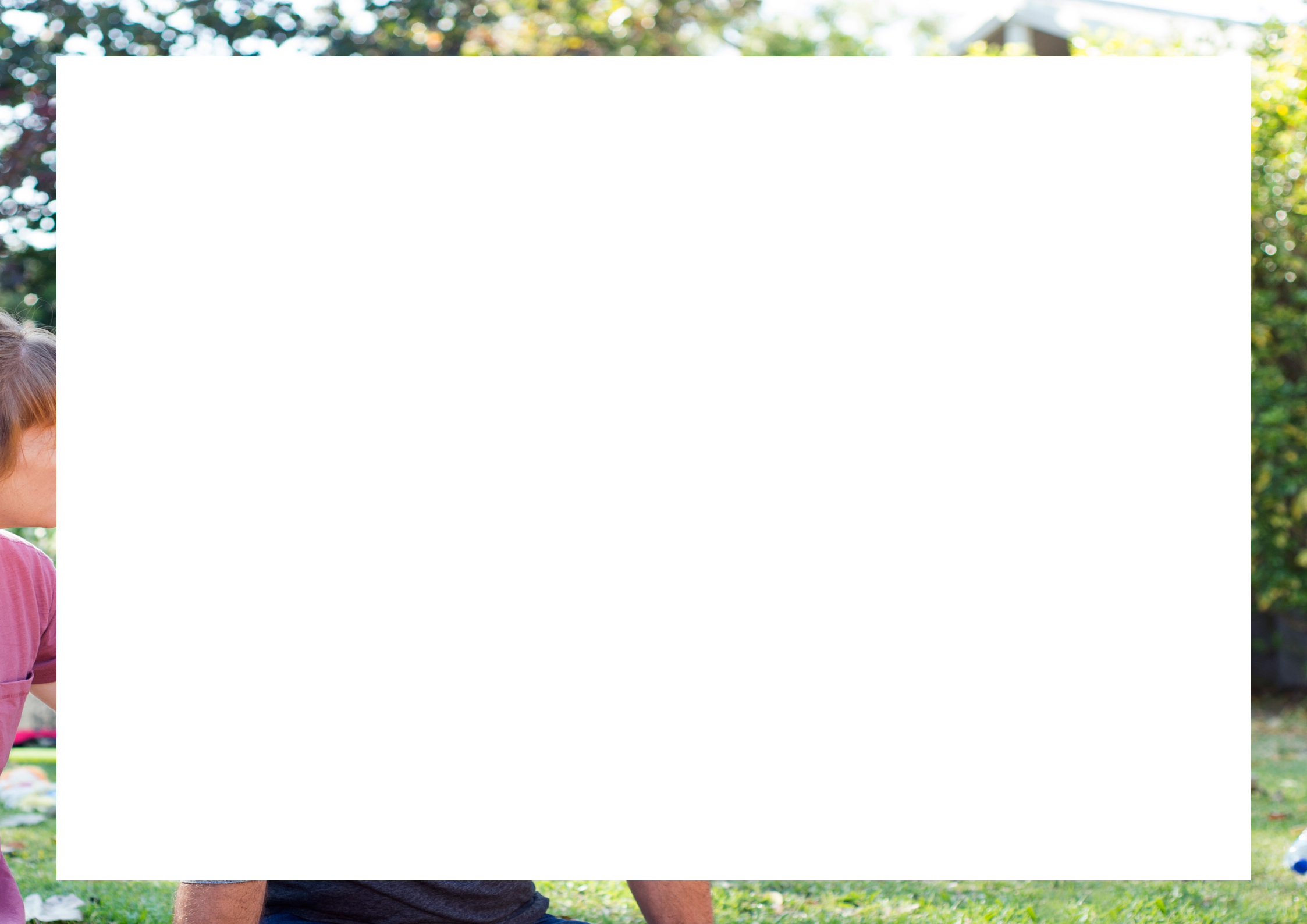
# ABOUT THIS TOOLKIT

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AS A LOCAL STAKEHOLDER YOU MAY WISH TO USE ONE OR ALL OF THE SUPPLIED TEMPLATES AND STRATEGIES. YOU ARE IN THE BEST POSITION TO DETERMINE WHICH ACTIVITIES WORK BEST FOR YOU AND WE ARE HAPPY TO OFFER ASSISTANCE AND SUPPORT AS REQUESTED.









# CAMPAIGN BACKGROUND

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## ABOUT THE CAMPAIGN

The Suicide Prevention Public Education Program's *Think Mental Health* Campaign (the Campaign) is a key initiative of the State-wide suicide prevention strategy, Suicide Prevention 2020: Together we can save lives (the Strategy), under Action Area One - Greater public awareness and united action across the community.

The Campaign is part of a comprehensive approach to mental health promotion and mental illness prevention. It supports other initiatives to prevent and reduce suicide in Western Australia. There are a number of mental health initiatives being delivered in Western Australia and Australia.

*Think Mental Health's* focus is on assisting the Western Australian community to connect with the best information, support and services for their particular situation, without duplicating the good work already being done.

The Campaign has been developed in consultation with an expert reference group, regional Suicide Prevention Coordinators and the Ministerial Council on Suicide Prevention, and formally tested amongst the target audience. A range of campaign strategies have been developed, which will be delivered state-wide by the Mental Health Commission

and locally by the Suicide Prevention Coordinators based in the metropolitan area and across regional Western Australia. The Campaign will develop over time to address a range of issues for priority target groups.

The *Think Mental Health Campaign* aims to raise awareness of the fact that mental health issues can affect anyone and encourages men, family and friends to check-in on a mate or someone close to them if they're not going so well.

The campaign will contribute to:

- Promoting mental health and wellbeing;
- De-stigmatising mental health issues;
- Assisting the Western Australian community to navigate the range of mental health activities and services available; and
- Building resilience and improving the mental health and wellbeing of the Western Australian Community.

## TARGET GROUP

Phase one of the campaign targets men aged 25 to 54-years living in Western Australia and family and friends of men aged 25 to 54-years living in Western Australia.

# CAMPAIGN SCHEDULE + KEY EVENTS

2017

JAN

STATE WIDE CAMPAIGN IN MARKET  
PERTH FESTIVAL  
AUSTRALIA DAY

FEB

MAR

APR

STATE WIDE CAMPAIGN IN  
MARKET  
WORLD HEALTH DAY

MAY

STATE WIDE CAMPAIGN IN  
MARKET  
SORRY DAY

JUN

INFANT MENTAL HEALTH WEEK

JUL

SLEEP AWARENESS WEEK  
NAIDOC WEEK

AUG

STATE WIDE CAMPAIGN IN MARKET

SEP

STATE WIDE CAMPAIGN IN MARKET  
R U OK DAY  
WOMEN'S HEALTH WEEK

OCT

WORLD MENTAL HEALTH DAY

NOV

DEC

STATE WIDE CAMPAIGN IN MARKET

# CAMPAIGN MATERIALS

CLICK ON  TO PLAY OR  TO VIEW

## ONLINE



COUPLE



MATES



## RADIO

30 SECOND





# CAMPAIGN MATERIALS

## SOCIAL MEDIA VIDEOS



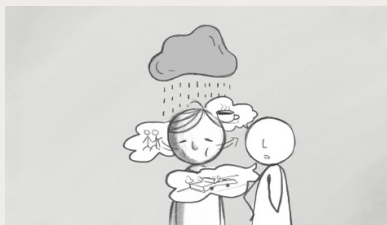
Signs that someone isn't going so well



Know where to go to get help



Check-up tool



Know how to reach out

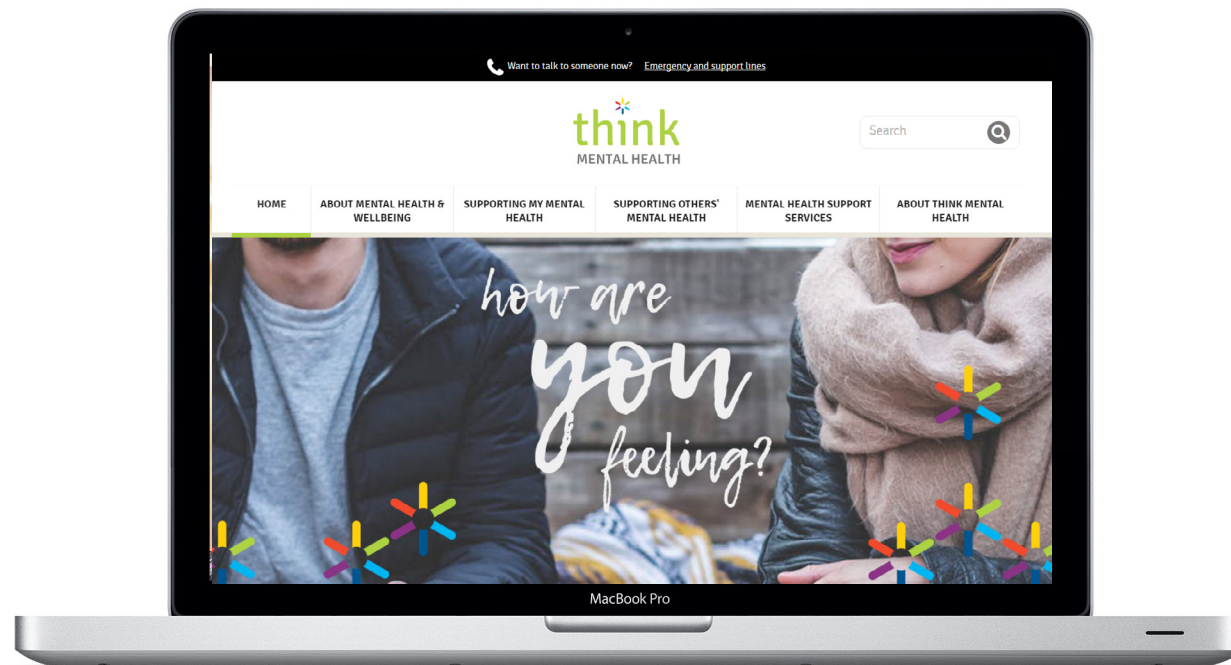


Things you can do to look after your mental health and wellbeing

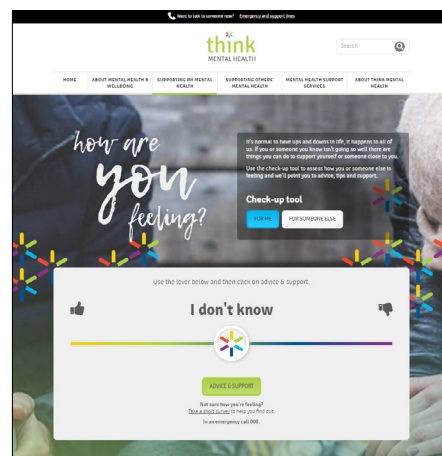



# WEBSITE MATERIALS

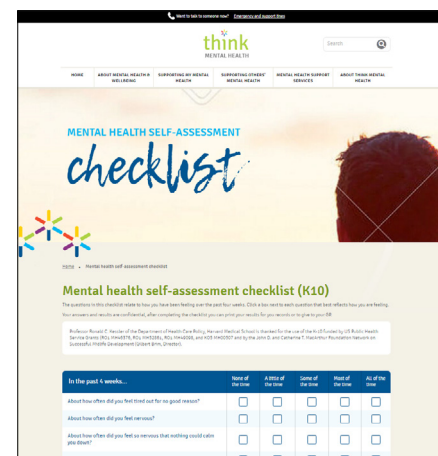
CLICK ON  TO BE TAKEN TO RELEVANT PAGE ON THE THINK MENTAL HEALTH WEBSITE




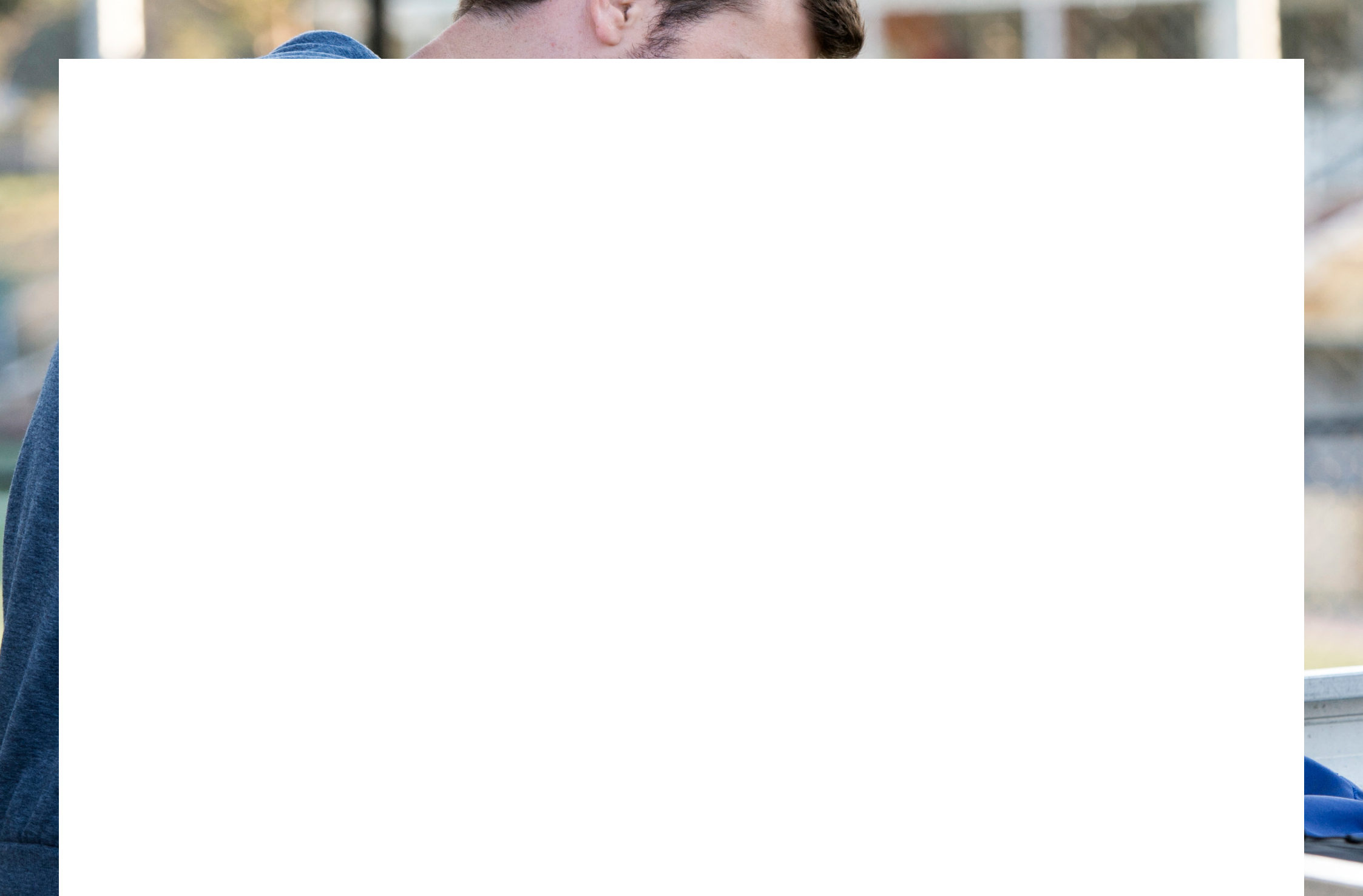
## ONLINE TOOLS



Mental health check-up tool 



Mental health self-assessment checklist 





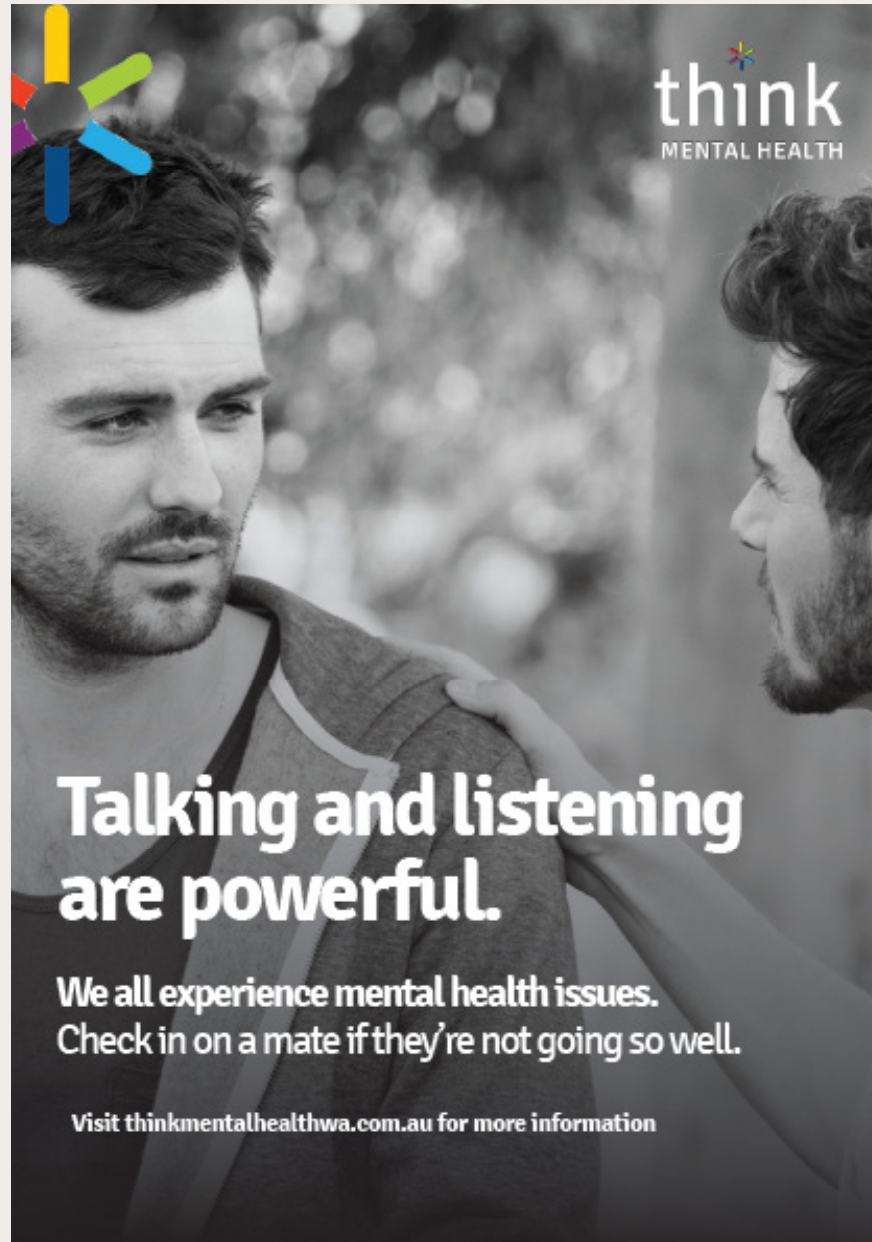
# A3 POSTER

## PURPOSE

A way to distribute the campaign messages in places that the target group visit.

## TIPS

- Order hard copies from the resource order form.
- Download the PDF and print at the size that suits you, A5, A4 or A2.
- Place in shopping centers, community centers, sporting complexes.
- Display at events.



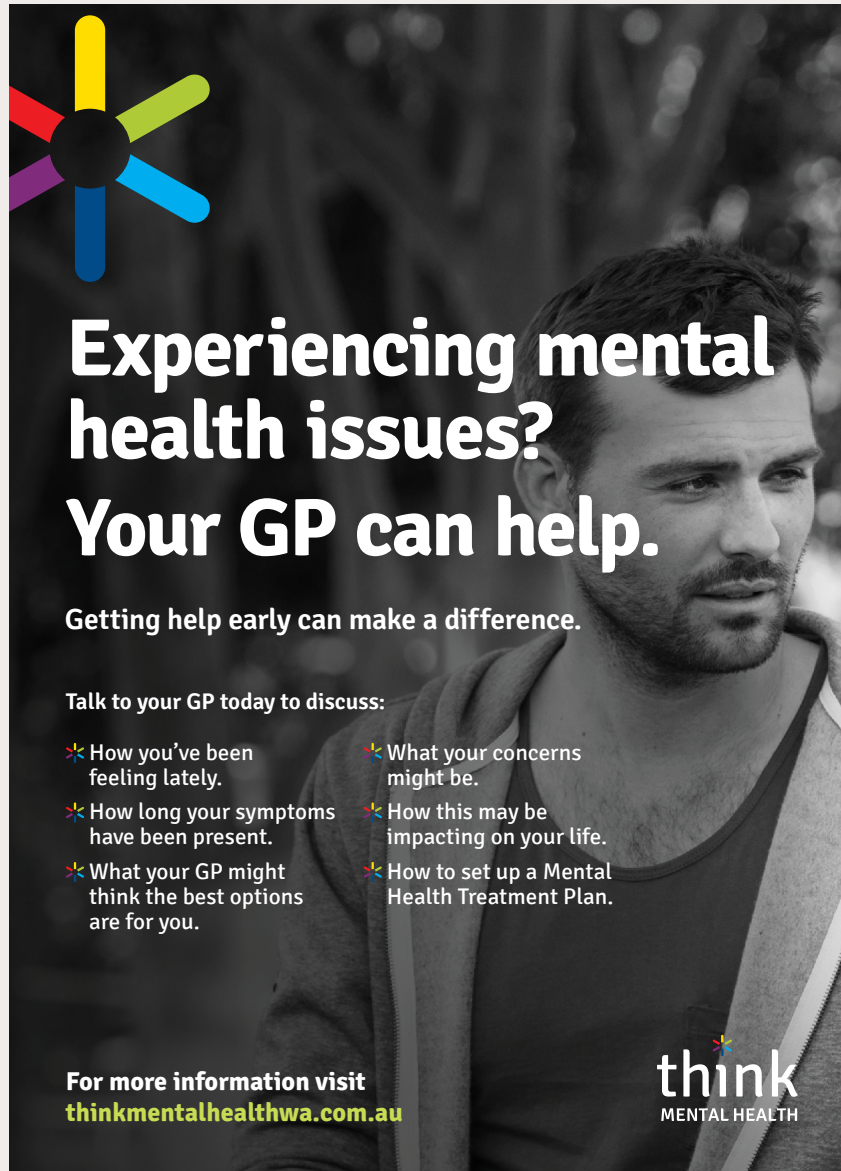
# GP POSTER

## PURPOSE

To inform people that getting help early can make a difference and that their GP can help them if they are experiencing a mental health issue.

## TIPS

- Order hard copies from the resource order form.
- Mail to the target group.
- Ask if you can distribute the poster at locations around where the target group might frequent and be open to health messages, such as GP practices and waiting rooms and local pharmacies.



The poster features a black and white photograph of a man with a beard, looking thoughtfully to the side. In the top left corner, there is a colorful starburst logo with five rays in yellow, red, green, blue, and purple. The main text is in large, bold, white font. Below the main text, there is a smaller line of text. Further down, there is a section titled 'Talk to your GP today to discuss:' followed by six bullet points, each preceded by a small colorful starburst icon. At the bottom left, there is text about where to find more information. At the bottom right, there is the 'think MENTAL HEALTH' logo, which includes a small colorful starburst icon above the word 'think'.

### Experiencing mental health issues? Your GP can help.

Getting help early can make a difference.

Talk to your GP today to discuss:

- ✦ How you've been feeling lately.
- ✦ How long your symptoms have been present.
- ✦ What your GP might think the best options are for you.
- ✦ What your concerns might be.
- ✦ How this may be impacting on your life.
- ✦ How to set up a Mental Health Treatment Plan.

For more information visit  
[thinkmentalhealthwa.com.au](http://thinkmentalhealthwa.com.au)

**think**  
MENTAL HEALTH



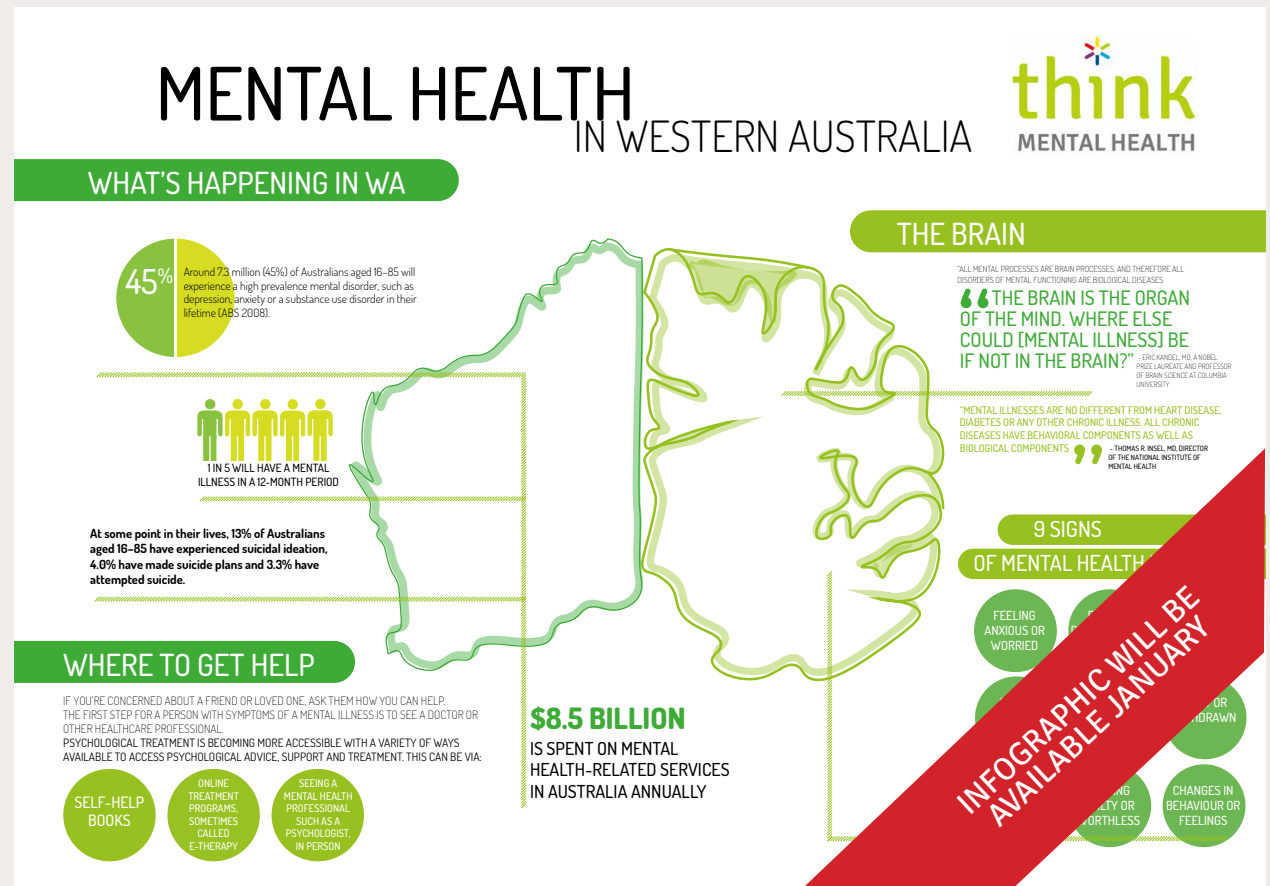
# INFOGRAPHIC

## PURPOSE

This infographic is an attention grabbing way to highlight important statistics and information about mental health and presents the information in a format that is easily understood.

## TIPS

- Place on local notice boards or in newsletters.
- Place on your organisations Facebook page or website.
- Use statistics in community radio announcements.
- Insert into local newsletters or local newspapers.





# EMAIL SIGNATURE

## PURPOSE

Adding an image to the bottom of an email signature is an easy way to continually remind people and organisations of the campaign messages.

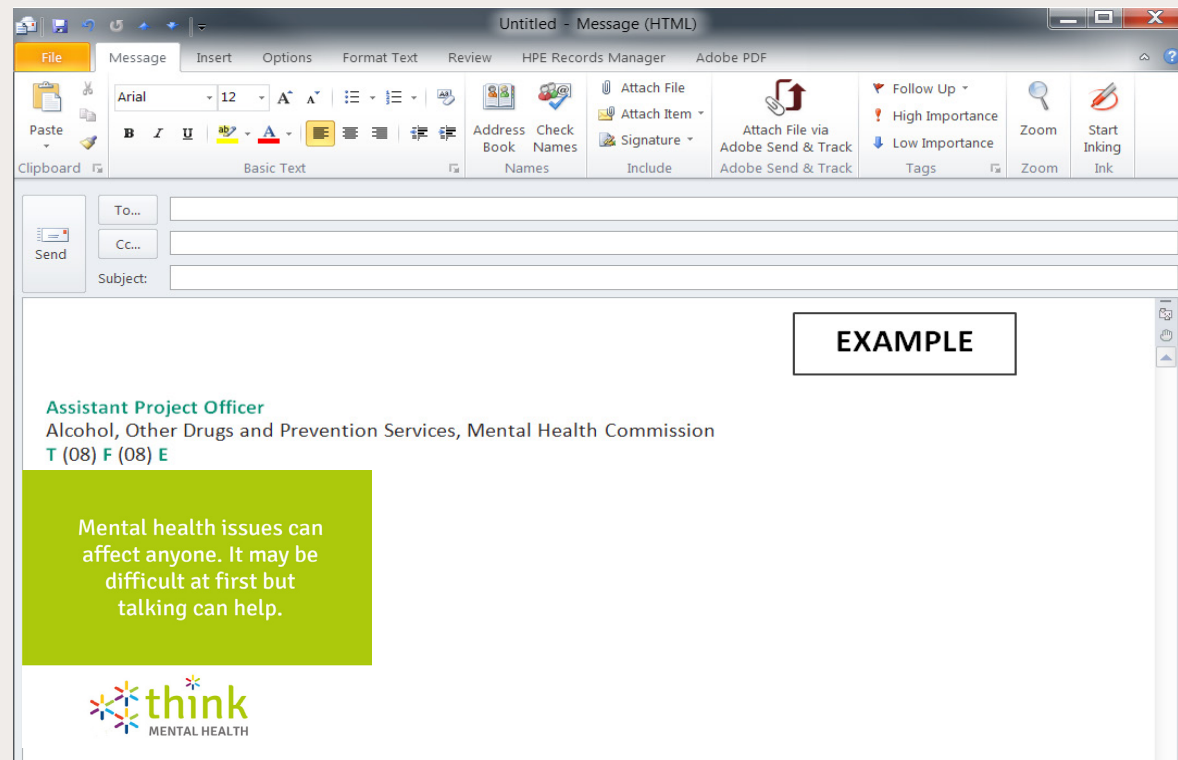
## TIPS

- Change the images so that messages are varied.
- If you have quite a long email signature, use the leaderboard sized image to avoid adding any more length.

The images on pages 17 and 18 can be used within email signatures. These images can be changed periodically to deliver varying key messages.

HOW TO INSERT IMAGE INTO A MICROSOFT OUTLOOK EMAIL SIGNATURE If you do not use Microsoft Outlook as your email provider, please contact your IT department/staff for assistance.

1. Open a new message.
2. Select 'Signatures' under the 'Message' tab (in the 'Include' area on the toolbar).
3. From the drop down menu select 'Signatures'.
4. Click on the image then 'COPY' and 'PASTE' it into the desired section of your signature.
5. Click 'OK'.



# IMAGES

## PURPOSE

These images have been developed in standard banner sizes so that they can easily be added to websites.

## TIPS

- Post on your organisations website.
- Use as an email signature (see page 19 for instructions).

Check in on a mate if they're not going so well.  
**Visit [thinkmentalhealthwa.com.au](http://thinkmentalhealthwa.com.au)**



Talking and listening are powerful.  
**Visit [thinkmentalhealthwa.com.au](http://thinkmentalhealthwa.com.au)**



Check in on someone you care about  
if you think they're not going so well.  
**Visit [thinkmentalhealthwa.com.au](http://thinkmentalhealthwa.com.au)**



Mental health issues can affect anyone.  
Check in on a mate if they're not going so well.  
**Visit [thinkmentalhealthwa.com.au](http://thinkmentalhealthwa.com.au)**



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Check in on someone you care about if they're not going so well.  
**Visit [thinkmentalhealthwa.com.au](http://thinkmentalhealthwa.com.au)**



LEADERBOARD - 728 X 90 PIXELS



It can be hard to know when you should seek help for a mental health issue. A good place to start is to visit your GP!

**Visit [thinkmentalhealthwa.com.au](http://thinkmentalhealthwa.com.au)**



If you're not going so well, talking to someone is a positive first step.

**Visit [thinkmentalhealthwa.com.au](http://thinkmentalhealthwa.com.au)**



If you notice that someone isn't going so well, check-in on them.

**Visit [thinkmentalhealthwa.com.au](http://thinkmentalhealthwa.com.au)**



Getting help early can make a difference. A good place to start is to get advice from your GP.

**Visit [thinkmentalhealthwa.com.au](http://thinkmentalhealthwa.com.au)**



Mental health issues can affect anyone. It may be difficult at first but talking can help.

**Visit [thinkmentalhealthwa.com.au](http://thinkmentalhealthwa.com.au)**





# FACEBOOK POSTS

## PURPOSE

A free method to easily distribute the Think Mental Health campaign messaging online and allow people to quickly find more information on the Think Mental Health website.

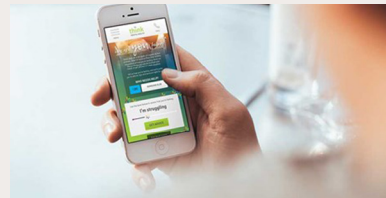
## TIPS

- If your organisation does not have its own facebook page, it is really easy to set one up,
- The best time to post is between 12 and 3pm on Monday, Wednesday, Thursday and Friday.
- Rotate between posts to keep your followers interested.



### 01

Not sure how you are feeling? Use the new mental health check-up tool to get advice, tips and support!



CLICK THROUGH URL  
[www.thinkmentalhealthwa.com.au/supporting-my-mental-health/what-help-is-right-for-me/](http://www.thinkmentalhealthwa.com.au/supporting-my-mental-health/what-help-is-right-for-me/)

### 02

Talking and listening are powerful, check-in on a mate if they're not going so well. Check out how to start the conversation on tools and tips on where to begin.



CLICK THROUGH URL  
[www.thinkmentalhealthwa.com.au/supporting-others-mental-health/how-to-help/how-to-start-the-conversation/](http://www.thinkmentalhealthwa.com.au/supporting-others-mental-health/how-to-help/how-to-start-the-conversation/)

### 03

Little things can make a big difference to how we feel. Why not go for a walk with a friend or take the dog for a walk after work? Click here to find out other ways to make you feel good.



CLICK THROUGH URL  
[www.thinkmentalhealthwa.com.au/about-mental-health-wellbeing/ways-to-look-after-your-mental-health/](http://www.thinkmentalhealthwa.com.au/about-mental-health-wellbeing/ways-to-look-after-your-mental-health/)

### 04

It is important to know what to look out for if you think someone close to you might need help. Find out more:



CLICK THROUGH URL  
[www.thinkmentalhealthwa.com.au/supporting-others-mental-health/signs-and-symptoms/](http://www.thinkmentalhealthwa.com.au/supporting-others-mental-health/signs-and-symptoms/)

### 05

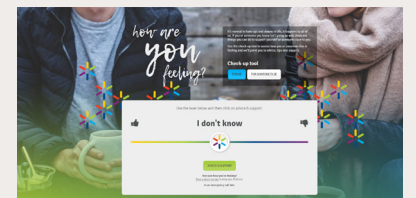
If you are experiencing a mental health issue your GP can help. Find out how here:



CLICK THROUGH URL  
[www.thinkmentalhealthwa.com.au/mental-health-support-services/how-your-gp-can-help/](http://www.thinkmentalhealthwa.com.au/mental-health-support-services/how-your-gp-can-help/)

### 06

If things aren't right, and you're not sure how you are feeling, visit your GP, seek professional support or complete this mental health check-up tool first which will act as a guide.



CLICK THROUGH URL  
[www.thinkmentalhealthwa.com.au/supporting-my-mental-health/what-help-is-right-for-me/](http://www.thinkmentalhealthwa.com.au/supporting-my-mental-health/what-help-is-right-for-me/)

## 07

What to look out for if you notice someone isn't going so well? Find out here:



CLICK THROUGH URL  
[www.thinkmentalhealthwa.com.au/supporting-others-mental-health/signs-and-symptoms/](http://www.thinkmentalhealthwa.com.au/supporting-others-mental-health/signs-and-symptoms/)

## 08

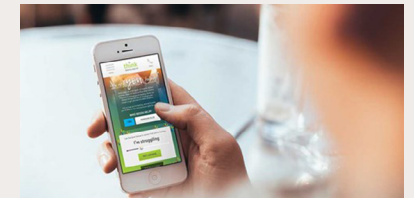
Mental health issues can affect anyone. Talking and listening are powerful. Check in on a mate if you notice they're not going so well.



CLICK THROUGH URL  
[www.thinkmentalhealthwa.com.au/supporting-others-mental-health/how-to-help/](http://www.thinkmentalhealthwa.com.au/supporting-others-mental-health/how-to-help/)

## 09

Want to assess how you or someone else is feeling? Use the new mental health check-up tool for advice, tips and support.



CLICK THROUGH URL  
[www.thinkmentalhealthwa.com.au/supporting-my-mental-health/what-help-is-right-for-me/](http://www.thinkmentalhealthwa.com.au/supporting-my-mental-health/what-help-is-right-for-me/)

## 10

If you're not going so well talking to your GP or someone you trust can make a difference.



CLICK THROUGH URL  
[www.thinkmentalhealthwa.com.au/mental-health-support-services/how-your-gp-can-help/](http://www.thinkmentalhealthwa.com.au/mental-health-support-services/how-your-gp-can-help/)

## 11

If you are concerned about someone it is important that you check-in on them. Find the right moment to talk to them. If you don't know where to begin why not go for a walk with them or grab a coffee, tell them you are concerned and offer to help.



CLICK THROUGH URL  
[www.thinkmentalhealthwa.com.au/supporting-others-mental-health/how-to-help/](http://www.thinkmentalhealthwa.com.au/supporting-others-mental-health/how-to-help/)

## 12

Looking after your mental health is just as important as looking after your physical health. Click here for ideas on ways to look after your mental health.



CLICK THROUGH URL  
[www.thinkmentalhealthwa.com.au/about-mental-health-wellbeing/ways-to-look-after-your-mental-health/](http://www.thinkmentalhealthwa.com.au/about-mental-health-wellbeing/ways-to-look-after-your-mental-health/)

# LOCALISED POSTER OR INFOGRAPHIC

YOU CAN USE OUR INFOGRAPHIC OR POSTER FOR YOUR COMMUNITY TAILORED TO INCLUDE YOUR LOCAL SERVICES.

The resource will be amended by the Public Education and Healthy Promotion team and a print ready pdf will be provided to you so you can print the resource directly with your printing supplier.

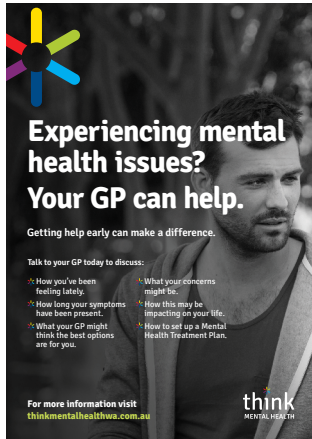
A form is located on the next page for you to fill out and send back. When the form is submitted it will be developed within five working days.

## RECEIVE A LOCALISED POSTER

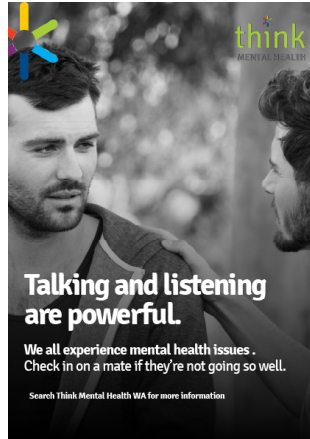
1. Print out order form on page 20.
2. Complete all fields.
3. Scan completed form.
4. Send completed form to [thinkmentalhealthwa@mhc.wa.gov.au](mailto:thinkmentalhealthwa@mhc.wa.gov.au) or your community programs representative.
5. A print ready pdf will be emailed back to you within 5 working days.

# REQUEST FORM

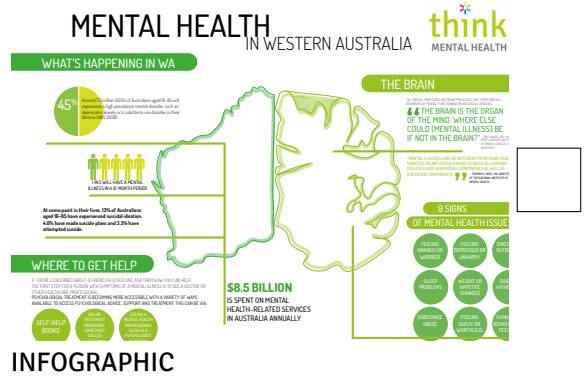
## STEP ONE: SELECT RESOURCE



GP POSTER



A3 POSTER



## STEP TWO: LOCAL SERVICE DETAILS

PROVIDE LOCAL SERVICE DETAILS HERE:

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## STEP THREE: CONTACT DETAILS

NAME: \_\_\_\_\_

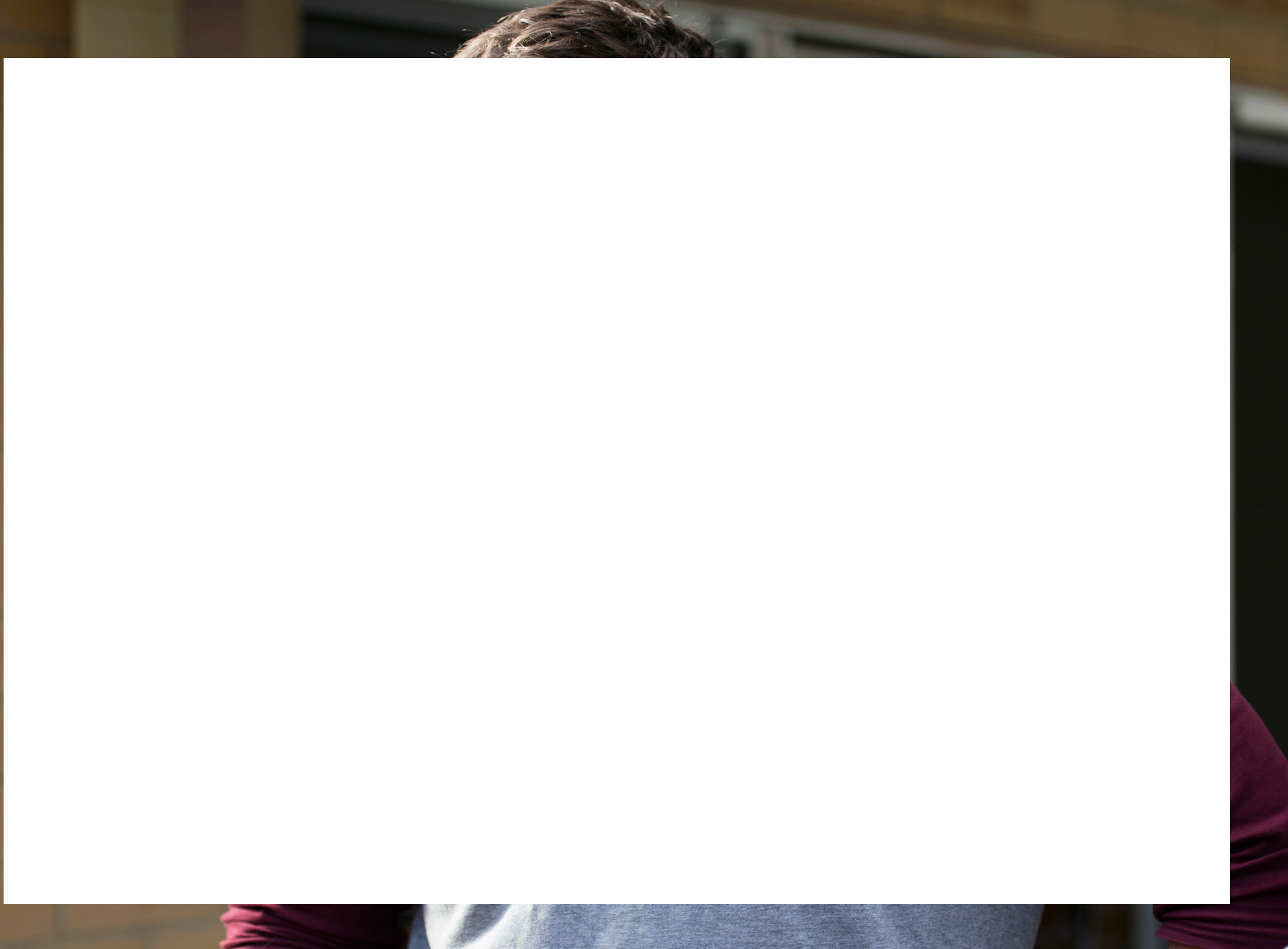
ORGANISATION: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

DEADLINE: \_\_\_\_\_





# KEY MEDIA MESSAGES

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## 01

There are a lot of different ways that you can get help. This includes:

- Talking to a mate or someone you trust
- Visiting your GP
- Calling a helpline
- Using the new Mental Health Check-Up Tool.

## 02

Mental health issues can affect anyone. It may be difficult at first but talking can help.

## 03

For men, it can be tough, but taking the first step of talking to someone you trust can help you improve your wellbeing, your health and your life.

## 04

When a mate isn't going so well, keep an eye out for changes in his behaviour. He might need your help.

# DID YOU KNOW MESSAGING

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## 01

From the Australian Bureau of Statistics 2017:

- In Western Australia, one person dies every day by suicide. In 2016, suicide accounted for 371 deaths in Western Australia.
- Three out of four deaths by suicide are male.

## 02

Your GP can help by talking with you about what is happening and work with you to determine what support is best for you. A GP can help with:

- Determining best support options, which can include self-help, support groups, on-line support and referral to community services.
- Setting up a Mental Health Treatment Plan which can be one option that allows you to claim a Medicare rebate for up to six visits to a clinical psychologist or mental health professional or allied mental health professional.

If you think you require more treatment following the initial six visits you can go back to your GP who can, depending on your needs, refer you for another four sessions.

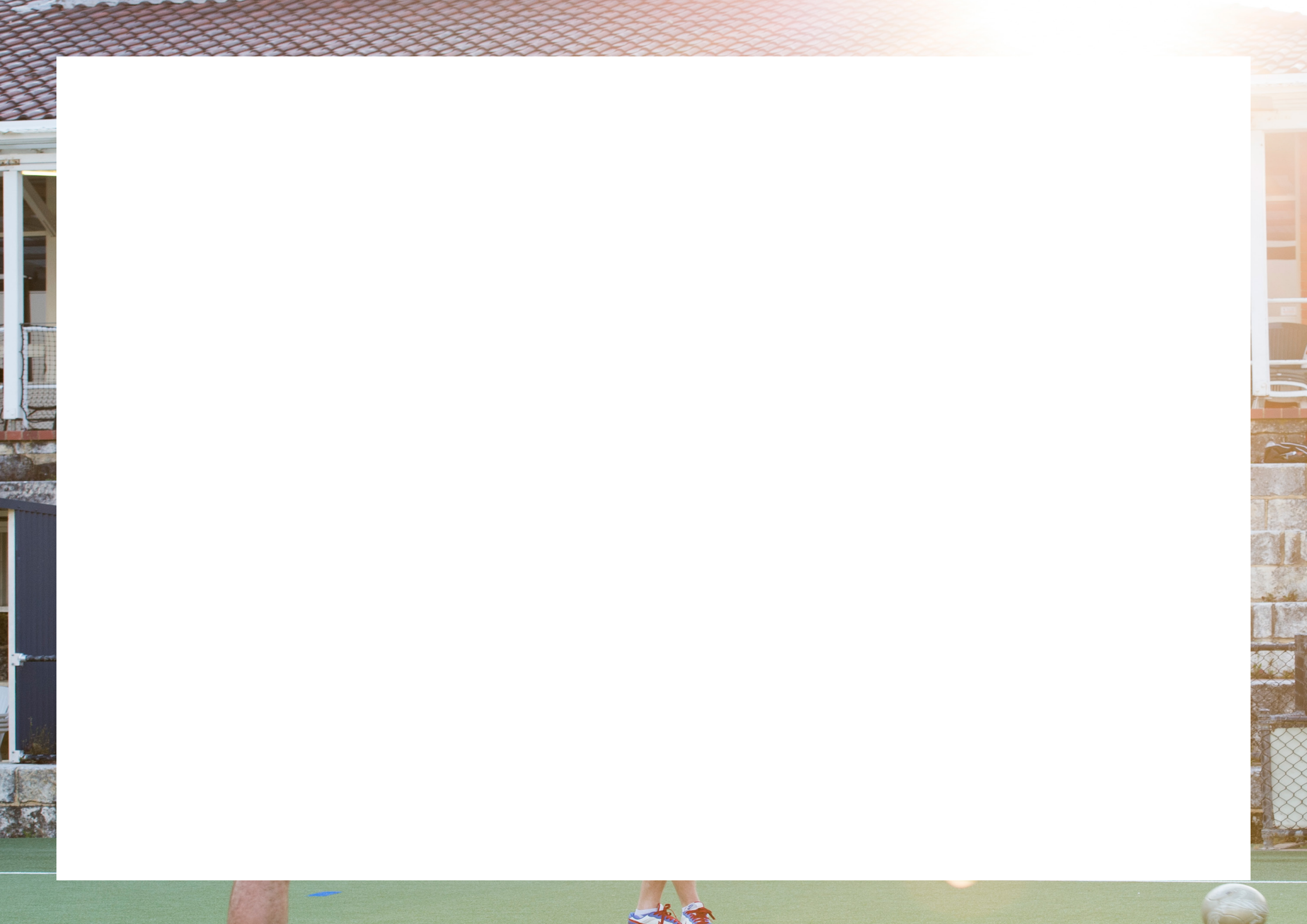
## 03

There are a number of things to look out for if you notice someone isn't going so well. This includes:

- if they're feeling down or sad
- withdrawing from family, friends and activities
- sleeping problems
- working longer hours than usual
- emotional outbursts
- increased use of alcohol or other drugs
- major changes in eating habits.

## 04

Talking and listening are powerful. Checking-in on someone can make a big difference.



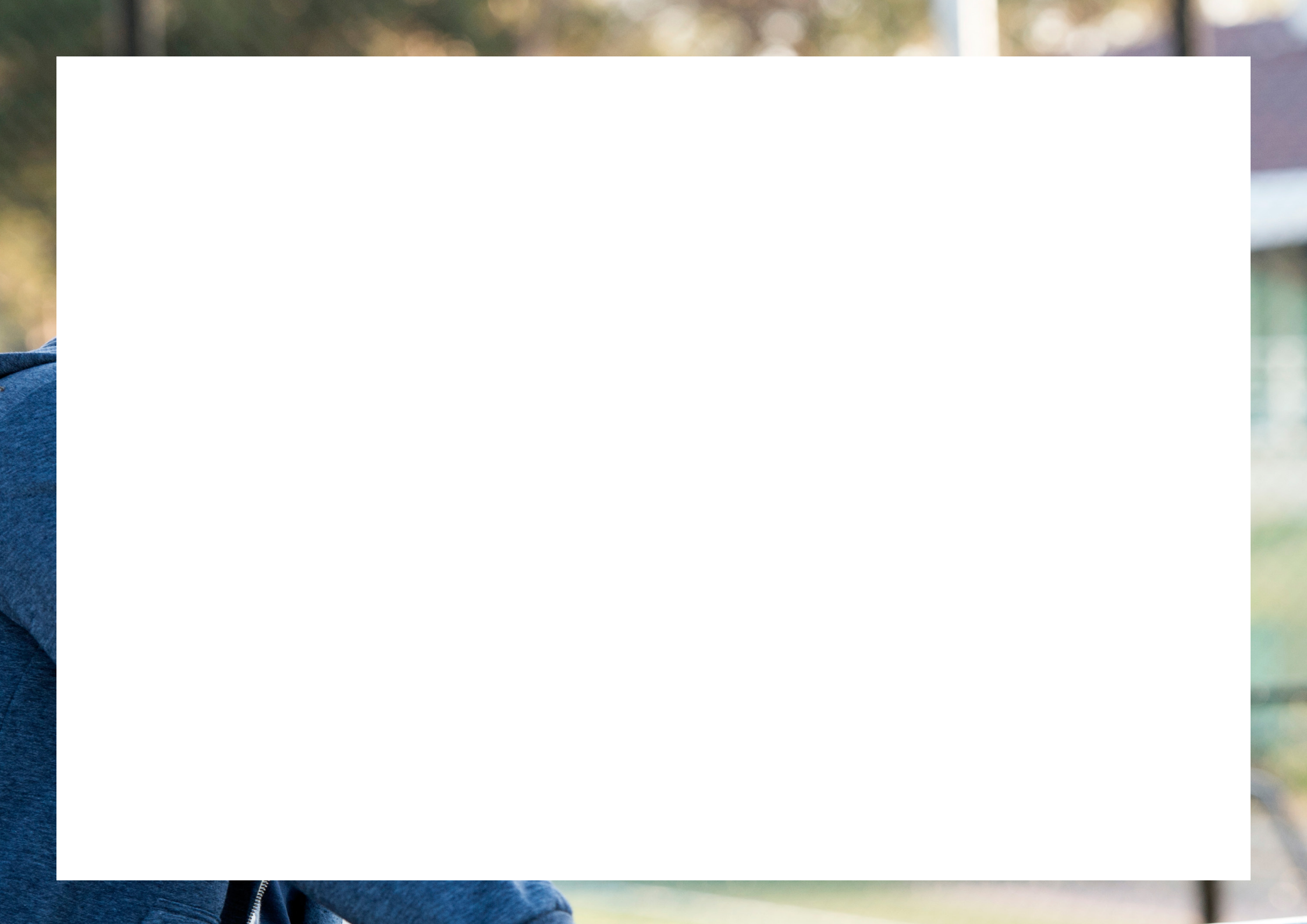


# RESOURCE ORDER FORM

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HARD COPIES OF MANY OF THE RESOURCES FEATURED INSIDE THIS TOOLKIT WILL BE MADE AVAILABLE JANUARY. AN UPDATED KIT WITH THE ORDER FORM WILL BE PROVIDED THEN. [CLICK HERE](#) TO ACCESS THE FORM.



# EVALUATING THIS TOOLKIT

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The Mental Health Commission is always looking to improve both the campaign toolkits and the materials included within the kits.

The campaigns are developed following a robust research process including proposition testing and concept testing. Both of these occur prior to commencement of production, and all production sees the messaging is consistent with what was tested.

Please complete a quick 5 minute survey on Survey Monkey to provide your feedback.

Click [here](#) to be taken to the survey.



# USEFUL CONTACTS

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01

## THINK MENTAL HEALTH

Visit the website for more information on the campaign and other mental health and wellbeing content.

[thinkmentalhealthwa.com.au](http://thinkmentalhealthwa.com.au)

02

## ALCOHOL OTHER DRUGS AND PREVENTION SERVICES MENTAL HEALTH COMMISSION

Get in contact with a Community Support and Development team member if you need help to implement any of the campaign materials.

(08) 6553 0600

[mhc.wa.gov.au](http://mhc.wa.gov.au)

03

## ALCOHOL & DRUG SUPPORT LINE

For anyone concerned about their own or another person's alcohol use or drug use. A 24-hour, state-wide, confidential telephone service.

**Metro callers**  
(08) 9442 5000  
**Country callers only (toll-free)**  
1800 198 024

[alcoholdrugsupport@mhc.wa.gov.au](mailto:alcoholdrugsupport@mhc.wa.gov.au)

04

## BEYONDBLUE

beyondblue provides telephone and online chat support service for people, family or friends who are affected or are experiencing mental health issues.

1300 224 636

[beyondblue.org.au](http://beyondblue.org.au)

05

## ABORIGINAL ALCOHOL AND DRUG SERVICE

Delivering culturally secure and holistic services that improve the health and wellbeing of individuals and families in the Aboriginal community by strengthening and healing the mind, body and spirit.

(08) 9221 1411



[thinkmentalhealthwa.com.au](http://thinkmentalhealthwa.com.au)