



# Mental Health Month Communications Kit

*Helping spread the word about mental health*

## What is in this Communications Kit?

This kit has been created by the Mental Health Community Coalition of the ACT to help other community organisations and Government departments easily spread the word about Mental Health Month.

It would be greatly appreciated if you could include some of the articles and posts in your newsletters, on your website and in your social media channels.

You are also encouraged to share this Communications Kit among your networks.

This kit includes:

- A lengthier article for a website or e-newsletter (*180 words*)
- Shorter articles for Facebook or e-newsletters (*approx. 40 words*)
- Social media posts

For more information about promoting Mental Health Week email [communications@mhccact.org.au](mailto:communications@mhccact.org.au)

# What is Mental Health Month?

Mental Health Month is an annual event celebrated in Australia and in over 100 countries to raise awareness of mental illness, reduce the stigma and discrimination against people living with mental illness, and promote positive mental health and wellbeing in the community.

Mental Health Month 2018 is held in October each year in the ACT.

Nearly half (45%) of the Australian population aged 16-85 will experience a mental illness in their life.

Every year, almost one in five Australians (20%) will experience a mental illness. During a one-year period, anxiety disorders will affect 14% of the population and depression will affect 6%.

Mental Health Month ACT is coordinated by the Mental Health Community Coalition of the ACT in partnership with ACT Health and a collaboration of community organisations.

Mental Health Month ACT features a diverse range of fun activities including, a short film festival, art therapy workshops, theatre show, expo and dragon boating on the shores of Lake Burley Griffin.

More information can be found at [www.mentalhealthweekact.org](http://www.mentalhealthweekact.org)

## Long article for a website/ e-newsletter (180 words)

### **Celebrating mental health and wellbeing**

Mental Health Month is held in October each year in the ACT. This annual event celebrated in Australia and over 100 countries across the world is an effort to raise awareness of mental illness and promote positive mental health and wellbeing

The theme for Mental Health Month ACT 2018 is **Identity & Growth**.

Nearly half (45%) of the population will experience a mental disorder at some stage in their lives. Every year, almost one in five Australians (20%) will experience a mental illness.

Lots of activities are happening across the ACT to promote wellbeing, including a Mental Health Film Festival, mindfulness and relaxation workshops and more. For the full Mental Health Week calendar of events, visit

[www.mentalhealthmonthact.org/calendar](http://www.mentalhealthmonthact.org/calendar).

The annual Mental Health and Wellbeing Expo will be held in Garema Place (Petrie Plaza and City Walk, Civic), on Thursday 11 October, 11am to 2pm. Entry is free and all are welcome. This year, there will be 70 stalls, a sausage sizzle, live music and fun entertainment.

Everyone is welcome to join this free expo, from mums with young families, to business professionals, to uni and high school students. Mental health and wellbeing affects everyone.

## Short articles for Facebook or e-newsletters (40 words)

### **Mental Health Month comes to Canberra**

Mental Health Month is held in October each year in the ACT. There's lots to see and do, including a Mental Health Film Festival, mindfulness and relaxation workshops and more. Check out the full Mental Health Week calendar of events at

<https://www.mentalhealthmonthact.org/calendar>.

### **Canberra Mental Health and Wellbeing Expo**

A free Mental Health and Wellbeing Expo is taking place in Garema Place in Civic on Thursday, 11 October 2018 from 11am – 2pm. Featuring 70 stalls and a free sausage sizzle, the expo showcases the amazing services available in the ACT that improve mental health and wellbeing. Find out more at [www.mentalhealthweekact.org](http://www.mentalhealthweekact.org)

## Twitter posts

How will you be involved in Mental Health Month ACT?

[www.mentalhealthweekact.org](http://www.mentalhealthweekact.org) #mentalhealthmonth #iwouldntchangeathing @mhccact

Free entry to the Mental Health & Wellbeing Expo Thurs Oct 11, 11am-2pm

[www.mentalhealthweekact.org](http://www.mentalhealthweekact.org) #mentalhealthmonth #iwouldntchangeathing @mhccact

Recognising outstanding contributions to our community. ACT Mental Health

Week Awards Tues Oct 9 at 2pm-4pm [www.mentalhealthweekact.org](http://www.mentalhealthweekact.org)

#mentalhealthmonth #iwouldntchangeathing @mhccact

Check out the full Mental Health Month ACT Calendar of Events here

<https://www.mentalhealthmonthact.org/calendar> #mentalhealthmonth

#iwouldntchangeathing @mhccact

Celebrate the positive in your life, the strengths that have helped you through

challenging times [www.mentalhealthweekact.org](http://www.mentalhealthweekact.org) #mentalhealthmonth

#iwouldntchangeathing @mhccact

Connect with others, pay attention to your close relationships, reach out and

make new friends [www.mentalhealthweekact.org](http://www.mentalhealthweekact.org) #mentalhealthmonth

#iwouldntchangeathing @mhccact

Grow by expanding your horizons and try something new that creates meaning

and purpose for you [www.mentalhealthweekact.org](http://www.mentalhealthweekact.org) #mentalhealthmonth

#iwouldntchangeathing @mhccact

Being active, having a sense of belonging and committing to a purpose in life all contribute to happiness and good mental health.

[www.mentalhealthweekact.org](http://www.mentalhealthweekact.org) #mentalhealthmonth #iwouldntchangeathing

@mhccact