

Mental Health Week Tasmania

Notice Board: August 2011 ed.2



Hello and welcome to the second edition of the Mental Health Week Notice Board!

In this edition we'll be covering some of the preparation you may need to consider if you're holding an event as part of Mental Health Week 2011.

Statewide Mental Health Week Marketing

The MHW Steering Committee is developing an overarching Communications and Marketing Plan for Mental Health Week. This will include design and distribution of posters; development of the statewide program of events and other marketing activities.

What can you do to promote your event ?

Submit details of your event for inclusion in the MHW Program

If you are a Mental Health Week grant recipient, your funding agreement asks you provide event details by Friday, 2 September.

If you are not a grant recipient you can still submit details of your event for inclusion in the MHW program online at www.dhhs.tas.gov.au/mentalhealth

Click on the Mental Health Week logo, then click on the link to submit your event details online.

Promoting your own event

This year will see the introduction of a new resource for use when promoting your event. A template is being designed that will reflect the Mental Health Week branding and include a blank space for you to put details specific to your event. This will be available in A3 size, electronic format, approximately four weeks out from the event.

Display marketing around your community

Mental Health Week promotional material will be available approximately one month out from Mental Health Week.

If you would like to receive posters to promote Mental Health Week in your community please email your request to laura.banks@dhhs.tas.gov.au

Key Dates:

Submit details of your event for inclusion in the MHW program	2 Sept
MHW grant recipients invoice and funding agreement due	2 Sept
MHW marketing resource available for distribution	~ 9 Sept
Southern Expo stall registrations close (for more info see below)	16 Sept
MHW media packages distributed (more info coming soon)	19-23 Sept
Mental Health Week	9-15 Oct

Southern Expo Call for Stalls

Organisations with an interest in promoting mental health and wellbeing are invited to submit an application form for a stall at the Southern Expo.

Held on Wednesday, 12 October there is no cost for a stall space, however your organisation must have the resource capability to mount a significant interactive display and/or activity area at the event.

Find out more, and download and application form from the Mental Health Week web site.

How to Keep Updated

To subscribe to regular editions of Mental Health Week Tasmania Notice Board email laura.banks@dhhs.tas.gov.au

Follow the link to the Mental Health Week website at www.dhhs.tas.gov.au/mentalhealth

For any other queries phone 6230 7809