Celebrate, Connect, Grow

STARTER KIT
MENTAL HEALTH WEEK 2012

Statewide and Mental Health Services
Department of Health and Human Services
Mental Health Week is part of a national mental health promotion campaign held in October each year. It aims to engage communities in activities that promote mental wellbeing, raise awareness and understanding of the needs, experiences and issues concerning people with a mental illness.

Objectives of Mental Health Week
1. Increase mental health literacy in the general population.
2. Decrease the stigma surrounding mental illness.
3. Increase help-seeking or preventative behaviours.
4. Celebrate the achievements of mental health consumers.
5. Develop public and stakeholder awareness of the range of services available.

What is Mental Health Week?

When is it?
Mental Health Week 2012 in Tasmania takes place from Sunday 7 - Saturday 13 October 2012.

Why should you be involved?
Mental Health Week is a useful reminder for all of us to think about the mental health of ourselves and those around us. It’s a great opportunity to engage all members of the community in activities that can enhance their mental health and wellbeing. It’s also a good excuse to get out there and have some fun.

Key dates and deadlines for Mental Health Week 2012
• Small grant applications due - 5pm Wednesday 22 August
• Events registration: can be entered anytime for inclusion on online calendar.

In this kit
• Tips on planning and evaluating your event and getting media attention
• Small Grants information
• Event registration form

What is the theme this year?
The theme for Mental Health Week this year is ‘Celebrate, Connect, Grow’ and encourages all of us to act on the big and small things we can do to increase our own wellbeing as well as the wellbeing of those around us.

This theme is about celebrating the positive events in your life, as well as the strengths and values that have helped you through more challenging times. It is about connecting with others by paying attention to your close relationships, or by reaching out and making new friends. And it is about growing: expanding your horizons and trying something new that creates meaning and purpose for you.

More information and resources will be added regularly to our website.
Go to www.dhhs.tas.gov.au/mentalhealth

Statewide and Mental Health Services acknowledges the work of the Mental Health Association NSW in the development of the Mental Health Week theme for 2012 and this starter kit.
Planning Your Mental Health Week Event

When organising your own event for Mental Health Week there are a number of points which you may like to consider to make planning easier.

What are the goals of your event?
You may already have a great idea for an event but it is still important that you take a moment to think about what you want to achieve with your event. This involves thinking about questions like:

- ‘Who is this event for?’ Is your event a public one or an activity for your organisation/school/group of friends? Is the audience of your event a particular age, gender or locality? What makes them special and what are their unique needs?
- ‘What are you saying with your event?’ What is it that you want people to know, understand or commit to by the end of your event? What experience do you want them to have?

How can you make it happen?
Once you have a clear idea of what your event is about you can start to think about how to make it a reality. Some of the questions you could ask yourself include:

- ‘What type of event best fits my goals?’ There are many types of events and activities that you could host. Think about which one will best achieve your goals and appeal to your intended target audience. Some ideas from 2011 are provided on page 4 of this kit.
- ‘What do I need for this event?’ Budgeting is essential to the success of your event. Create a detailed checklist of the things you need to host your event and obtain quotes.
- ‘What will I need to do?’ You might find it helpful to write yourself a timeline of tasks you need to do to prepare for your event. Monitor your progress and don’t underplay the value of re-confirming all details close to your event.

How can you promote your event?
Promotion can greatly increase the number and diversity of people who attend your event. Consider the following avenues:

- Local newspaper and radio
- Mental Health Week events calendar (see registration form on page 13)
- School newsletters
- Posters and flyers in local businesses and community noticeboards
- Facebook and Twitter

The Mental Health Week logo is available for download from [www.dhhs.tas.gov.au/mentalhealth](http://www.dhhs.tas.gov.au/mentalhealth) to help you create advertising material.

Getting Sponsorship
You might require sponsorship of some type, either in the form of cash, services or goods. A good idea is to ask existing local groups or businesses within your community.

Partnering with other groups, even those that don’t have a traditional focus on mental health, is a great way to spread costs and increase impact. Partnerships are also great to engage parts of your community that you might otherwise not have much contact with.

Alternatively, you may like to apply for a small grant, which provides financial assistance to those organising mental health promotion activities during Mental Health Week. See page 10 for more information on Mental Health Week Small Grants.
Case studies from Mental Health Week in 2011:
Keeping the Balance: Investing in your mind and body

Last year during Mental Health Week there were some really creative and fun local events held. Following are some inspirational ideas from 2011 to help you plan your event.

**Eureka Clubhouse Breakfast**
In Hobart, members of Colony 47’s Eureka Clubhouse hosted a free healthy breakfast with an open invitation for members of the community to come along and play their part in the conversation around mental wellbeing.

**Quiz and Lunch**
Hobart City Council partnered with Alzheimer’s Tasmania to deliver a free quiz morning followed by a social lunch to celebrate Mental Health Week.

**Community Bike Ride**
Richmond Fellowship, Anglicare Tasmania and Adult Community Mental Health Services North partnered with local bike shops to run a community bike ride and BBQ. Free bikes and bike servicing were available on the day. The ride was a 2km loop on easy ground, suited for all ages and abilities.

**Other ideas....**
Here are some examples of events held during Mental Health Week in other parts of Australia.

**Wellbeing Chequebook**
The Riverina Headspace Youth Reference Group came up with the idea of producing and distributing a wellbeing cheque-book. The cheque-book was handed out to local schools and available at Headspace. It listed a number of ways in which young people could engage in cultural, social, physical and creative activities. A number of prizes were available for participants who registered their details.

**Walk of Pride**
During Mental Health Month each year ARAFMI – Mental Health Carers Newcastle hold a ‘Walk of Pride’ through the city streets. The walk, to fight stigma and increase awareness, ends at a local park where guest speakers from various backgrounds, entertainment, activities for children, and a BBQ lunch entertain and inform the crowd. Anyone can walk, including consumers, family, friends, service providers and community members who would like to support the cause and improve the wellbeing of the entire community by reducing stigma.
Looking after yourself and others at your event

Mental Health Week can be a time when people are prompted to find out more about mental health problems and seek help. Following are some tips that you might find useful if someone approaches you for help when holding your event.

Be prepared
• If you work for a mental health organisation or are a mental health professional you will be experienced in responding to enquiries about mental illness. Otherwise consider asking a local health professional to attend your event and be on hand to provide support and referrals if necessary.

Know your boundaries
• Have a think before the event about what you feel your boundaries are. What do you feel confident talking about? What might you need more information or support with? When might you need to refer someone to another source of assistance?
• Be honest about your limitations and communicate them clearly. Remember it’s ok not to know everything yourself. Let the person you are talking to know if they are asking you for information or assistance that you can’t provide.

Look after your team
• Remember that looking after yourself and your team is just as important as looking after others.
• Consider getting together before and after the event to have a chat about your plan and how you think things went.
• Keep an eye out for each other on the day.
In The Media

You can raise awareness of your Mental Health Week event by promoting it to your local media 2-4 weeks in advance of your event taking place.

Even if you are holding a closed event (not open to the public), you may still wish to tell the media about it beforehand so that a journalist can attend part of the event and write a story about it to go into the local paper afterwards.

Alternatively, you can write your own media release and send it to local print, radio and TV journalists. We have provided a template media release on page 7 as a guide.

Why do media?

Mental Health Week events are a great opportunity for the media to bring attention to mental health and/or mental illness - and your event provides a good reason for them to do this. Working with the media is one more way that we can promote positive mental health and reduce the stigma surrounding mental illness.

If you are holding a public event then using the media is a great way to get more participants.

How to get in the media

The following tips will assist you to establish a good working relationship with your local media and ensure that mental health issues are covered with accuracy and sensitivity.

- Have a media release prepared
- Don't expect that they will automatically cover your story; media can become offended when people assume they will write a story advertising an event. They are employed to cover interesting local news, not provide free advertising.
- Be polite, not demanding.
- Offer them photo opportunities to go with the story they will be writing.
- Don't go over one-page with your media release.
- Use simple language and avoid jargon.
- Remember that your media contact may not be familiar with reporting mental health stories so be prepared to explain any terms that may not be readily understandable or appropriate.
- You can also refer them to this website which advises appropriate reporting of mental illness: www.mindframe-media.info.
- Keep in touch with your media contacts even after the event is over. Thank them for covering your story.
Sample Media Release

[Insert date]

[Insert headline - something that summarises what you are doing in less than 7 words]

[Two sentences summarising your local activity]. The Sunnyvale Neighbourhood Centre in Taree is holding a positive body image workshop on Saturday 6 October at 1:30 p.m. This is one of a range of events being held around Tasmania from 7-13 October as part of Mental Health Week.

Mental health issues affect more than one in five Australians every year, with anxiety disorders being the most common mental health challenge, followed by depression.

Mental Health Week creates an opportunity for people to think about the ways in which we can enhance our social and emotional wellbeing, thereby building our personal resilience and support networks.

The theme for Mental Health Week 2012 is ‘Celebrate, Connect, Grow’; asking us to celebrate the positive events in our lives, as well as the strengths and values that have helped each of us through the challenging times.

The theme also serves to remind us to connect with others by paying attention to our close relationships, or by reaching out and making new friends. And to grow by expanding our horizons and trying something new that creates meaning and purpose.

[Add one / two sentence quote here about what motivated you to hold this event, what you hope people will get out of it, and about what you do to support your own wellbeing on a regular basis. See example below.]

“Director of the Sunnyvale Centre, John Smith, said, “We know that mental health is a challenge for every community and the team at Sunnyvale felt really inspired to do something for Mental Health Month that might promote positive mental health to the mums, daughters and grandmothers living in Latrobe.

“We’ve invited a well-known female psychologist to hold a workshop on positive body image and we’ll also be offering free Pamper Packs and a five minute massage for every guest. Our aim is to ensure that everyone leaves here feeling good about themselves on Saturday, and also knows where they can go for help if they do feel as though their mental health might be affecting their ability to function on a daily basis,” said Mr Smith.

To attend the free workshop, phone Sunnyvale Neighbourhood Centre on (03) 9000 0000.

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Media contacts:

Name: John Smith
Mobile:
Email:
Tips for Evaluating Your Event

Evaluating your Mental Health Week event is an important tool to help gauge its success and assist you with planning future events. It is important to consider evaluation during the event planning process.

Before the Event

- Nominate a person to be in charge of the evaluation process.
- Make sure you know before the event what you need to find out in order to evaluate your event and how you are going to find out this information. Think about the following questions: “How will we know that our event is successful?” and “How can we measure these outcomes?”

Depending on the type of event some things you may be able to measure include:

**Outputs/Processes**
- What you produced/distributed
- Number of attendees
- Media coverage
- How well you followed your event plan and budget
- Partnerships formed
- Participant satisfaction

**Immediate outcomes**
- Changes in knowledge/awareness
- Changes in attitudes/beliefs
- Changes in intended behaviour
- Sign-ups/enquiries to the promoted activity/service
- Changes in organisational policy/practice

Gathering feedback from attendees

One way to obtain useful feedback on your event is by surveying attendees. We have included a sample event survey on page 9. You could use this survey in its current form, or adapt it to suit your purposes.

You may like to run a quick survey of attendees at the beginning and the end of your event to find out what changed for them.

Some possible pre and post survey questions (i.e. ask the same question before and after your event) include:
- What activities do you think are important to maintain your mental health and wellbeing?
- What do you think the slogan ‘Celebrate, Connect, Grow’ means?

Gathering feedback from the organisational team

You may also obtain useful feedback on your event by surveying those who have helped you organise and stage it. It is a good idea to get together at the end of, or after, the event to talk about how it went.

This would also be a good time to congratulate the team and thank them for their efforts. You may like to have a small thank-you party.

During this time, an organisers’ survey can be distributed and completed by all helpers so that you can evaluate the event from their point of view.

Alternatively you may like to hold an informal round table, asking team members to name one thing they enjoyed most, and one thing that could be improved on in future.
Post-event survey (for attendees)

Name of the event: ...................................................................................................................................................................................

1. What are your reasons for attending this event?
   - Interested in Mental Health Month
   - Just passing by
   - Have an interest in mental health
   - I work in mental health
   - I am a consumer
   - I am a carer
   - Other ........................................................................................................

2. How did you find out about the event?
   - Newspaper
   - Radio
   - Television
   - Was in the area
   - Friend, neighbour or relative told me about it
   - I was invited by the organisers
   - Other ........................................................................................................

3. What did you enjoy the most about the event?
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   ........................................................................................................
   ........................................................................................................

4. Has your attendance at today’s event increased your knowledge about wellbeing?
   - Yes
   - No
   If yes, how? ................................................................................
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   ........................................................................................................
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4. Has your attendance at today’s event increased your knowledge about mental illness?
   - Yes
   - No
   If yes, how? ................................................................................
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5. What do you think was the main message of today?
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6. Is there anything you’ll do differently after being at today’s event?
   - Yes
   - No
   If yes, what? ................................................................................
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   ........................................................................................................

7. How could today’s event be improved?
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   ........................................................................................................
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Thank you for completing our survey.
Small Grants Program 2012

What is it?
Each year a number of small grants are offered to assist the staging of mental health promotion activities during Mental Health Week in Tasmania.

What grants are available?
• Three grants of $2500
• Five grants of $1000
• Six grants of $750
• Four grants of $500

All grants are for projects focussing on any sector of the community.

Eligibility
• Organisations must have an ABN or be auspiced by an organisation with an ABN, and be undertaking the project in Tasmania.
• The planned activity must clearly tie in with the theme for Mental Health Week 2012 and demonstrate their contribution to achieving the objectives of Mental Health Week.
• Funds are not available for the self promotion of for-profit organisations.

What do the selection panel look for?
The selection panel welcome applications that are particularly creative and innovative, and that demonstrate ability to achieve or contribute to the achievement of Mental Health Week objectives. The selection panel also look for projects that work as partnerships between organisations, particularly partnerships between mental health organisations and non-mental health organisations.

How do I apply?
You can apply for a small grant by emailing your completed application form to laura.banks@dhhs.tas.gov.au by 5pm Friday 17 August 2012.

You will receive an email confirmation within two working days of receipt of your application.

Word or PDF application forms can be accessed at www.dhhs.tas.gov.au/mentalhealth

Please do not post or fax entries.

Don’t Forget!
• To register your event so that we can add it to our online calendar and promote it for you.
• To contact us for help writing your press release and contacting your local media.

Who do I contact if I have questions?
Enquiries about the small grants program can be directed to Laura Banks on (03) 6230 7809 or email laura.banks@dhhs.tas.gov.au

Dates to remember
• Applications close: 5pm Wednesday 22 August 2012.
Tell Us About Your Event

Event Registration Form

Why register?

- Promote your Mental Health Week event by getting listed on our online events calendar, or
- Let us know what’s happening across the state.

If your event isn’t public, still complete the registration so we know what types of events are happening and how resources are being used.

All event details must be submitted by 5pm Friday 21 September

How do I register?

The best way to register your event is to follow the link to our online registration form from our website www.dhhs.tas.gov.au/mentalhealth. Once you have completed the form we will send you an email within two working days to confirm your registration.

If you are unable to complete the online form you can also

- mail this form to Statewide and Mental Health Services, Level 4, Carruthers Building, St Johns Park, New Town 7008
- Note online registrations only will be confirmed. If you post your registration it is your responsibility to confirm that we have received it.

### EVENT DETAILS (Please print clearly in capital letters)

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www.dhhs.tas.gov.au/mentalhealth