



# Queensland Mental Health Week

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# About the initiative

- ▶ Queensland Mental Health Week (QMHW) is an annual awareness initiative that promotes mental health and wellbeing, increases awareness of mental illness, and celebrates the contribution of the mental health and community sectors.
- ▶ Funded by the Queensland Mental Health Commission, the week is coordinated by CheckUP and delivered by a strong cross-sector collaboration.
- ▶ Each year, people across Queensland come together during QMHW through hundreds of local events, conversations and activities.
- ▶ In 2022, the week will be celebrated from Saturday 8 October to Sunday 16 October, inclusive of World Mental Health Day on Monday 10 October.



# 2022 theme



Awareness



Belonging



Connection



- ▶ The new theme for Queensland Mental Health Week (QMHW) in 2022 is ‘Awareness, Belonging, Connection’, reflecting the important factors that help people maintain positive mental health and wellbeing.
  - ▶ *Awareness* is about understanding the things we need to maintain and boost our mental wellbeing, and knowing when we need to reach out for help and where to get it.
  - ▶ *Belonging* is about looking out for each other, ensuring we feel safe and supported, and understanding that however we feel, we’re not alone, and that there are others going through the same thing.
  - ▶ *Connection* is about our relationships with our friends, families, and those that we care about, as well as the groups, clubs, and networks around us that we rely on to help keep us happy and healthy, wherever we live, work, or play.

# Visual identity

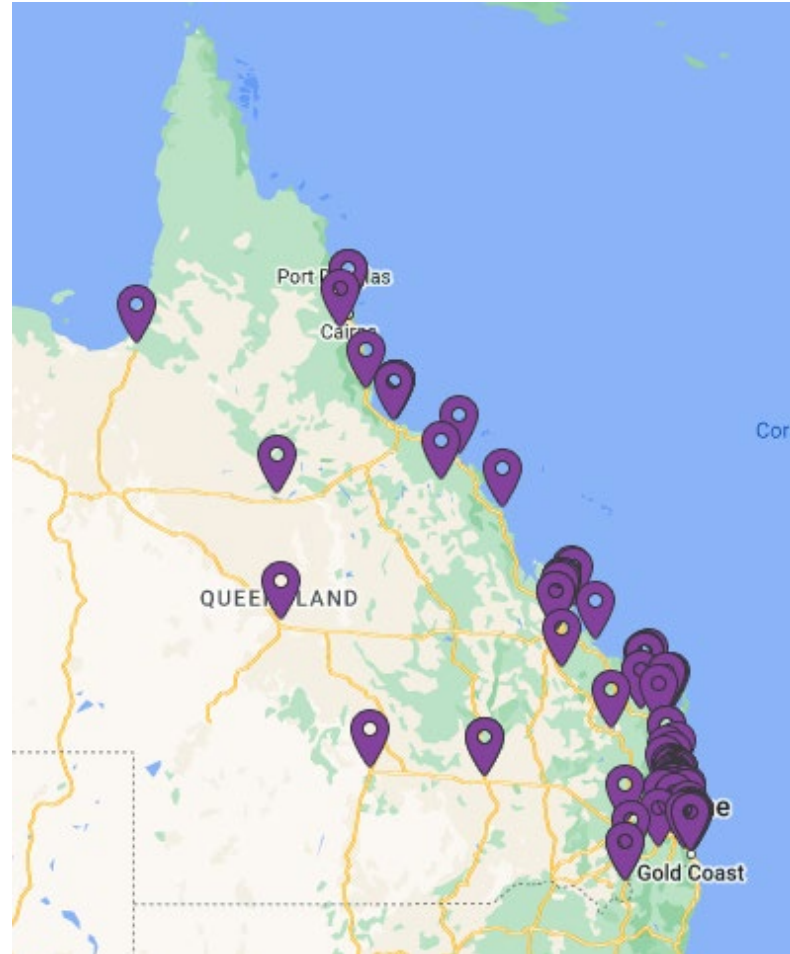
- ▶ Informing the visual identity for Queensland Mental Health Week, along with icons related to the theme, is the artwork 'Stronger connection creates strong health' by proud Mayi woman Leah Cummins.
- ▶ The painting is Leah's interpretation of the theme 'Awareness, Belonging, Connection' and tells a story of connecting to a healthier life, "back to the ways of our ancestors", and the important role country and community play in people's social and emotional wellbeing.





# Host an event

- ▶ Hosting an event, activity or toolbox talk in your workplace during QMHW is a great way to encourage awareness of mental health. It can decrease stigma, and empower people to seek help, for themselves or others.
- ▶ There are a range of ideas available in an Event Starter Kit that you can download from the QMHW website. QMHW events can be educational, fun, creative or sporty.
- ▶ Make sure to register your support on the QMHW website – so you get a place on the map!



# Support an event

- ▶ Over 140 events have already been registered on the QMHW website! You can show your support for these events and connect with others in your community by attending. You could also offer your help as a volunteer.
- ▶ We definitely encourage you to look at the series of events being hosted by **Workplace Health and Safety Queensland** mentioned earlier
- ▶ RFQ is once again hosting the **Recovered Futures Art Exhibition**, which will run from 8 to 13 October in Brisbane City Hall and King George Square.
- ▶ You can also take a Walk for Awareness on Sunday 9 October 2022 and join the BIGGEST walk for mental health! Organised by the Mental Awareness Foundation and supported by Tessa Group, the **Walk for Awareness** has two options available for you to participate in. You can walk 9kms around the Brisbane river or participate virtually and walk from anywhere.
- ▶ The **Queensland Mental Health Week Achievement Awards** hosted by Open Minds recognise and celebrate the achievements of individuals, groups and organisations working tirelessly to reduce stigma and support and empower those living with mental illness. The Awards will be presented at a ceremony in Brisbane on Friday 14th October.

# Wear merchandise to raise awareness

- ▶ You can wear QMHW merchandise to help start conversations and stamp out stigma.
- ▶ There are packs of awareness lapel ribbons available for purchase from the QMHW website (we've already sold 1000 individual ribbons and have 2000 more arriving soon).
- ▶ There is also a range of t-shirts and homewares available featuring this year's visual identity.



# Raise awareness, reach out and connect

- ▶ People power makes QMHW happen each year, so we'd love your support in spreading the word about the week!
- ▶ Today we have some brochures and posters that you can take with you to disperse amongst your communities.
- ▶ Reaching out to friends, family or workmates is something we can all do.
- ▶ Take time to engage in activities that boost your mental health and wellbeing during the week – we'll be sharing ideas in the lead up to the week on our social media channels.





# Wide array of resources to download

- ▶ Event starter kit, editable poster, bunting, downloadable brochure, email signature graphic
- ▶ Have a range of social media graphics that you can use when posting about the week. Use the hashtags #QMHW and #ABCsofMentalHealth when posting on social media to join the conversation!
- ▶ In collaboration with Twinkl we are helping ensure classrooms have access to an array of free resources. Twinkl provides high-quality, trusted educational materials, which are all teacher-created and checked and are aligned to the Australian Curriculum.



# Help turn the state purple and green

- ▶ Local councils and organisations across the state are getting behind the week by lighting up landmarks purple and green to help raise awareness. E.g. Carpentaria Shire Council are lighting up the Normanton Sign, Karuma Sign, and Kris the “Savannah King”. In Brisbane, Suncorp Stadium, The Story Bridge and Victoria Bridge are among the landmarks set to light up. There will also be a change to the fig tree lights in Bundaberg, the Riverbank Heritage Façade Lighting in Rockhampton, and many more places!
- ▶ Can you change the colour of your workplace lighting, put up some decorations and help-seeking posters, or hold a dress purple and green day to raise awareness?



# Get in touch

- ▶ [www.qldmentalhealthweek.org.au](http://www.qldmentalhealthweek.org.au)
- ▶ [info@qldmentalhealthweek.org.au](mailto:info@qldmentalhealthweek.org.au)
- ▶ Follow us on social media!
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