Mental Health Week 2016
9 -15 October
EVENT-PLANNING-KIT

Mental health BEGINS WITH Me!
Acknowledgements

the Mental Health Council of Tasmania would like to acknowledge their partnership with Mental Health Australia as part of the ‘Mental Health Begins with Me’ World Mental Health Day campaign. For more information go to 1010.org.au

The Mental Health Council is proudly supported by the Department of Health and Humans Services who have provided the available grant funding.
What is Mental Health Week?

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

- Increase mental health awareness and understanding
- Reduce the stigma surrounding mental illness.
- Encourage people to seek help when needed
- Celebrate the achievements of people living with mental health issues and people who work in the mental health sector.

This year Mental Health Week is held on the following dates:

**9-15 October 2016**

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 2016

- Small grant applications open  Monday 30 May 2016
- Small grant applications due - 5pm Friday 15 July 2016
- Events registration: can be entered anytime for inclusion on online calendar.
Mental Health Week 2016 Theme

Mental health begins with me!

The theme for Mental Health Week for 2016 is ‘Mental Health Begins with Me’. This is an opportunity for your group or organisation to focus on how we as individuals can improve our own mental health.

When planning your MHW event for 2016 please embrace the theme in your activities. Keep it positive, be original and be inclusive - we want everyone to be a part of the week!

MHW is an opportunity to acknowledge and showcase the great work being done in the community to provide support to those who need it. The focus needs to be an acknowledgement that mental health is everyone’s business by demonstrating ways to prevent illness and promote resilience.

Below are some examples on how you could incorporate the theme into your event or activity. These are just suggestions, the possibilities are only limited by your imagination.

**Mental Health Begins with Me ideas....**

- Encourage participants to make their promise via [1010.org.au](http://1010.org.au) which is part of the World Mental Health Day campaign held by Mental Health Australia.
- Check in with friends or colleagues who made a mental health promise last year - did they fulfil it? Do you need to create a new promise wall?
- Embrace creativity by getting people to actively demonstrate how they have kept their promise. For example, if they promise to eat healthier have people take part in a healthy cooking class.
- Have a mentally healthy morning tea at work or with your community group. Maybe have a ‘mental health’ award for someone who has helped others or promoted mental health in some way within the group.
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/community group? Is the audience of your event a particular age, gender or locality? What makes them special and what are their unique needs? Events that have a broad audience outside of the mental health sector will be highly regarded if applying to be a grant recipient.

**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? If you aren't sure look at the theme suggestions and event ideas section of this kit.

**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 2014 are included on page 5 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. You will also need to keep a record of all purchases if you are a successful small grant recipient.

**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.

**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 7 in this kit for more information on Mental Health Week Small Grants.
**Event Ideas**

In previous years during Mental Health Week there have been some really creative and fun local events held. The following are some inspirational ideas to help you plan your event.

This year why not explore a different idea or partnership for your event? Some of last year’s highlights included:

- the creation of a community garden on the grounds of a health organisation (gardening and fresh produce can be great for your mental health!)
- An art exhibition that was projected onto a prominent city building to get the whole community thinking about their own mental health
- A youth focused event with music, a dance performance, guest speakers and the launch of a film about mental health

These are just a few examples of ideas that have worked well. The best events encourage participants to engage in practical and interactive activities to improve their mental health perhaps a bike ride, a photography competition or musical performance. Staying physically and cognitively active or engaging with artistic pursuits are all great for your mental health.

The ideas are endless and remember creativity will be rewarded. It will NOT be school holidays in Tasmania this year so worth bearing in mind that schools will be able to celebrate the week and hold their own events. It is also worth noting that you can hold events on the 9th and 15th and of October which are weekend days where many people will be available that are not normally able to engage in regular business hours. Or consider having an event at your workplace and get the whole team involved!

A reminder that the theme for Mental Health Week is this year is ‘Mental Health Begins with Me’ All events and activities need to reflect the theme and associated positive mental health messages and the Mental Health Week objectives as outlined in this kit.
Promoting Your Mental Health Week 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 10)
• School newsletters
• Posters and flyers in local businesses and community noticeboards
• Facebook and Twitter
• Your organisation’s website

The Mental Health Council is happy to assist in the promotion of your event. There will be an official launch of Mental Health Week in which you are invited to participate (details available soon). However, we do advise you try and attract as much publicity prior to your event and on the day as possible yourselves.

You can raise awareness of your Mental Health Week event by promoting it to your local media 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.

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. Remember it is obviously a good idea to promote your event leading up to it not just attempting to get media to attend on the day.

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 should 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.
Small Grants Program 2016

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?*

- two grants of $2000
- two grants of $1500
- five grants of $1000
- six grants of $750
- seven grants of $500

*subject to the number of applications successful grant amounts may differ

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 2016 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. We encourage you to think outside the box and make your event unique!

The selection panel also look for projects that work as partnerships between organisations, particularly partnerships between mental health organisations and non-mental health organisations. We want Mental Health Week to extend beyond just those of us that have great mental health literacy. We encourage you to broaden your audience where possible

How do I apply?

You can apply for a small grant by emailing your completed application form to cdelpero@mhct.org by 5pm Friday 15 July 2016.

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

Word application forms can be accessed at

www.mhct.org/mentalhealthweek

Please do not post or fax entries.

Who do I contact if I have questions?

Enquiries about the small grants program can be directed to Catherine Delpero on

(03) 6224 9222 or email cdelpero@mhct.org

Selection Criteria

The Mental Health Week Grant funding process is competitive and your application will be assessed and rated against other applications on the following criteria:

- the level of partnership with other organisations within and outside of the mental health sector
- the extent to which the application meets one or more of the objectives for Mental Health Week and adheres to/promotes the theme of MHW.
- the level of compliance with funding requirements in previous applications (e.g. reporting, adhering to event plan, applied on time)
- the innovation and creativity of the event concept
- the size of the population the event targets
- the quality of the written proposal
- willingness to collaborate with other organisations holding similar events with the same target audience

Applications close:
5pm | 15 July | 2016
Some guidelines for you and your team...

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 advice if necessary. At the very least make sure you have contact details of helplines and appropriate services available. If you would like more advice on appropriate services or helplines to recommend contact the Mental Health Council on 62 249222 or cdelpero@mhct.org

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.

Make Your Own Mental Health Promise

Event planning can be a stressful process if you take on too much by yourself. Try and surround yourself with people that will be supportive and helpful should you need some extra pairs of hands. Also consider your own mental health and self-care at this time. Take time out from work and event planning to do something you really enjoy. You can start by making your own promise to improve your mental health on the [www1010.org.au](http://www1010.org.au) promise wall. Check out their 10 tips to maintain well being on the next page too...(you may need to zoom in!)
Ten Tips for 10/10
TO HELP MAINTAIN MENTAL WELLBEING

1. Sleeping well
Lack of sleep can cause stress, moodiness, physical exhaustion and other health issues. Most people need an average of eight hours sleep to function at their best. Try going to bed when you’re tired, drinking a glass of warm milk and turning off the TV at least 30 minutes before you go to bed.

2. Enjoying healthy food
Good nutrition can be just as important for your mental health as it is for your physical health. Try to eat regular, well-balanced meals and maintain adequate fluid intake to ensure you feel good. Search the web for healthy recipes or ask your GP or dietitian for advice on what foods you should be eating.

3. Planning & prioritising
Focusing on one thing at a time, keeping calm and planning ahead can improve your skills to cope with life’s pressures. You also may find it helpful to write things down. Prepare a checklist of issues to consider and work through during tough patches. You could list and set priorities, action steps and reminders. Before you start to feel overwhelmed, try adding down and planning your day, week or month. Celebrate your progress when you finish a task by crossing it off your list. Remember, always set realistic, achievable goals.

4. Tuning in
Listening to music while you work or study can help you relax and even increase your creativity, productivity and focus. The right type of music can be calming and relaxing and can reduce stress levels. If you love music, why not give it a try?

5. Cutting down
The amount of alcohol, cigarettes and other drugs you consume can have a negative impact on your mental wellbeing. Try cutting back on your intake and set yourself realistic goals. If you want to quit, find support to help you do it effectively and for good.

6. Switching off
Try not to become too focused on electronic entertainment such as TV, DVDs, games, mobiles, tablets and other devices. Consider turning them off even for 5 or 10 minutes a day. Take a break from the constant buzz of the digital world by taking a walk outside, stretching, sitting quietly for a moment, or reading a book.

7. Engaging with others
Make the time to connect with people who make you feel good. People who surround themselves with other people are happier, more productive and get more out of life. Ensure you make time to see your family and friends in person, not just online.

8. Joining in
Join a club, group, society, union, collective, gym or whatever you’re interested in. Getting involved in your community and building strong social connections is an important part of maintaining good mental health and it’s fun too!

9. Exercising your mind
Exercise makes you feel better. Even moderate levels of exercise, as little as 10 to 15 minutes a day, can improve your mental health. Many of us don’t get enough exercise and spend more than three hours each day sitting during our leisure time. So come on, get moving! Walk your dog, do a few laps around the block or take a gym class. Even moderate activity levels can help improve your outlook.

10. Seeking advice & support
If you feel things are getting too much and you aren’t coping, talk to someone. See your GP or visit www.mhealth.org.au or call LifeLine on 13 11 14, or call the Suicide Call Back Service on 1800 659 467. Reach out to others, ask them if they’re OK, if you feel you can provide support.

Mental Health Australia
PART OF AUSTRALIA’S MENTAL HEALTH PROMOTION GROUP

Mental health
begins with me

OCTOBER 10 | WORLD MENTAL HEALTH DAY
Post your promise at 1010.org.au

HELPINES AND INFORMATION

| Lifeline: 13 11 14 |
| Suicide Call Back Service: 1800 659 467 |
| Kids Helpline: 1800 551 800 |
| Gambling Helpline: 1800 858 858 |
| Relationships Australia: 1300 764 277 |
| SANE Australia Helpline: 1800 187 243 |
| beyondblue Info Line: 1300 224 636 |
| Mentoree Australia: 1300 781 776 |
| Black Dog Institute: 02 9382 2900 |
| ReachOut: www.reachout.com |
| Parentline: www.parentline.org.au |
| headspace: www.headspace.org.au |

Visit Lifeline Online Crisis Support Chat service: www.lifeline.org.au or www.headspace.org.au for a confidential, free, anonymous, secure space where you can chat with qualified mental health professionals.
MHWM Event Registration

Why register?

- Promote your Mental Health Week event by getting listed on our online events calendar which is sent out to a wide network across the state.

- 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.

- If you aren’t a recipient of the small grants program and you register your event in advance you will receive a promotion MHW event pack and event recognition from the mental health council. (subject to availability)

All event details must be submitted by 5pm, Friday 16 September 2016

How do I register?

The best way to register your event is to email through the event details to:

cdelpero@mhct.org

Once you have sent through all info as per the registration form we will send you an email within two working days to confirm your registration.

If you are unable to complete the form via email you can also mail this form to:

Catherine Delpero
Mental Health Council of Tasmania
Suite 5, Mayfair Plaza
236 Sandy Bay Road, Sandy Bay TAS 7005.
## Event Registration Form

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<tr>
<th>Is your event Public or Private? (private events won’t be on the calendar)</th>
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<tbody>
<tr>
<td>Area your event will be held North/North West/South/East/Statewide</td>
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<tr>
<td>Event Title</td>
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<td>Event Description</td>
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<th>Venue Name and Address</th>
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<th>Event Date</th>
<th>Start time</th>
<th>End time</th>
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<th>Contact Person</th>
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<td>Contact Organisation</td>
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<td>Contact Phone</td>
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<td>Contact Email</td>
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<table>
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<tr>
<th>Anything else you would like us to know</th>
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Tips for Evaluation of Events

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 can send you a sample survey. 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 ‘Mental Health Begins with Me’ 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 organising’s survey can be distributed and completed by all helpers so that you can evaluate the event from their point of view.
Acknowledgements

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