MENTAL HEALTH WEEK
EVENT PLANNING KIT

STRONGER TOGETHER

8-14 OCT 2017
The Mental Health Council is proudly supported by the Department of Health and Human Services who have provided the available grant funding.
Mental Health Week (MHW) 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.

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

8-14 October 2017

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.

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 2017

- Small grant applications open 22 June 2017
- Small grant applications due – 5pm Friday 21 July 2017
- Events registration for the MHW calendar is due by Monday September 18 register via www.mhct.org/mentalhealthweek
Mental Health Week 2017 Theme:

**STRONGER TOGETHER**

The theme for Mental Health Week for 2017 is ‘Stronger Together.’

The concept behind the theme this year is embracing the idea of communities working together to:

- Build resilience
- Support each other through tough times
- Celebrate diversity and promote the things we can do to maintain our mental health
- Encourage people to seek help when they need it

Our Tasmanian community is diverse and our unique island home allows us to connect with each other in various ways throughout our lives to maintain and support our own mental health. We have so many types of community groups and organisations throughout Tasmania that demonstrate how we are Stronger Together.

Another aspect to the Stronger Together theme is that we all know someone in our networks and communities that is a mental health hero. Not all superheroes wear capes or fight crime. A mental health hero is the person or people that encourage and support other members of the group and are the glue that holds that community together. Or perhaps a mental health hero might have a powerful story of recovery and resilience or around how they maintain their mental health every day. This Mental Health Week we will be highlighting some mental health heroes in the Tasmanian community and we encourage you to do the same.

When planning your MHW event for 2017 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.
Planning your MHW 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? How can I incorporate the 2017 theme? 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 2016 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 closer 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.
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 art project that is now a permanent display at that organisation
- a community forum with a panel of amazing guest speakers that took questions about mental health from the audience
- establishing a sensory garden on the grounds of a health organisation for residents and visitors to enjoy

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. Other ideas could be 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 if you are applying for a grant. It will be school holidays in Tasmania this year during MHW. So it is worth bearing in mind that schools will be able to celebrate on a date adjacent to MHW in order hold their own events. It is also worth noting that you can hold events on the 8th and 14th of October which are weekend days where many people will be available that are not normally able to engage during 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 this year is ‘Stronger Together.’ All events and activities should reflect the theme and associated positive mental health messages and the MHW objectives as outlined in this kit.

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.

- Nominate someone as your mental health hero and hold a morning tea that celebrates that person and the strength of your community group or organisation
- Hold a story writing or poetry competition that explores the theme of Stronger Together and celebrating unsung heroes in your community.
- Hold a MHW activity where people can dress up like their favourite superhero – with the reminder that not all superheroes wear capes or fight crime!
Promoting your event

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

- Local newspaper, radio and TV
- Mental Health Week events calendar
- 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 to try and attract as much publicity prior to your event and on the day as much 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 reduce the stigma around 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.
MHCT Small Grants Program for Events

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 successful applications grant amounts may differ

Eligibility

Organisations must have an ABN or be auspiced by an organisation with an ABN, and be undertaking the event or activity in Tasmania. The planned activity must CLEARLY tie in with the theme for Mental Health Week 2017 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 cdelporo@mhct.org by 5pm Friday 21 July 2017. You will receive an email confirmation within two working days of receipt of your application. 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 cdelporo@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
Event Management
and Stress Less Tips

Some guidelines for you and your team...
Mental Health Week can be a time when people are prompted to find out more about their own mental health and seek help when needed. 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 62249222 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.

Be your own mental health hero
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. Be your own mental health hero and check in with yourself to see how you are tracking and make some time to think about accessing the types of supports that help you get through a stressful time.
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 purpose. 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 of the theme “Stronger Together”?

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.