World Mental Health Day (WMHD) is a global event observed on October 10 each year. The event aims to improve mental health literacy, reduce stigma and mobilise efforts in support of mental health.

The WMHD 2018 Australia campaign addresses mental health stigma by asking people to shed a more positive light on mental health issues and the one in five Australians who experience mental illness annually.

We want to challenge people to examine their own views to shift the focus away from the ‘problem’ of mental illness toward a more supportive view where mental health is valued, promoted and protected.

By challenging negative perceptions and encouraging a culture of support, the 2018 WMHD campaign encourages help-seeking with the ultimate goal of improving wellbeing, promoting recovery, and creating a mentally-healthier society.
ENCOURAGE YOUR STAFF & KEY AUDIENCES TO:

- Make a #MentalHealthPromise at 1010.org.au and share it promise on social media
- Host or attend a mental-health-focused event on October 10,
- Promote positive mental health, raise awareness (see the 'Resources' page), or share event information on social media using the hashtag #WMHD2018
- See the workplace resources document for a list of practical strategies to improve mental health in your workplace
- Find out more, seek help or follow advice for improving and maintaining wellbeing
- If you're planning to host an event, don't forget to register details at 1010.org.au/submit-new-event/
- Encourage safe conversations with friends, loved ones, in the workplace and in the community
KEY MESSAGES

Stigma arising from myths or lack of knowledge around mental illness acts as a barrier to treatment, support and recovery for those experiencing mental health issues.

One in five Australians experience mental illness each year. By making a #mentalhealthpromise this World Mental Health Day, you add your voice to a growing chorus of voices who support a positive view of mental illness to eliminate stigma.

Seeking help early results in better mental health outcomes. By delaying or preventing access to mental health support, stigma impacts negatively on the long-term health and wellbeing of individuals and communities.

By taking a more positive view of mental illness, stigma is reduced which opens the door to conversations that save lives, and makes way for better and earlier identification of symptoms and the seeking out of professional support.

Visit 1010.org.au to make a #MentalHealthPromise & show your support for the 1 in 5 Aussies who experience mental illness each year.
SUGGESTED SOCIAL MEDIA POSTS

Do you see what I see?
Negative stigma surrounding #mentalillness drives discrimination and prevents people from seeking help! Make a #mentalhealthpromise this #WMHD2018 to encourage a more positive view of mental illness & help eliminate stigma 1010.org.au

Have you made a #mentalhealthpromise yet?
Help create a more supportive culture around mental illness and show your support for the one in five Australians who experience mental health issues annually. #WMHD2018 #EndtheStigma

Today is #WMHD2018. Share this post if you share our vision for full inclusion of people with mental illness in a society that: values lived experience, recognises strengths not deficits, & offers support to facilitate #recovery. Do you see what I see? 1010.org.au

#Mentalhealth issues are common, and not a sign of weakness. In fact, it takes #strength and #courage to admit there’s a problem & ask for help. The earlier you get onto it, the better. Help is available: 1010.org.au/need-help/ #WMHD2018

One in five Australians experience mental illness each year... Yet many don't seek help because of stigma. Help us shed a more positive light on mental health issues by making and sharing a #mentalhealthpromise at 1010.org.au this World Mental Health Day!
# INFORMATION RESOURCES

## WORKPLACES
www.headsup.org.au/healthy-workplaces/strategies-for-healthy-workplaces

## CHILDREN & FAMILIES
healthyfamilies.beyondblue.org.au/

## MEN’S MENTAL HEALTH
au.movember.com/mens-health/mental-health

## NEW MUMS
www.panda.org.au/awareness/resources

## YOUNG PEOPLE

## COMMON MENTAL HEALTH CONDITIONS

### SUICIDE
www.conversationsmatter.com.au/community-resources

### ANXIETY
www.blackdoginstitute.org.au/clinical-resources/anxiety

### DEPRESSION
www.beyondblue.org.au/the-facts/depression

### TRAUMA & PTSD
phoenixaustralia.org/recovery/

### PSYCHOSIS
www.sane.org/mental-health-and-illness/

### EATING DISORDERS
thebutterflyfoundation.org.au/understand-eating-disorders/