

Sign up, Link in, Get involved

Information Kit

Dear Mental Health Week Coordinator,

Thank you for your participation in Mental Health Week (MHW). Your dedicated hard work and enthusiasm makes MHW an exciting opportunity for us all to raise awareness about the importance of mental health and wellbeing. By distributing this information to others, you have the ability to make an important difference in other people's lives. So thank you again for giving so generously of yourself and working to make a difference in this area.

A few things we ask to make your MHW event as successful as possible. Please:

1. **Publicise your event** to maximise attendance - see the media tip sheets enclosed.
2. **Enjoy the event** - we hope the supplied posters, postcards and balloons help, and the factsheets are great for photocopying and distributing.
3. **Register your event** with us, if you haven't already, using the event registration form included.
4. **Evaluate and record your event** for future reference. See our tips on evaluation.

Additional Resources Available

“Take Your Pick” Paper Game

To help you think more about the MHW theme we have created a “Take Your Pick” paper game which gives you ideas on how you can get more involved in your community. Play this game with friends, family or colleagues and share it with others! The game is included in black and white in this kit, and is available in colour to download from

www.mentalhealth.asn.au/wellbeing/resources.html

“Building Resilience” Presentation

Based on your feedback we also have developed a downloadable PowerPoint presentation about the “Building Resilience” theme for MHW organisers to utilise at events or activities that promote mental wellbeing. Download the presentation here

www.mentalhealth.asn.au/wellbeing/resources.html

Inside this kit

Evaluation Tip Sheets:

- Tips for evaluating your event
- Sample event survey

Media Tip Sheets:

- Tips on talking to the media
- MHW Media Release
- Sample Media Release
- MHW, Stress Less Day, World Mental Health Day

Factsheets:

- What is Resilience?
- Sign up, Link in, Get involved
- Where Next?
- The Mental Health Association NSW Services
- Event Registration Form
- “Take Your Pick” paper game (black and white version)

Warm regards,



Nataly Bovopoulos
Mental Health Promotion Manager



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TIPS FOR EVALUATING YOUR EVENT

Evaluating your MHW event is an important tool to help gauge its success and assist you with the planning and execution of future events. The information gathered also helps provide feedback to any sponsors or partners that helped contribute to your event’s success. It is important to consider and plan for evaluation during the event planning process.

Before the Event

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

How many people came to our event?
How much information/promotional material did we distribute?
How smooth was our organisational process?
How effective was the promotion of our event?
How inclusive was our event?
Did attendees enjoy themselves?
Did attendees learn anything useful at our event?
Is there any evidence of behaviour change amongst attendees? e.g., signing up for new activities, linking in with local services, starting volunteering (this could be measured by following up attendees 3-6 months after your event).
Did our event meet its goals?
Did we use our budget wisely?
What could we have done better?

- You may obtain useful feedback on your event by surveying attendees. We have included a sample event survey. You may like to use this survey in its current form, or adapt it to suit your purposes. Make sure you have enough copies of the event survey to be distributed to, and completed by, attendees on the day. Ensure you have enough volunteers or staff to help distribute and collect event surveys on the day.
- You may also obtain useful feedback on your event by surveying those who have helped you organise and stage the event. We have included some tips and sample questions to assist you with this part of your evaluation.

How to gather feedback from attendees

When approaching people to ask if they would like to complete an event survey, be polite and let them know exactly how long the survey will take, for example, “Hello, would you mind completing a short 5 minute survey to provide some feedback about our event?”

You might consider running a small prize draw for participating or handing out tokens, such as sweets or promotional merchandise, to help increase your response rate.

If respondents need to provide any personal contact details, reassure them that their confidentiality will be protected and let them know what the details are needed for, for example, the prize draw. Make sure these details are kept confidential.



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TIPS FOR EVALUATING YOUR EVENT

- Try not to approach people who look like they would not enjoy completing a survey, for example, a parent carrying a baby who would have difficulty writing, because his or her hands are full!
- If people do not wish to complete the survey at that exact point in time, give them the option of leaving contact information such as an email address. This allows you to contact them at a more convenient time.
- Remember, be friendly, you may be the last person at the event they come into contact with and you want to leave them with an enjoyable experience.

How to gather feedback from the organisational team

- It is a good idea to hold a meeting at the end or after the event to debrief team members about how well the event ran.
- This would also be a good time to congratulate them and thank them for their efforts. You may like to have a small thank-you party with some food or drinks served as a token of appreciation.
- During this time, an organisers' survey can be distributed and completed by all helpers so they can evaluate the event from their point of view. You might like to include the following questions in your survey -

1. On the day, what worked well?
2. What elements of the event do you think could be improved?
3. Do you think the event fulfilled its purpose? Why or why not?
4. Are there any elements of the organisational process that you think could be improved?
5. Do you think the event made good use of its allocated resources (human and financial)?
6. Would you be interested in helping out for future events?

- You may also 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. Make sure someone is taking notes.
- If you are planning to hold future events, it could be a good idea to gather contact details from people who are interested in helping out again.

After the event

- Make sure you compile the information you gathered during your evaluation process in a short report. Keep this handy to help you in planning future events.
- If you require any further assistance with your evaluation please contact us.



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Event survey

Name of the event:

1. What are your reasons for attending this event?

- Interested in Mental Health Week
- Just passing by
- Have an interest in mental health
- I work in mental health, am a consumer or 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
- Other.....

3. What activities did you enjoy the most?

.....
.....
.....

4. Has your attendance at today's event increased your knowledge about mental health issues?

- Yes
- No

If yes, how?

.....
.....
.....

5. Have you learnt anything today that will improve your mental health?

- Yes
- No

If yes, what?

.....
.....
.....

6. How could today's event be improved?

.....
.....
.....

7. Would you be interested in: (please tick all that is applicable to you)

- Volunteering for future events held by our organisation?
- Organising future events for our organisation?
- Donating to our organisation?
- Becoming a member of our organisation?

If yes to any of the above, provide your contact details,

First name:

Contact Number:

Email:

8. In what other ways has our organisation impacted upon your life? e.g. providing information about relevant services.

.....
.....
.....
.....

Thankyou for completing our survey.



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TIPS ON TALKING TO THE MEDIA

Mental Health Week (MHW) provides us with a great opportunity to work with local media contacts to raise the profile of MHW activities, mental health issues and local services.

In the lead up to and during MHW you may wish to contact local media (newspapers, radio stations, TV networks), or place articles/advertisements in local newsletters, on notice boards, in waiting rooms etc., to let people know what events are taking place.

It is important that you prepare solid information for your media contacts and that you have a basic understanding of working with the media, so that your story is presented properly to the general public. The following tips will assist you to establish and maintain good working relationships with your local media and ensure that mental health issues are covered with accuracy and sensitivity.

Understanding the News Media

The three most important elements in a good story are action, people and substance. Match the media's needs with your message and ensure that the information is provided to them in a timely manner.

In order to develop appropriate media activities and messages, ask yourself:

- *What goals do you want to accomplish with your MHW event?*
- *Who is your target population?*
- *What messages must be developed and*

conveyed to influence your target audience to make the desired changes?

- *What role do you want the community at large to have?*

Tips for Success

- Have or create the story around a person or group of people. Don't forget that journalists are people too!
- Think about what is interesting about the story – what would you tell your friends or family about it?
- Call the journalists that you want to involve and tell them about your story. Mental health issues are relevant to everyone in some way, so you may be able to relate your story (very tactfully) to their personal experiences.
- Keep abreast of current items in the news that may provide a news angle, like new and relevant publications, local events etc.
- Have images ready to use with stories, or ideas for pictures.
- Read the facts about MHW and this year's theme and have them readily available to discuss and fax to the reporter or other interested parties.
- Consider having a radio or TV station co-sponsor your event, which would highlight the station's commitment to the community and



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TIPS ON TALKING TO THE MEDIA (continued)

- generate free publicity for your event.
- One option is to tie in your event in with Stress Less Day or World Mental Health Day.
- Keep in touch with your media contacts even after the event is over. Thank them for covering your story. Keep them informed of new issues and new information. Remember, you are trying to build long-term relationships with the media, and make their job easier by keeping them up-to-date.
- Include original quotes, always attributing them to a particular person.
- For radio journalists, write your media release exactly as you'd like them to announce it.
- The overall structure of the release must make sense as well - don't forget it has a beginning, a middle and an end, i.e., outline what you are going to tell them, then tell them, then recap what you've told them.
- Make sure your contact details are always clear and accessible and always follow up with a phone call.

Writing Media Releases

For the easy option, just modify the sample media release enclosed. Always do the following:

- Think up an eye-catching headline.
- Use short sentences – one or two ideas per sentence – and short paragraphs.
- Use positive words and phrases rather than negative ones.
- Use common words – avoid jargon and professional terms.
- Put the most interesting/important fact at the beginning and work your way down to the least interesting at the end.
- Explain WHAT will happen, WHERE it will take place, WHEN, HOW, WHY it will occur and TO WHOM.

Remember that your media contact may not be familiar with reporting mental health stories. Be prepared to explain any terms that may not be readily understandable.

You can also refer them to **www.mindframe-media.info** which is a media resource for reporting on mental illness that they may find helpful. Additionally, we have included a quick A4 reference card with some tips in this Kit.

Always ask to see a copy of the article before it is printed. If you give them as much notice as possible it will make it more likely they will agree to do this.

Working well with the media is one more way that we can promote positive mental health and reduce the stigma surrounding mental illness.



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MEDIA RELEASE

24th August 2009

Secret Men's Business Good for Mental Health

Mental Health Week, from Sunday 4 October to Saturday 10 October 2009, will ask us all to sign up, link in and get involved, promoting the connection between mental wellbeing and getting involved in our local communities, clubs, organisations and services.

More men are reaping the social benefits of being involved in “secret men’s business” as Men’s Sheds spring up in communities across NSW.

“In meeting up to do activities like woodwork, car repairs or helping a local school, men are discovering that being involved in a Shed can improve their sense of belonging, self esteem and level of optimism which is great for mental wellbeing” says Nataly Bovopoulos, Mental Health Promotion Manager, Mental Health Association NSW.

“Getting more involved in our communities is important because it can help us bounce back and be more resilient during stressful times, such as job loss, separation, or bereavement, which can be particularly isolating experiences for men.

“As part of 2009’s Mental Health Week campaign, we’re encouraging everyone to think about how they can ‘Sign up, Link in, Get involved.

“We also want to remind community groups to reach out to people living in their community who are disadvantaged, isolated or living with a disability, as joining in can be challenging for some, however, the rewards associated with being involved are significant”, says Ms Bovopoulos.

Mental Health Week runs from October 4 – 10, 2009. There are many fascinating stories out there waiting to be told. The Mental Health Association NSW have a number of people available for interview who are willing to speak about their experiences of signing up, linking in and getting involved.

For further media information please contact:

**Sanna Nyblad, Entwistle Public Relations, (02) 9332 2055 or sanna@entwistle.com.au, or
Nataly Bovopoulos, Mental Health Promotion Manager, (02) 9339 6006, Mob 0412 205860 or
promo@mentalhealth.asn.au**



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SAMPLE MEDIA RELEASE - Use the sample below as a template for your own media release.

[Insert Headline (something straightforward, short)]

Mental health issues will affect 1 in 5 Australians some time in the next 12 months. During National Mental Health Week, [insert a sentence here summarising your local activity].

National Mental Health Week, 4 to 10 October 2009, aims to support the social and emotional wellbeing of Australians by encouraging everyone to maximise their health potential. The theme for Mental Health Week 2009 in NSW is 'Sign up, Link in, Get involved.' The focus is on promoting the connection between mental wellbeing and getting involved in our local communities, clubs, organisations and services.

[If you can, get a relevant quote from a local, noteworthy person and insert it here.]

[Insert information here about your event] [Eg: The xxxx will be holding a kite-flying festival at xxxx park, reminding us to xxxx. Bring your kite and match your skills against ...]

World Mental Health Day 2009 is on Saturday 10 October and is celebrated world wide. In Australia, World Mental Health Day is coordinated by the Mental Health Council of Australia. The theme of World Mental Health Day this year is "Mental Health in Primary Care: Enhancing Treatment and Promoting Mental Health".

Stress Less Day is on Wednesday 7 October and is a day to say no to stress. Indulge in some stress-free activities with family, friends and colleagues and try to ensure that these habits become part of your daily routine.

There are many fascinating stories out there waiting to be told. Take this opportunity to be involved by including a mental health article in your publication. We have a number of people available for interview and can assist you to locate people who are willing to speak about their mental health related experiences and they ways in which they Sign up, Link in, and Get involved.

Your Contact Details:

Name:

Tel:

Fax:

Email:

Address:



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Mental Health Week, Stress Less Day & World Mental Health Day

What is Mental Health Week NSW?

Mental Health Week (MHW) NSW is part of a national mental health promotion campaign, which is held in October each year. This year, National MHW will be held from 4 to 10 October. The Mental Health Association NSW (MHA) is the coordinating body for MHW activities in NSW.

Each year, National MHW helps to promote good mental health and assists in informing and educating the general public about mental health issues. MHW NSW 2009 marks the second stage in the MHA's "Building Resilience" campaign. This year, our focus will be on "Sign up, Link in, Get involved" – encouraging people to seek out opportunities to join groups or clubs, participate in sporting teams, take up educational or volunteering opportunities, access services, or participate in local activities. The MHA has coordinated MHW in NSW for more than 2 decades. The Association produces a number of relevant promotional materials, liaises with the media to promote the theme, and supports a wide range of activities throughout the state during MHW.

About Stress Less Day NSW 2009

Stress Less Day NSW will take place on Wednesday 7 October. The aims of Stress Less Day are to remind the people of NSW of the risks of excessive stress, promote stress management, and encourage relaxation for the sake of good mental health. Learning to relax throughout the day, maintaining an active social network, and ensuring that you get valuable exercise and eat a balanced diet, are just some of the things that you can do to prevent stress from becoming a problem. On Stress Less Day this year, we call on people across the state to indulge in stress-less activities, either individually or with colleagues, families or friends, and to look for ways to ensure that these activities become a part of your daily schedule.

About World Mental Health Day 2009

World Mental Health Day 2009 will take place on Saturday 10 October. This day is promoted by the World Federation for Mental Health and the Mental Health Council of Australia. World Mental Health Day is just one of the activities used by the World Federation to educate and advocate for change. Many countries around the globe will be staging mental health related activities and events on this day. The theme of World Mental Health Day this year is "Mental Health in Primary Care: Enhancing Treatment and Promoting Mental Health". Visit www.wfmh.org/00WorldMentalHealthDay.htm for more information. For more information regarding the Mental Health Council of Australia's activities for World Mental Health Day go to www.mhca.org.au/world-mental-health-day-48.

For more information on MHW NSW 2009, please contact the MHA on (02) 9339 6008, email promoadmin@mentalhealth.asn.au or visit www.mentalhealth.asn.au and look under the Wellbeing tab.



Let us promote your event online Event Registration Form

Promote your Mental Health Week event by getting listed on our online event calendar at www.mentalhealth.asn.au

How do I register?

- **mail** this form to Level 5, 80 William St, East Sydney 2011 OR
- **fax** form to (02) 9339 6066

- Make contact with other event coordinators to exchange ideas or even work together on MHW

Important dates

- Final event details must be submitted by **5pm Monday 28th September 2009**

Why register?

- Let your community know about your event and find out what other people are doing across NSW

Area event held is -			
<input type="checkbox"/> Sydney Metropolitan	<input type="checkbox"/> NSW Coastal	<input type="checkbox"/> NSW Regional	
MHA ID#:		OR COMPLETE YOUR DETAILS BELOW	
Name:			
Organisation:			
Phone:	Mobile:	Email:	
Event Name:		Event Date:	
Start time:	End time:	Cost:	RSVP needed? <input type="checkbox"/> Yes
Venue name and address:			
Description of event and target group:			

