

# Good friends help us bounce back

## Building Resilience Campaign Year 3 Overview

### What is Mental Health Month?

In October 2010 we are launching Mental Health Month NSW (MHM). Formerly known as Mental Health Week NSW, the campaign is extending to the whole month to reflect the reality that many Mental Health Week NSW activities have often spilt over to the rest of October. MHM is part of a national mental health promotion campaign held in October each year and is funded by NSW Health. Its main aim is to promote social and emotional wellbeing to the NSW population - enhancing the coping capacity of communities, families and individuals, & increasing mental health literacy.

### What is the theme this year?

MHM 2010 marks the third stage in the Mental Health Association NSW's, three year mental health promotion campaign "Building Resilience".

This year, our focus is on "**Good friends help us bounce back**", promoting the importance of creating and maintaining good friendships in building our resilience. One of the best ways to deal with a tough time is to draw on the support of other people who can listen and validate our feelings. Tackling problems with others is a resourceful way to lessen our load. Often it takes several friends who can provide different kinds of support to help us bounce back. Friendships that create love and trust, provide role models, and offer encouragement, reassurance and hope are all important in resilience building.

[Follow us on facebook and twitter to get updates!](#)

[www.twitter.com/mentalhealthnsw](http://www.twitter.com/mentalhealthnsw)

[www.facebook.com/mentalhealthnsw](http://www.facebook.com/mentalhealthnsw)

### Why should you be involved?

MHM is an opportunity to raise awareness about mental health in your local community. It helps to remind us all that mental health is a positive term about wellbeing and happiness, not only about illness, and it's something for everyone to think about. It's a chance to educate and inform people in your local area, or any other sector of the community.

### When is it?

MHM 2010 takes place throughout the month of October. World Mental Health Day falls on Sunday October 10 and Stress Less Day will be held on Wednesday October 13.

### Launch of MHM

The official launch of MHM NSW will be moving west this year, and is being held on Tuesday, 12 October 2010, 11am - 2.30pm in Church St Mall, Parramatta, NSW. All are welcome to this free and enjoyable event.

### Key Deadlines for MHM 2010

- Small grant applications due - 5pm Friday July 23
- Resources orders due, award nominations close (see separate form) - 5pm Friday August 20
- Events registration close - 5pm Friday September 24

### In this pack

- Small grants information and application form
- Ideas for planning your event
- Merchandise order and free resources forms
- Event registration form



## Good friends help us bounce back

### Media Release - Are you a good friend?

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“There was no defining moment, no key to unlocking the door of my depression. But I am convinced that above all else it was the support of my friends that was the most crucial element in my recovery.

Mental Health Association NSW (MHA) Ambassador, Greg Wilson, knows all about the power of good friends.

“I have come to appreciate more than ever that true success and happiness come only in the presence of loyal and true friends,” says Mr Wilson, an accomplished artist and mental health advocate from the Hunter Valley.

Good friends are being celebrated during Mental Health Month NSW 2010. This year marks the third stage of the MHA’s three year *Building Resilience* campaign, and is focusing on the theme *Good friends help us bounce back*. Friends are an important source of social support during tough times, providing practical help, a listening ear and information and advice.

Mental Health Month NSW (formerly Mental Health Week NSW) aims to promote social and emotional wellbeing. The month of October will see community groups all over the state stage their own Mental Health Month events to promote wellbeing and improve mental health literacy. It’s an opportunity for all residents of NSW to think about their own resilience and what resources they can use and build on to support them when times are tough.

One of the highlights of the month long campaign will be Stress Less Day on Wednesday 13 October 2010 – a day when all are invited to indulge in some fun, stress-free activities with family, friends or colleagues and take up opportunities to connect with others.

The focus of World Mental Health Day on October 10 this year is “Mental health and long term illness: The need for continued and integrated care.” For more information visit the Mental Health Council of Australia’s website at [www.mhca.org.au](http://www.mhca.org.au)

For more information about the Mental Health Month NSW campaign please contact Nataly Bovopoulos, Mental Health Promotion Manager, on (02) 9339 6006.



## Small Grants Program 2010

### What is it?

The Mental Health Association NSW, with funding from NSW Health, offers a number of small grants to assist the staging of mental health promotion activities during Mental Health Month (MHM) 2010.

Again this year, a number of small grants will be offered to projects specifically targeting Culturally and Linguistically Diverse (CALD) communities.

Mental health promotion encompasses a range of activities that maximise the mental health and wellbeing of individuals and communities. The scope of MHM activities is only limited by the imagination and commitment of your local organising committee.

Small grants will be awarded to organisations who clearly tie in their project or activity with this year's theme for MHM 2010 - "Building Resilience – Good friends help us bounce back."

### Who is eligible?

Any organisation or community group with a registered ABN or auspiced by an organisation with an ABN, wishing to undertake a project or activity in line with the theme during MHM 2010 within the state of NSW.

### What grants are available?

- 3 grants of \$1000 each, 6 grants of \$500 each and up to 20 grants of \$200 each.
- 1 grant of \$1000, 1 grant of \$500 and 5 grants of \$200 each are available for projects focusing specifically on Culturally and Linguistically Diverse (CALD) communities.

### Guidelines for applicants

- Organisations must have an ABN or be auspiced by an organisation with an ABN, and be undertaking the project in NSW.
- The planned activity must clearly tie in with the theme for MHM 2010 and promote positive mental health in the community.
- Funds are not available for food, hiring halls, or purchasing MHM products.
- Funds are not available for the self promotion of for-profit organisations.
- Funds are available for exhibitions, publications and guest speakers, amongst many other things.

### What do the judges look for?

Judges welcome applications that are particularly creative and innovative, and those that are put forward by organisations that have not received small grant funding in recent years.

### How do I apply?

You can apply for a small grant by completing the attached application form and posting **three** copies of the application and attachments to the following address to be received by **5pm Friday July 23 2010**.

MHM 2010 Small Grants  
Mental Health Association NSW  
Level 5, 80 William St  
East Sydney NSW 2011

Please do not email or fax entries.



# Small Grants Program 2010

## Application Form

I am applying for a <input type="checkbox"/> \$200 <input type="checkbox"/> \$500 <input type="checkbox"/> \$1000 small grant		
I am applying for a CALD grant <input type="checkbox"/> <b>OR</b> I am applying for a general grant <input type="checkbox"/>		
MHA ID#:	<i>OR COMPLETE YOUR DETAILS BELOW</i>	
Name:		
Position:		
Organisation:		
Postal Address:		
Phone:	Mobile:	Email:
Name of organisation the cheque to be made out to:		
Organisation's ABN (must be same organisation as above):		
<i>Please provide the following detail about your planned activity.</i>		
Name of event:		
Target group:		
Expected attendance:		
Brief description of the event:		
Goals of the event:		
Anticipated longer-term outcome of event:		

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## Small Grants Program 2010

### Application Form cont...

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Please list any partners or other agencies participating in the event:

Brief summary of your organisation/partners:

How does the event link in with the MHM month theme "Good friends help us bounce back"?

If I am successful in winning a small grant and for some reason I am not able to stage the above event during MHM 2010, I agree to return the grant funds to the Mental Health Association NSW.

Signature:

Date:

**Please attach a budget outlining how the grant funds will be spent.  
Mail three copies of your completed application to arrive by 5pm, Friday July 23 2010.**



# Small Grants Program 2010

## Application Checklist

### Checklist for applicants

- I have completed the small grants application form.
- I have indicated I am applying for a \$200, \$500 or \$1000 grant.
- I have indicated whether the grant I am applying for is for an activity targetting a Culturally and Linguistically Diverse (CALD) Community or is a general grant.
- I have provided detail on the event activity as outlined in the application form questions.
- I have provided a budget, which outlines how I intend to spend the grant money if it is awarded to us.
- If we are successful in receiving a small grant, we are prepared to stage our event during MHM 2010 (October 1 - 31, 2010) and will advise the Mental Health Association NSW if the event cannot proceed for any reason.
- I have provided the name of the organisation and its ABN that the cheque should be made out to if I am successful (we cannot pay you unless this has been provided).
- I have enclosed three copies of my application.

### What if I'm successful?

- A cheque will be sent to you by Monday August 16 2010.
- A tax invoice must be returned to us by Friday October 22. The invoice supplied must include GST as shown below.

<u>Grant</u>	<u>GST</u>	<u>Total Cheque / Invoice</u>
\$200	\$20	\$220
\$500	\$50	\$550
\$1000	\$100	\$1100

- Grant recipients must also return a brief report on their event. A guide for this report is provided when cheques are posted.

### Who do I contact if I have questions?

Enquiries about the small grants program can be directed to Katrina Davis on (02) 9339 6008 or email [promoadmin@mentalhealth.asn.au](mailto:promoadmin@mentalhealth.asn.au)

### Dates to remember

- Applications close: **5pm Friday July 23 2010.**
- All applicants will be notified of the outcome and successful applicants sent a cheque by Monday August 16 2010.

**Don't forget!** Register your event so that we can add it to our online calender and promote it for you.



## Good friends help us bounce back

### Tips for Planning Your Mental Health Month Event

The theme for Mental Health Month (MHM) 2010 is “Building Resilience: Good friends help us bounce back” and marks the third stage of the Mental Health Association NSW’s “Building Resilience” campaign.

The 2010 theme recognises the important benefits that social support, including that provided by friends, has for our wellbeing and our ability to bounce back from challenges. The theme encourages the people of NSW to reflect on their own friendships and how they provide support to those close to them. It also suggests seeking out opportunities to make new friends and drawing on the resources that friendships provide.

When organising your own event for MHM there are a number of points which you may like to consider as they will make planning significantly easier. These include identifying your goals.

#### ‘Why’: Why are you are hosting this event

This involves having a very clear idea about what aspect of mental health you are trying to promote. There are a myriad of issues about mental health and wellbeing you may like to centre your promotion on including:

- *Building resilience* – this is the overarching theme for MHM 2008-2010
- *Strengthening friendships and social support* - this is the focus of MHM 2010
- Informing and educating the public about mental health and wellbeing and *reducing the stigma of mental illness*
- Promoting *stress awareness*, stress reduction and management strategies
- The *social determinants* of mental health including safety and security, employment and housing.

#### ‘What’: What type of event would you like to host to emphasise your message

After carefully considering the issue you are trying to promote, consider what type of event you’d like to host for MHM. Ensure your chosen event appeals to your intended target audience by making it enjoyable, interesting and relevant.

Below are some great ideas for your MHM event. These are just suggestions - feel free to be creative with our theme and organise something completely different!

#### Friendship themed events

- Invite nominations for a local “Friend of the Year” award and plan the ceremony
- Organise workshops on building social and communication skills
- Coordinate an expo of local groups that offer opportunities to meet new people
- Set up a display of photos and stories of friendship
- Encourage local businesses to offer special ‘bring a friend’ deals

#### Stress Less events

- Organise stress reduction workshops for staff e.g., meditation or yoga
- Invite managers to seminars on stress prevention
- Have a gardening day at your local community garden
- Host a humour and laughter event



## Good friends help us bounce back

### Tips for Planning Your Mental Health Month Event

#### General events

- Launch a program or resource
- Host an arts or music event
- Organise a family/friends fun day in a local park
- Host a staff and clients sporting day (team up with local clubs)
- Coordinate a community festival with information stalls, and access to local service providers and community groups
- Plan a Living Library inviting community members from all walks of life to act as 'Living Books'
- Hold a mental health-themed film festival

#### 'How': Consider the costs and think about getting sponsors and funding

Most events will require financial and human support. Create a detailed checklist of the things you need to host your event and gather quotes. Budgeting is essential to the success of your event.

Costs you should consider when organising your event are: venue, equipment hire, catering (if required) wages, postage and telephone costs, stationery, promotion, security, and insurance.

It is likely you will require sponsorship of some type, either in the form of cash, services or goods. A good idea is to petition existing local groups within your community such as:

**Sporting clubs or interest groups:** Football clubs, bowls clubs, theatre groups, musical societies, Scouts, craft groups, cultural groups.

**Local businesses:** meditation and yoga schools, dance

schools, natural health stores, book stores, gyms.

**Networks:** P&C, Rotary, Chamber of Commerce.

**Local Services:** Council, fire, ambulance, police, schools, GPs, universities and colleges, your local MP.

**Media:** Local paper, radio, TV networks

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.

When approaching potential sponsors, ensure they are compatible with your goals and clearly state, preferably in writing, what you would like from them and what they stand to gain from helping you organise your event. Alternatively, you may like to apply for a small grant, which provides financial assistance to those organising mental health promotion activities during MHM. More information and application forms may be found enclosed in this kit. Avoid sponsorship from organisations that might present you with an ethical dilemma e.g. suppliers of unhealthy products such as tobacco, gambling and alcohol.

Promotion will also be important for the success of your event. Consider the following avenues:

- Local newspaper and radio
- Mental Health Association NSW events calendar (see attached form)
- School newsletters
- Posters and flyers in local businesses and community noticeboards
- Council event listings
- Facebook and Twitter



## Good friends help us bounce back

### Tips for Planning Your Mental Health Month Event

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#### A case study from Mental Health Week 2009: Building Resilience “Sign up, Link in, Get involved”.

*Organisation: Cowra Loss & Suicide Awareness Group  
Event: Family Fun Day and BBQ*

#### The Why?

The organisers of this event took up the specific focus of Mental Health Week 2009 – “Sign up, Link in, Get involved” - which promoted the mental health benefits of participating in your local community. The organising group said the aim of their event was “to raise awareness of mental health issues; to encourage people to participate in physical activities and to have fun; to showcase activities and services available in the area and to encourage people to ‘sign up, link in and get involved’.”

#### TIP: Get clear on your event goals to enhance the focus and effectiveness of your activity.

#### The What?

The Family Fun Day and BBQ was held in a local park and provided a range of activities, information and food and drink free of charge. Activities included face painting, a jumping castle, races, a soccer game and novelty events. The local Men’s Shed showcased woodwork projects and the vintage car club organised a display of vehicles. As an additional activity, local fitness and recreational organisations invited members of the public to visit their venues and talk to staff.

**TIP: Think creatively about what type of activities would best fit the theme and goal of your event.**

#### The How?

Rotary was called on to prepare food, drinks and prizes were donated by local businesses. Information stalls were provided by the Cowra Information and Neighbourhood Centre, Cowra Community Health, Cowra Community Mental Health, Mission Australia, Centacare, Richmond Fellowship, Aftercare, Lyndon Outreach, Family Relationships Centre Bathurst, Headspace Central West and The Salvation Army. Mental health professionals were on hand to provide information and referral.

The event was promoted through flyers distributed at the Cowra Show and in shops, advertisements in school newsletters, mentions at interagency meetings in nearby towns, emailed invitations to local services, and flyers and balloons distributed during a street walk on the eve of the event. An article was also included in the local paper and the event was advertised on local websites.

The event was well attended and members of the public interacted with stallholders, asked questions and signed up to groups. The fun activities attracted lots of people and feedback showed support for an annual event!

**TIP: Cast a wide net for promoting your activity and utilise other organisations to assist you.**



# Free Promotional Resources

## Order Form

The Mental Health Association NSW each year produces a range of information and resources, available free of charge for people coordinating Mental Health Month activities in NSW.

### Important dates

- Submit orders by **5pm Friday 20 August 2010**
- Orders will be mailed in **early September 2010**
- Contact us **ONLY** if your resources have not arrived by **Monday September 20 2010**

### Things to remember

- Resources are limited and stock runs out each year so make sure you submit your order on time
- Postcards available in packs of 30, balloons in packs of 10
- Maximum of 50 posters, 5 information/media kits, 6 packs of balloons (60 in total), 10 packs of postcards (300 in total) per order

- Old stock of Mental Health Week plastic bags can be ordered in bundles of 10
- MHM translated factsheets are available to order in any of the following languages - *Arabic, Chinese, Greek, Hindi, Italian, Khmer, Korean, Somali, Spanish, Vietnamese.*

### How to order your resources

- 1) **online** at [www.mentalhealth.asn.au](http://www.mentalhealth.asn.au) OR
- 2) **mail** Level 5, 80 William St, East Sydney 2011 OR
- 3) **fax** this form to (02) 9339 6066

- Note **online** orders only will be automatically confirmed

To see this year's designs follow the links to our resources section at [www.mentalhealth.asn.au](http://www.mentalhealth.asn.au)

Resource	Number	Maximum order
Mental Health Month Posters		50 posters
Mental Health Month Postcard Packs		10 packs (= 300 cards)
10 Tips to Stress Less Posters		50 posters
10 Tips to Stress Less Postcard Packs		10 packs (= 300 cards)
Balloon Packs		6 packs (= 60 balloons)
Information & Media Kits		5 Kits
Mental Health Week (old stock) Plastic Bags Packs		5 packs (= 50 bags)
Translated Factsheets Packs (all 10 languages) <b>OR</b> order Translated Factsheets individually below:		no limit
___ x Arabic	___ x Chinese	___ x Greek
___ x Khmer	___ x Korean	___ x Somali
___ x Hindi	___ x Italian	___ x Vietnamese
___ x Spanish		

**DELIVERY DETAILS** (Please print clearly in capital letters)

YOUR MHA ID#:	Name:
<b>OR COMPLETE YOUR DETAILS BELOW</b>	
Name:	Delivery Address:
Position:	
Phone:	Organisation:
Email:	



# Mentally Healthy Merchandise

## Order Form

The Mental Health Association NSW has produced a range of fun merchandise to help you celebrate Mental Health Month 2010.

### Important dates

- Orders MUST be submitted by **5pm Friday 20 August 2010**
- Orders will be mailed in **early September 2010**
- Contact us **ONLY** if your merchandise has not arrived by **Monday September 27 2010**

### Things to remember

Please note delivery is not included in listed price and will be calculated after your order has been submitted. Item and postage discount available for bulk orders.

### How to order your merchandise

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

Please note that orders will not be automatically confirmed.

- Merchandise may also be ordered **online** at the MHA shop [www.mentalhealth.asn.au](http://www.mentalhealth.asn.au)
- For free English MHM resources see page 10
- For resources in languages other than English, please contact TMHC on (02) 9840 3800

To see this year's designs head to our online shop at [www.mentalhealth.asn.au](http://www.mentalhealth.asn.au)

Item	Unit Price inc GST	Quantity
Stress Less Bubble Pen	AU \$2.00	
Anti-Stress Ball	AU \$3.00	
Stress Less Keyring	AU \$4.00	
Stress Less 'Fling Thing' Frisbee	AU \$4.00	
Mental Health Association 'Half-Full' Glass Tumbler	AU \$5.00	
Mental Health Association 'Half-Full' Mug (available colours: Black and Yellow)	AU \$5.00	

### DELIVERY DETAILS *(Please print clearly in capital letters)*

YOUR MHA ID#:	Name:
<b>OR COMPLETE YOUR DETAILS BELOW</b>	
Name:	Delivery Address:
Position:	
Phone:	Organisation:
Email:	Fax:



# Let us promote your event

## Event Calendar Registration Form

### Why register?

- Promote your Mental Health Month event by getting listed on our online events calendar at [www.mentalhealth.asn.au](http://www.mentalhealth.asn.au) and be included in our event calendar distributed via email at the beginning of October.
- Let your community know about your event and find out what other people are doing across NSW
- Make contact with other event coordinators to exchange ideas or even work together on MHM

### How do I register?

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

### Important dates

- List your event as soon as you can
- Final event details must be submitted by **5pm Friday 24 September 2010**

Area event held in is <input type="checkbox"/> Statewide OR TICK AREA BELOW		
<input type="checkbox"/> Sydney Metropolitan	<input type="checkbox"/> Regional NSW	
Event Title:		
Event description (including cost and whether RSVP needed):		
Venue venue and address:		
Event Date:	Start time:	End time:
Contact Person:		
Contact Organisation:		
Contact Phone:	Contact Email:	

