

## Sign up, link in, get involved

### Building Resilience Campaign Year 2

#### What is Mental Health Week?

Mental Health Week (MHW) is part of a national mental health promotion campaign held in early October each year. MHW in NSW is funded by NSW Health. Its main aim is to promote social and emotional wellbeing to the population of NSW – encouraging people to maximise their health potential, enhancing the coping capacity of communities, families, and individuals.

MHW 2009 marks the second stage in the Mental Health Association NSW's, three year mental health promotion campaign "Building Resilience".

This year, our focus is on **"Sign up, link in, get involved"** - promoting the importance of getting involved and participating in our community, local clubs, organisations and services. Creating and strengthening our links, such as a joining a men's shed or a sporting club, can be a helpful resource during both the good and tough times. Getting involved is another way we can build our resilience and create a richer, more connected and meaningful life.

#### What can you do for MHW?

MHW is an opportunity to raise awareness about mental health in your local community by holding your own event or participating in one in your area.

#### Why should you be involved?

MHW brings the issue of mental health into the public domain. It's an opportunity to remind people 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?

MHW 2009 will take place from Sunday October 4th – Saturday October 10th. Stress Less day will be held on Wednesday October 7th and World Mental Health Day falls on Saturday October 10th.

#### Launch of MHW – Healthy Mind Festival

The official launch of MHW NSW will be held on Wednesday October 7th in Martin Place, Sydney from 11am-3pm. The Healthy Mind Festival continues to grow every year and will feature inspiring and insightful speakers, fun activities, information and the Mental Health *Matters* Awards ceremony. All are welcome to this free and enjoyable event.

#### Key Deadlines for MHW 2009

Small grant applications due - *5pm Friday July 17th*  
MHW resources orders due, award nominations close (see separate brochure) - *5pm Monday August 17th*  
Events registration close - *5pm Monday Sept 28th*

#### In this pack

- MHW Theme Media Release
- Small grants information and application form
- Ideas for planning your event
- Free resources and merchandise order form
- Event registration form



## Sign up, link in, get involved

### Media Release

National Mental Health Week 2009 will take place from Sunday 4 October – Saturday 10 October. In NSW Mental Health Week is coordinated by the Mental Health Association NSW.

The aim of Mental Health Week is to promote the social and emotional wellbeing of Australians, by encouraging everyone to maximise their health potential and enhancing the coping capacities of communities, families and individuals. 2009 marks the second stage in our three year “Building Resilience” campaign. Building resilience is about developing individual strengths and abilities to bounce back from setbacks and challenges. Everyone is born with the potential to develop resilience; we can all learn the skills. Resilience doesn’t make us immune from difficulties, but can provide us with the ability to think positively, see past challenges, enjoy life, and handle stressors better.

One strategy for building resilience is to strengthen your links with others and your community. In 2009 Mental Health Week NSW will focus on the theme ‘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. Mental Health Week 2009 will seek to highlight the potential benefits of engagement with the community such as an enhanced sense of belonging and wellbeing, and the building of social connectedness and social capital.

Gillian Church, CEO, Mental Health Association NSW notes that fostering resilience is vital given the current economic climate. “More and more people are facing fundamental life challenges. Redundancy, unemployment and job insecurity are testing our coping strengths. The Mental Health Association NSW hopes that Mental Health Week will encourage people to identify and build their own sources of resilience as well as provide strategies and tips to inspire them.”

Stress Less Day NSW will take place on Wednesday 7 October to promote stress management and remind people of the health risks of excessive stress. So on October 7, we ask the people of NSW to give themselves a break and say no to stress! They are encouraged to indulge in some fun, stress-free activities with family, friends or colleagues, and take up opportunities to both relax and connect with the people in their lives.

The Association has a number of key spokespersons available for interviews. 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.

The focus of World Mental Health Day on October 10 this year is “Mental Health in Primary Care: Enhancing Treatment and Promoting Mental Health.” 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 regarding any mental health issue please contact the Mental Health Information Service 1300 794 991 or visit our website at [www.mentalhealth.asn.au](http://www.mentalhealth.asn.au). For more information about the Mental Health Week campaign in NSW please contact Nataly Bovopoulos, Mental Health Promotion Manager, on (02) 9339 6006.



## Small Grants Program 2009

### What is it?

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The Mental Health Association NSW, with funding from NSW Health, offers a number of small grants to assist staging mental health promotion activities during Mental Health Week (MHW) 2009.

For the first time, in partnership with the Transcultural Mental Health Centre, a number of small grants will also be offered to projects targetting 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 MHW 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 the theme for MHW 2009 in NSW which focuses on "Building Resilience – Sign up, link in, get involved." See page 2 of this kit for more detail on the theme.

### Who is eligible?

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Any organisation or community group with a registered ABN or auspiced by an organisation with an ABN, wishing to undertake a project or activity during MHW 2009 within the state of NSW.

### What can I apply for?

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- 2 grants of \$1000 each, 4 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 available for projects focusing on Culturally and Linguistically Diverse (CALD) Communities.

### Guidelines for applicants

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- 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 MHW 2009 and promote positive mental health in the community.
- Funds are not available for food, hiring halls, purchasing MHW products or self promotion if the organisation is for-profit.
- Funds are available for exhibitions, publications and guest speakers, amongst other things.

### How do I apply?

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You can apply for a small grant by completing the attached application form and posting **three** copies of the entire application to the following address to be received by **5pm Friday July 17th 2009**.

MHW 2009 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 2009

## 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 if the grant I am applying for is for a CALD activity - targetting a Culturally and Linguistically Diverse (CALD) Community.
- I have included a brief description of the event or activity I am planning to stage during Mental Health Week 2009.
- 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 Mental Health Week 2009 (October 4 – 10, 2009) 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 made three copies of my entire application.

### What if I'm successful?

- A cheque will be sent to you by Friday August 14th 2009.
- A tax invoice must be returned to us by Friday October 23rd. 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 17th 2009.
- All applicants will be notified of the outcome and successful applicants sent a cheque by Friday August 14th 2009.



## Sign up, link in, get involved

### Tips for Planning Your Mental Health Week Event

The theme for Mental Health Week (MHW) 2009 is “Building Resilience: Sign up, link in, get involved” and marks the second stage of the Mental Health Association NSW’s “Building Resilience” campaign.

The 2009 theme recognises the important benefits from taking the time to connect and participate in your community, including enhancing a sense of belonging, and the building of social connectedness and social capital. The theme encourages the people of NSW to seek out opportunities to join interest groups or sporting clubs, to undertake learning or volunteer programs, or to access helpful services and supportive networks. Getting involved and engaged in our community is another way we can build our resilience to produce a buffer against the effects of setbacks and challenges in life.

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

#### 1. The ‘Why’: Know why 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 MHW 2008-2010 and is especially timely given the current economic crisis
- Enhancing engagement in the community – promoting

the benefits of reaching out and getting involved in the community is the focus of MHW 2009

- Informing and educating the public about mental health and wellbeing and reducing the stigma surrounding mental illness
- Promoting stress awareness, stress reduction and management strategies
- The social determinants of mental health including safety and security, employment and housing.

#### 2. The ‘Who’: Know your target audience

Consider which groups in society you are directing your message to. Is it a specific gender, age group, ethnicity or perhaps a geographical locality? Knowing your target audience and how to cater to their needs will help you capture their interest in your event and organise the finer details of your event such as picking suitable venues and the ideal time of day to host your event.

#### 3. The ‘What’: Know what type of event you’d like to host to emphasise your message

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

Below are some great ideas for your MHW event that have been successfully organised in the past. These are just suggestions - feel free to be creative with our theme and organise something completely different!



# Sign up, link in, get involved

## Tips for Planning Your Mental Health Week Event

<b>Fun and creative</b>	<i>Put on shows and performances with local choirs, bands, ensembles, dance or theatre groups</i>
	<i>Host a trivia or board games night</i>
	<i>Host a Karaoke night</i>
	<i>Organise a creative writing competition at your local school, library, University, TAFE</i>
	<i>Host an arts and craft exhibition</i>
	<i>Run a chess tournament</i>
	<i>Have a storytelling night at a café</i>
	<i>Hold a mental health themed film festival</i>
<b>Social</b>	<i>Host a Mad Hatters tea party</i>
	<i>Have a family fun day at the park or a community picnic/BBQ</i>
	<i>Start a laughter club in the park or host a humour workshop</i>
	<i>Provide a massage, reflexology or aromatherapy stall</i>
	<i>Host a book club lunch</i>
<b>Active</b>	<i>Plan free outdoor tai-chi, yoga, qigong or pilates classes</i>
	<i>Provide free dance lessons</i>
	<i>Host a meditation seminar</i>
	<i>Have a mental health themed sporting day (team up with local clubs)</i>
	<i>Have a gardening day at your local community garden</i>
	<i>Organise a group walk or cycle on the beach, hills or local area</i>
	<i>Host an 'adventure skills' day choosing activities that encourage team building such as rock climbing and abseiling</i>
<b>Educating and Community</b>	<i>Host information seminars and include celebrity speakers</i>
	<i>Hold a Living Library inviting community members from all walks of life to act as 'Living Books'</i>
	<i>Have a workshop or forum on a mental health issue</i>
	<i>Conduct an outreach program for people in the community living with mental illness</i>
	<i>Start a community project: it could be as simple as cleaning up a local park!</i>
	<i>Have a cross-cultural mental health day including activities including community groups. Provide language lessons!</i>

### Tips on running information stalls

During MHW, many organisations attempt to run information stalls in their local area. However, it is important to note that information stalls often run with varying degrees of success and any real impact is often difficult to evaluate. If you are contemplating running an information stall this year for your Mental Health Week activity there are a number of factors you should first consider:

- As stated above, be clear on the aim of your information stall. Are you trying to raise awareness about mental health and wellbeing or informing people about services available? Once you have established your aim, consider what other strategies or activities could accomplish your aim more effectively.
- The location of your stall can have a great impact on whether information is transmitted effectively. For example, although placing your stall in a shopping mall may get a lot of traffic, your targets tend to be preoccupied and are therefore less likely to be receptive.
- Further, due to the associated stigma, placing a stall on mental health and wellbeing in a public place may actually deter the people who would benefit the most from the information you are trying to provide.
- Organisations have no control over who approaches an information stall. Much time is often taken up speaking with people who already have the information available or people who want to talk but are not particularly interested in the focus of your stall. You need to be clear on whether or not this fits into the aim of your activity.



## Sign up, link in, get involved

### Tips for Planning Your Mental Health Week Event

• Increased advertising and promotion of services may result in an increased demand for services in your local area that they are unable to provide. Are the services to which people are being directed aware of the promotion and are you aware of the likely waiting period for consumers? People staffing the stall may have reservations about the increased demand on their service which may in turn lead to a conflict of interest when providing information to the public.

If, having considered these issues, you still feel that an information stall is ideal for your MHW activity, we wish you the greatest success. Please feel free to order our MHW and Stress Less resources, and Information kits containing helpful fact sheets and media releases.

#### 4. The '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 and keeping an accurate budget will assist in your event planning.

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 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 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 and radio.

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 Mental Health Association NSW small grant, which provides financial assistance to those organising mental health promotion activities during MHW. More information and application forms may be found enclosed with this kit. Avoid sponsorship from organisations that might present you with an ethical dilemma e.g. suppliers of unhealthy products such as tobacco and alcohol.



## Sign up, link in, get involved

### Tips for Planning Your Mental Health Week Event

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#### A case study from Mental Health Week 2008: Building Resilience “Appreciate the little things in life.”

Organisation: Inverell Shire Public Library  
Event: Meditation @ the Library and Interactive “Grateful Display”

#### 1. The ‘Why’: Know why you are hosting this event

Organisers of this MHW event focused their efforts on a practical activity that promoted building resilience through meditation, a stress management practice. The event not only gave participants an introduction to meditation techniques, but was supported by the purchase of meditation resources to add to the Library’s collection. In addition to the meditation activity, the Library promoted the MHW theme of “Building Resilience: Appreciate the little things in life” by erecting a “Grateful Display”. Community members were able to add notes describing their own experiences of gratitude to the display.

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

#### 2. The ‘Who’: Know your target audience

Organisers heavily promoted the event to the general community through the Library (including a MHW display), book clubs, Art Gallery Society members, the local health shop and book shop, the Council and the town’s Mental Health Team. Local radio and newspaper were also used to advertise the event.

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

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#### 3. The ‘What’: Know what type of event you’d like to host to emphasise your message

Inverell Shire Public Library was able to host two beginner meditation sessions in the Library during MHW. Positive feedback was received about the workshops and weekly sessions are now being held. In addition to the beginner sessions the Library purchased some meditation resources to further assist its clients in engaging with this resilience building technique. The organisers further promoted the theme of MHW 2008 by instituting a “Grateful Display”. Library users were asked to write on slips of paper what they were grateful for that day which was then added to the display. The activity encouraged interaction amongst staff and members of the community and helped all develop a more positive outlook and community spirit.

**TIP: Encourage interaction and active involvement in your event to strengthen the transmission of its messages.**

#### 4. The ‘How’: Costs and getting sponsors and funding

The meditation workshops were provided free of charge to members of the Inverell community. The cost of the meditation facilitator and additional meditation resources as covered with the assistance of the Mental Health Association NSW’s small grants program.

**TIP: Think creatively in order to stage an event with minimal cost and consider other organisations as sources of finance.**



# 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 Week activities in NSW.

### Important dates

- Orders MUST be submitted by **5pm Monday 17th August 2009**
- Orders will be mailed in **early September 2009**
- Contact us **ONLY** if your resources have not arrived by **Monday September 21st 2009**

### Things to remember

- Resources are limited and run out of stock each year so make sure you submit your order on time
- Postcards are available in packs of 30 and 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

- Resources in languages other than English are available to order directly from the Transcultural Mental Health Centre, contact (02) 9840 3800

### 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 that **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 Week Posters		50 posters
Mental Health Week Postcards	(packs)	10 packs ( = 300 cards)
Stress Less Posters		50 posters
Stress Less Postcards	(packs)	10 packs ( = 300 cards)
Balloon Packs (for decoration only)	(packs)	6 packs ( = 60 balloons)
Information & Media Kits		5 Kits

*For free MHW resources in languages other than English, please contact TMHC on 9840 3800*

### 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:



# Mentally Healthy Merchandise

## Order Form

The Mental Health Association NSW has produced a range of fun merchandise to help you celebrate Mental Health Week 2009.

### Important dates

- Orders MUST be submitted by **5pm Monday 17th August 2009**
- Orders will be mailed in **early September 2009**
- Contact us **ONLY** if your merchandise has not arrived by **Monday September 21st 2009**

### 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) **online** order 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
- For free English MHW resources see page 10
  - For resources in languages other than English, please contact TMHC on (02) 9840 3800
  - Note that **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)

Item	Unit Price	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, Yellow or Burgundy)	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 online Event Registration Form

Promote your Mental Health Week event by getting listed on our online event calendar at [www.mentalhealth.asn.au](http://www.mentalhealth.asn.au)

## How do I register?

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

## Why register?

- 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 MHW

## Important dates

- List your event as soon as you start planning it and then we will update your event details as they come to hand
- Final event details must be submitted by **5pm Monday 28th September 2009**

Area event held is <input type="checkbox"/> Statewide OR TICK AREA BELOW			
<input type="checkbox"/> Sydney CBD	<input type="checkbox"/> Central Coast	<input type="checkbox"/> North Coast	<input type="checkbox"/> Southern Highlands
<input type="checkbox"/> Sydney Metropolitan	<input type="checkbox"/> The Murray	<input type="checkbox"/> Riverina	<input type="checkbox"/> Northern NSW
<input type="checkbox"/> Hunter New England	<input type="checkbox"/> South Coast	<input type="checkbox"/> Snowy Mountains	<input type="checkbox"/> Central NSW
<input type="checkbox"/> Illawarra	<input type="checkbox"/> Blue Mountains	<input type="checkbox"/> Capital Country	<input type="checkbox"/> Outback NSW
MHA ID#:		OR COMPLETE YOUR DETAILS BELOW	
Name:		Position:	
Organisation:			
Postal Address:			
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:			

