



## EXPRESSION OF INTEREST

### North Metropolitan Health Service (NMHS) Local Government Network

#### Topic: Promoting mental wellbeing in your community

Following our NMHS Local Government Network on 'Promoting mental wellbeing in your community' we are seeking expressions of interest (EOI) from local governments to implement the Mental Health Commission's (MHC) Think Mental Health campaign and/or the Mentally Healthy WA's Act Belong Commit® program.

#### 1.0 What is Act Belong Commit Program?

Mentally Healthy WA's [Act Belong Commit®](#) is an evidence-informed, population wide mental health promotion campaign that uses state-wide mass media and other channels to support message delivery. Act Belong Commit® encourages people to take action to improve and protect their mental health and wellbeing by promoting protective behaviours known to increase mental wellbeing at the individual and community level.

#### What Act Belong Commit® partners can receive:

- Access to Curtin University's Mentally Healthy WA team
- Guidance in mental health promotion and wellbeing strategies
- Promotion of your organisation's logo to the Act Belong Commit® website with a link to your website or Facebook page
- Training to promote the Act Belong Commit® message (e.g. webinars)
- Free access to Act Belong Commit® resources
- Regular communication through a dedicated Partner newsletter
- Promotion of your organisation's services, events, and activities on the Act Belong Commit® Activity Finder tool
- Access to the Act Belong Commit® Partnership Portal and partners Facebook group so you can network with other partners

#### 1.1 How can NMHS Health Promotion Service support you?

Connect you with Act Belong Commit® and together we can support you to:

- Brainstorm, plan and develop draft action plan on how your Council could localise the campaign
- Receive a personalised presentation from Mentally Healthy WA to become a program partner
- Become a [Site Partner](#) of the program and extend the campaign locally
- Subscribe to receive the program's e-newsletters

## 1.2 I am already an Act Belong Commit® partner. How can my Council further extend the program?

NMHS together with Act Belong Commit® can support you to:

- Brainstorm ideas to further customise your approach E.g., engage the local government workplace
- Promote the campaign through local radio advertisements for a broad range of target groups
- Personalise the Act Belong Commit® program in different settings
- Utilise your networks to extend Act Belong Commit® in schools and community organisations.

## 2.0 What is the Think Mental Health education program?

The [Think Mental Health program](#) is part of a comprehensive approach that aims to enable all Western Australians gain and maintain their own mental health and wellbeing. Think Mental Health's latest public education campaign '[Find Your Way to Okay](#)' provides practical, evidenced-informed mental health and wellbeing strategies for young adults (18 to 24 years) in Western Australia who face particular challenges.

### 2.1 How can your Council support *Think Mental Health education program*?

Launched in September 2023, '[Find Your Way to Okay](#)' is in market until June 2024, providing an opportunity for Local Governments to extend the reach of the campaign, using messages and materials consistent with state-wide campaign activity. The Mental Health Commission has developed a [campaign toolkit](#) to assist in the promotion of the 'Find Your Way to Okay' campaign during this time period.

Choose from the list below on how your Council can support the Think Mental Health program:

- Promote Think Mental Health 'Find Your Way to Okay' campaign materials through Council website, newsletters and social media channels
- Promote campaign materials at community events (e.g., play audio at local community events) and facilities (e.g. campaign assets added to TV screens and noticeboards in community facilities)
- Download and distribute campaign resources to the local community (e.g., print posters and add to the back of toilet doors and community noticeboards across Council buildings and at community facilities)
- Include Think Mental Health program information in your Public Health Plan (when applicable).
- The 'Find Your Way to Okay' [community toolkit](#) has all the information you need on how to access campaign materials.

## 2.2 Ideas and examples of campaign assets



Nourishing your body

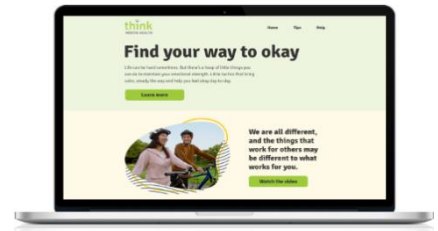


Volunteering

*Promote [social media tiles and videos](#) on digital mediums*



*Promote [campaign resources](#) in community facilities and at events*



*Promote the [campaign landing page](#) to your community, including on Council's website and e-newsletter*

## 2.3 How NMHS Health Promotion Service support you?

- Meet with you to brainstorm ideas and further extend the campaign
- Connect your Council to Think Mental Health resources
- Support your Council to extend Think Mental Health to your digital assets (e.g., social media platforms and TV screens in community facilities)
- Support your Council to apply for Healthway funding to locally promote the Think Mental Health program.

## 3.0 What next?

We will be in touch to discuss these initiatives further with you or other relevant Business Units (e.g., Comms Department). In the interim if you would like to submit an EOI, please contact Assunta Di Francesco, Health Promotion Coordinator on 9380 7711 or [assunta.difrancesco@health.wa.gov.au](mailto:assunta.difrancesco@health.wa.gov.au).