Mental Health Week 2020

Sponsored by

[Logos of NORTHERN TERRITORY MENTAL HEALTH COALITION, PHN NORTHERN TERRITORY, and RURAL WORKFORCE AGENCY NT]
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MENTAL HEALTH WEEK
5 – 9 OCTOBER 2020
This is the information and application form for the Mental Health Week events supported by the Northern Territory Mental Health Coalition (Coalition). The Coalition is the peak body representing community mental health. The Coalition in partnership with the Northern Territory Primary Health Network is pleased to support the mini grant as part of raising awareness for Mental Health Week.

WHAT IS MENTAL HEALTH WEEK?
Mental Health Week (MHW) is an annual national mental health promotion campaign that takes place each October – and includes World Mental Health Day 10th October each year.

The aim of the week is to raise awareness of mental health and wellbeing in the wider community and to promote understanding of the issues and experience facing people with a mental illness. The activities and events planned for the week are to talk about mental health in the community and to help support and reduce stigma, to raise positive public awareness of mental health and all connected with the mental health sector.

Mental Health Week in 2020 will commence on Monday 5th October and run through to Friday 9th October. The theme for this year is

Building Healthy Communities

AIMS AND OBJECTIVES
The key aspect of the event is to inform the wider community of the accomplishments of those living with a mental illness and to inform the community of the different mental health disorders effecting people and their families/carers. Mental Health Week is also an opportunity to acknowledge the work and support of Carers, Workers, Government agencies and the Community Sector organisations.

Community awareness and understanding is promoted through events and activities that engage the corporate, community sectors and the wider community. All events will include activities that are educational, engaging, and beneficial to raising mental health and wellbeing, such as socialising, entertaining activities, engaging discussions and activities that promote positive mental health. Each Year Mental Health Week includes a theme this year’s theme is.

Building Healthy Communities

MINI-GRANTS INITIATIVE
Each year the Coalition offers mini grants to community groups and organisations to assist in promoting mental health events during mental health week. The Coalition particularly encourages organisations, schools, community groups to think creatively and collaborate with other organisations, especially ones outside the mental health sector. Consumer, family and carer engagement in the proposed activities or events is also highly encouraged.

The overall Grants process is a competitive one.
Applications are available online this year.

How much funding is available – funding is per organisation and starts at $500.00 through to $1,000.00 to support your event.

Once applications are submitted, all the applications will be short listed by a Selection Panel. The panel will rate the application per the criteria and at the discretion of the panel offer part funding for your event/ activity. The panel is also authorised to consider equitable distribution of funds across the Northern Territory.

APPLICATION CRITERIA & ELIGIBILITY
The Panel will assess the applications against the following criteria:

- Organisations must have an ABN, and be undertaking the event in the NT.
- The planned activity must clearly tie in with the theme for Mental Health Week 2020 and promote positive mental health in the community.
- The level of partnership with other organisations in delivering the event.
- Innovation and creativity of the event.
- The expected level of consumer, family and carer involvement.
- Applications featuring diversified income streams and or in-kind support will be considered favourably.
HOW TO SUBMIT YOUR APPLICATION

Please submit your application online:

www.ntmhc.org.au

For any enquiries call 08 8948 2246.

Applications close – **Monday 14th September. The earlier, the better and no late applications will be considered.**

SUCCESSFUL APPLICANTS

Successful applicants will be notified on Friday 18th September. Grants will be dispersed after your event and on presentation of a tax invoice.

- Nominate one key contact from your event to liaise with the Coalition office.
- The evaluation form will be sent via a survey after your event. The survey will request a brief summary of the number of participants the successful of your event and how your event raised awareness in the community.

Online applications open on **Monday 1st September and close Friday 14th September 2020.**

MENTAL HEALTH WEEK PROMOTIONAL MATERIALS were developed by the Mental Health Working Committee and Uniprint NT.

OFFICIAL LAUNCH

This year’s launch is being held on **Monday 5th October at Palmerston Recreation Centre at 11am.**

SUGGESTIONS FROM 2019 Events

These are some of the inspirational ideas from Mental Health Week in 2019 to help you plan your event.

- **Carers NT** organised ‘paint & create’ workshops where Carers were given a specific theme for Mental Health Week to paint within a two-hour timeframe. All artworks were displayed at Harry’s Place where the community could nominate their choice to win an award.
- **CatholicCare NT** offered an event as part of their long-standing ‘Stay & Play’ Program; using the session to better promote positive mental health choices and the need for good self-care. The event included self-care stations, a jumping castle for the children and a high tea was also on offer across the day.
- **Mental Health Association of Central Australia** in partnership with organisations and service providers organised and coordinated several events throughout the week, including a branded coffee cup promotion ‘Mental Health Matters’ at local cafes.
- **Mental Mates Inc** held a networking dinner for young professionals new to Katherine and the surrounding communities to help them make friendships and connections across the region.
- **Two Two One Training** organised a Mental Health Awareness dinner called ‘Our Stories Towards Recovery’.

MEDIA SUGGESTIONS

During Mental Health Week there may be media interest and several organisations will have the opportunity to pursue and coordinate promotion of your organisations and the services provided.

*Some suggestions to promote your event:*

**TV/Radio Commercials:** Local television notice boards and/or radio advertisements.

**Flyers:** Displays and distribution to public libraries as a way of advertising Mental Health Week and the theme this year *Talk Support Recover.*

**Advertorials:** Working to support advertorials in regional newspapers and relevant newsletters to support publication of the events in the Mental Health Calendar, available [www.ntmhc.org.au](http://www.ntmhc.org.au)

**Launch:** In partnership with the City of Palmerston, the Coalition will oversee the launch and issue a media release about the launch of Mental Health Week.
As a part of your event, it is your responsibility to promote your event through the Coalition’s online calendar. [www.ntmhc.org.au](http://www.ntmhc.org.au)

**Register** your event as part of the Mental Health Week the calendar can be found on the Coalition’s website.


**Organise** flyers for your event and distribute widely.

**Prepare** an announcement approximately 100 words long and include details of your event such as time, date, and venue.

**Ask** your local libraries, schools and other community groups to include your event in their newsletters.

**Find** a high-profile public figure or celebrity who will help champion your event.

**Send** out invitations to special guests at least two weeks in advance. Members of Parliament at least a month before.

**Develop** a community service announcement to your local radio stations and television stations. Also, send reminders of your events two days prior to the event to the local newspaper, radio and television as a media alert.

**Consider** approaching health reporters with suggestions for articles on your event and/or mental health. Some local newspapers also run community announcements for free.

**Promote** your event through social media like Facebook and Twitter. Create a public event page and share your event with other organisations online.

**Publish** a media release on the day of your event to send to your local newspaper, radio and television. A sample of a media release is attached below.

**Provide** journalists who attend your event with a media kit containing information about mental health, your event and your organisation; you should also provide any speaker biographies or fact sheets that can help them write a positive story.
Sample Media Release

Insert date

Insert headline- an attention grabbing one liner summarising your event.

Two sentences summarising your event, include important details (who, what, when and where)

[insert organisation name] is hosting an [insert the name of your event and event location] on [insert date] at [insert time]. This is one of the many events being held around NT starting on Monday 5th – 9th October as part of Mental Health Week.

Introduce the topic of mental health. Three/four sentences about what Mental Health Week is, what it aims to do and what the theme is.

Mental health issues affect more than one in five Australians every year, with anxiety disorders being the most common mental health challenge, followed by depression.

Mental Health Week creates an opportunity for the wider community to consider ways to enhance our social and emotional wellbeing and reduce stigma, thereby building personal resilience and support networks.

The theme for Mental Health Week 2020, Building Healthy Communities

Add one/two sentence quote here about what motivated you to hold this event, what you hope people will get out of it and about what you do to support your own wellbeing on a regular basis.

Quote from [insert source of the quote], [insert name] said etc, examples include:

“We wanted to raise awareness of the obstacles of living with a mental illness and the importance of delivering good mental health and wellbeing programs, to reduce the stigma that still exists around mental health disorders in our Communities.”

Example - “We have invited a well-known artist with a lived experience to hold workshops on using art and creativity as a form of expression and treatment, as well as providing free lunch and entertainment. Our aim is to ensure everyone leaves here feeling positive about their wellbeing and also knowing what they can do and where they can go if they do feel as though their mental health might be negatively affecting their everyday living,” said [insert name].

Plug your event to conclude

To attend this free event, call [insert organisation name] on [insert organisation number].

Include media contact

Name: [insert name] Mobile: [insert contact number] Email: [insert email address]
**NORTHERN TERRITORY**  
**Mental Health Week**  
5-9 October 2020

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<tr>
<th>Contact Person in your organisation:</th>
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<tbody>
<tr>
<td><strong>Position:</strong></td>
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<tr>
<td><strong>Organisation:</strong></td>
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<tr>
<td><strong>Postal Address:</strong></td>
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<td><strong>Email:</strong></td>
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**Amount of mini grant being requested:** $

<table>
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<th><strong>Name of event:</strong></th>
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<tr>
<td><strong>Expected participants:</strong></td>
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<tr>
<td><strong>Expected attendance:</strong></td>
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**Brief Description of your event:**

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<th>Please circle</th>
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<td>* Is your event?</td>
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**How will this event engage sectors of the community not already linked to mental health services?**

**Please list any partners or other organisations participating in this event:**

**How does your event reflect the objectives of Mental Health Week?**

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**Please submit your application online:**  
Mental Health Week Mini-Grants Panel  
[www.ntmhc.org.au](http://www.ntmhc.org.au)

For any queries or questions contact the Coalition office on 89 482246 during business hours or email  
[eo@ntmhc.org.au](mailto:eo@ntmhc.org.au)