



Event Promotion and Media Kit



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MHW logos and their use

If your organisation is planning to create digital posters, fliers or other marketing collateral for Mental Health Week, please utilise the 2019 Mental Health Week logo. There is both a version that includes the theme 'We all have a role to play' and a more general MHW logo. In addition, we will be developing free, downloadable posters and associated marketing materials.

Visit <https://www.mhct.org/mentalhealthweek/mhw-2019-resources/> to download logos (available July), posters (available July/August). Contact MHCT if you have any questions on 03 6224 9222 or enquiries@mhct.org

When using the logos, we ask that you do so in an unaltered format that is not distorted/skewed or framed in any way. If you would like assistance on this, please get in touch with us at the Mental Health Council of Tasmania 03 6224 9222. Also, just a reminder that if you increase the size of the logos significantly, it may risk distorting the image quality and resolution. There are a variety of versions available to suit your individual design and printing requirements. Please endeavour to use the white background versions on white documents only and the versions encased in a box can be used on either white or coloured backgrounds.



If you are a Mental Health Week grant recipient you will be required to display the MHW logo, the Mental Health Council of Tasmania Logo and the Tasmanian Government logo as displayed below. For guidelines on how to utilise the Mental Health Council logo via our style guide [click here](#). Downloadable versions of the MHCT logo and Tas Govt. logo are also available via <https://www.mhct.org/mentalhealthweek/mhw-2019-resources/>



If you would like to use the colour scheme in your promotional materials, please use the following:

ORANGE



R: 247 C:1 #f7a816
G: 168 M:38
B: 27 Y:100
K:0

PASTEL ORANGE/RED



R: 241 C:0 #f15d3f
G: 93 M:79
B: 63 Y:80
K:0

PURPLE



R: 71 C: 90 #472e8d
G: 46 M:100
B: 141 Y: 4
K:1



Protective factors and personal stories

If you are planning on arranging some interviews with media or planning to have a guest speaker or presentation you will need to think about supporting that speaker or interviewee throughout the process. Sharing personal stories about mental health and related issues can be daunting and the outcomes can be unexpected. If that person isn't prepared for the types of questions they might get or the impact sharing that story may have on their mental health. Even the most confident of speakers can find this unexpectedly challenging.

Consider Signing the Tasmanian Communications Charter

Join the Mental Health Council of Tasmania along with Relationships Australia – Tasmania, headspace and Lifeline Tasmania in speaking together for mental health and suicide prevention.

The “Tasmanian Communications Charter: A state-based approach to Mental Health and Suicide Prevention” brings the community sector together with government and people with lived experience to promote a common language around mental health, mental illness and suicide in Tasmania – so that together we can work to reduce stigma and promote help-seeking behaviour.

Learn more about how you can sign the Charter as an individual or as an organisation at www.tascharter.org

Here are some more tips to try and avoid some negative experiences:

- Arrange a briefing session with any presenter or person sharing their story. This will be a chance to go over your expectations, their expectations and, where relevant, the expectations of the journalist conducting the interview
- Offer a de-brief session afterwards to go over how they think everything went, how they feel afterwards and what might they need to do to consider proactive ways to nurture their mental health after sharing their story
- Provide contact to professional services if that person is not already engaged with a support service. In some cases, it would be preferable for a professional to assist with the briefing and debriefing sessions. Ask the individual what would work best for them.
- Most importantly, if challenging or inappropriate questions are raised, reassure the individual during the pre-briefing that it is ok to say **no** to answering a question or outlining to the journalist what topics are off limits.
- Always ask permission before taking photos, video or posting someone’s image to social media.
- Talking to the presenter or interviewee about the [Mindframe guidelines](#) for talking with media is a really great step to clarifying what is ok to talk about and what might be inappropriate or triggering for either the audience or the individual.



Media tips and templates

Journalists are people too

If your MHW event is open to the public, you may choose to engage with local media to promote the event, so you can build interest and attendance. You may also want to encourage media representatives to attend your event to raise awareness of mental health to a wide audience. It's important to remember that journalists are just regular people, with various levels of mental health literacy. With that in mind it's important to not only consider your audience, but how the media will communicate to that audience on your behalf.

Here are some tips in order to achieve those aims:

- Keep your media release to one page
- Try not to provide media with complex or detailed information. Just the basic Who, Where, When and most importantly WHY
- Provide photo or filming opportunities on your media release with specific times for media to arrive
- Provide a key spokesperson to speak to media before your event, during the event and after completion. Make sure they are available to answer the phone number provided
- Refer to [Mindframe guidelines](#) when speaking to media about mental health issues or suicide and suicide prevention
- Use the media release template provided as a guide to assist you if you are unfamiliar with producing media releases – see the examples on the next page.

Media Release example templates



INSERT YOUR
LOGO HERE

MEDIA RELEASE
8 October 2019

'LAUGHTER IS THE BEST MEDICINE' COMEDY FESTIVAL 11 OCTOBER 2019 | TOWN HALL | 7PM – 10PM

Laughter Tasmania will be holding a comedy festival as part of the **2019 Mental Health Week (MHW)** events in Tasmania. A number of local comedians will perform free for the public throughout the evening. The comedy festival will be one of a wide variety of events held around Tasmania, as part of Mental Health Week, 6-12 October 2019.

One in five Australians will experience mental ill health every year, so it is important to encourage Tasmanians to stop and think about their mental health and seek and celebrate their wellbeing. MHW provides an opportunity for people consider ways in which we can enhance our social and emotional wellbeing by enhancing our personal resilience and support networks.

The 2019 MHW theme is for 2019 is 'We all have a role to play'. As part of the evening we will be inviting the audience to make show their support by

Joe Bloggs, local comedian, said, "My own mental health has been something that I've struggled with, so the opportunity to get other people thinking about looking after themselves is something I'm really looking forward to."

The event will be open to the public, and **Laughter Tasmania** would like to invite all residents to attend. They would also like to remind people that resources like Mental Health Services Helpline (1800 332 388) and Lifeline (13 11 14) are available if people are concerned about their mental health.

Organisers and comedians will be available for interview on the **(insert venue and timing)**. All media representatives are invited to attend the event. Please refer to the Mindframe Media Initiative for more guidance on reporting on mental health <http://www.mindframe-media.info/>

Available for interview:

Joe Bloggs, comedian – **(insert phone number and email)**

Jane Bloggs , Laughter Tasmania Publicity Officer – **(insert phone number and email)**

ENDS-



INSERT YOUR
LOGO HERE

MEDIA RELEASE
8 October 2019

[INSERT HEADLINE (SEVEN WORDS OR LESS)]

[DATE | LOCATION | TIME OF EVENT]

[Insert a one or two line summary of your own event that is catchy and engaging].

[Insert event name] will be one of a wide variety of events held around Tasmania, as part of Mental Health Week from the 6-12 October 2019.

Mental health issues affect more than one in five Australians every year, so it is important to encourage Tasmanian's to stop and think about their mental wellbeing. Mental Health Week creates an opportunity for people to think about the ways in which we can enhance our social and emotional wellbeing by building our personal resilience and support networks.

The 2019 theme, '**We all have a role to play**', aims to encourage everyone to support each other to look after and maintain their own mental health as they would their physical health. [Insert a sentence about how your event reflects the theme We all have a role to play.]

[Name, position] said, "[Insert a 1-4 line quote about the event or the theme: consider why the event is being held, what they hope to see come out of the event or some points of interest for the day]"

[Insert some information about attendance – whether the event is public, whether media should organise attendance etc.]

[Include relevant helplines or website links]

Please refer to the Mindframe Media Initiative for more guidance on reporting on mental health

<https://mindframe.org.au/mental-health/communicating-about-mental-ill-health/mindframe-guidelines>

[Include information about when media contacts will be available for interview].

To arrange an interview OR Available for interview:

[Name], [Position] – [Contact Number]

- ENDS -

Help-seeking and helplines

In any story you do with media or anything you do publicly for Mental Health Week it is important to encourage help-seeking behaviour. Whilst we are encouraging everyone to look after their own mental health and support each other, we need to remember that so many of us do not seek help when we are struggling.

It's important to include relevant helplines and websites where applicable to start people on the right track when seeking help. Here is a comprehensive list of helplines. The recommendation is to include at least two for every story, the default tends to be only including Lifeline, but this is considered insufficient, particularly when there are so many helplines available for different groups and demographics:

Lifeline: 13 11 14

www.lifeline.org.au

beyondblue: 1300 22 4636

www.beyondblue.org.au

SANE Australia helpline

1800 18 SANE (7263) or www.sane.org

Suicide Call Back Service:

1300 659 467

www.suicidecallbackservice.org.au

For men of all ages nationally

MensLine Australia: 1300 78 99 78

www.mensline.org.au

Youth Support Services

Kids Helpline: 1800 55 1800 (27/7 crisis support)

www.kidshelp.com.au

headspace: 1800 650 890

www.headspace.org.au (direct clinical services)

ReachOut.com

www.reachout.com

Veterans Support Service

Veterans and Veterans Families Counselling Service

1800 011 046

www.vvcs.gov.au

Eating Disorder Support

Butterfly Foundation Support Line
1800 33 4673 or www.butterflyfoundation.org.au

LGBTI Specific Support

MindOUT
www.lgbthealth.org.au/mindout

QLife line: 1800 184 527
[www.qlife.org.au](http://www qlife.org.au)

When in doubt...

Ask for help if you aren't sure that you're addressing issues appropriately. Mental health is a complicated area to publicise.

Seek the expertise of those who know about these topics. Do your research, if you can arm yourself with even a little knowledge it will go a long way. You may get asked some curly or confronting questions if hosting a mental health week event. If you aren't a professional working in the mental health sector, consider engaging someone who is to attend your event.

Don't hesitate to get in touch if you have any questions or concerns around media coverage or any of the other issues contained in this document: Cat Delpero cdelpero@mhct.org or 62249222.
I am here to help.