

MHCT STRATEGIC PRIORITY

Community Engagement

GOAL To increase understanding of the role everyone can play in good mental health and wellbeing in the Tasmanian community

HEALTH PROMOTION IN ACTION

At the other end of the spectrum from the challenges in mental health service provision in Tasmania is the opportunity for enhancing literacy and mental health and wellbeing promotion.

A new whole-of-population campaign is being developed, encouraging Tasmanians to take care of their mental health & wellbeing.



The campaign will be:

- A whole-of-population strengths-based campaign aiming to raise mental health literacy in Tasmania, with a targeted approach at the community level.
- Informed by our research partners who are experts in mental health promotion and behavioural change. They will be assisting with the campaign development based on best-evidence.
- Based on a new approach focussing on promotion, prevention and early action to maintain mental wellness.
- A positive campaign, encouraging the use of consistent language and the decrease of stigma around mental health.

HOW TO GET INVOLVED

- ✓ Sign up for our monthly MHCT eNews for updates: www.mhct.org/subscribe
- ✓ Join the email list to receive specific campaign reports contact: lcini@mhct.org
- ✓ Stay connected with our Community Engagement Officers and contribute to focus groups, surveys, promote and participate in the campaign in your local Tassie community.