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Mental Health Council of Tasmania Media Release

Tasmanians encouraged to '*Take a minute*' for better mental wellbeing

The Premier and Minister for Mental Health and Wellbeing, Jeremy Rockliff MP, on Wednesday launched a new campaign by the Mental Health Council of Tasmania (MHCT), designed to empower Tasmanians to understand, value, and take charge of their own mental health and wellbeing.

The exciting new campaign ***Take a minute*** differs from traditional mental wellbeing campaigns by taking a strengths-based approach, focussing on what good mental health and wellbeing look like, and helping people identify some of the things they can do to achieve it.

MHCT CEO, Connie Digolis, said, "Historically, mental health campaigns have taught people to reach out for help when they notice things aren't going well. *Take a minute* is different. Instead of waiting until someone notices a dip in their mental health before doing something about it, this campaign encourages Tasmanians to take a proactive approach and do things that help them maintain and even boost their wellbeing."

"There is overwhelming evidence that taking a proactive, preventative approach to our mental health and wellbeing leads to better mental health outcomes for individuals, families, and communities, while also reducing the stigma that can be a barrier to people taking action sooner. That is why *Take a minute* is particularly exciting, as it marks a significant step towards a mentally healthier Tasmania."

MHCT are working with the South Australian Health and Medical Research Institute's (SAHMRI) 'Be Well Co', who are helping to guide the campaign with evidence based behavioural change models. SAHMRI will also help to evaluate and develop the campaign as it grows.

Take a minute is initially being brought to life with the *7 minute challenge*, which asks people to *Take a minute* each day for seven days to reflect on some of the things that make them feel good, help them relax and unwind, and give their life purpose and meaning.

"We are partnering with businesses, councils, clubs, community groups and other organisations across the state to help bring the campaign to Tasmanians, wherever they live work or play." said Ms Digolis.

"We collaborate with partners to help them tailor and implement the activities. We also provide ongoing guidance and other resources that help bring the campaign to life in a way that works best for their organisations and audiences."

Other businesses and organisations are also being invited to sign up as partners.

At the time of launch MHCT has already established partnerships with Asthma Australia Tasmania, Central Coast Council, Derwent Valley Council, Huon Valley Council, JCP Youth, Lifeline Tasmania, Live Well Tasmania, New Mornings, Relationships Australia Tasmania, and Volunteering Tasmania, who will now begin implementing the campaign across their workforces and with their clients and communities.

People can find out more about the campaign and get involved at www.takeaminute.com.au

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