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Mental Health Council of Tasmania Media Release

Better mental wellbeing only takes a minute

The innovative [Take a minute](#) mental wellbeing literacy statewide campaign continues to build momentum across Tasmania. The Mental Health Council of Tasmania (MHCT) campaign takes a unique, strengths-based approach to building mental wellbeing, helping Tasmanians understand what good mental health and wellbeing looks like to them, while highlighting some of the things they can do, and often already are doing, to achieve it.

MHCT CEO, Connie Digolis, said the campaign was unlike traditional mental health campaigns because it promoted a proactive approach to mental wellbeing.

“We’ve seen campaigns in the past that encourage us to reach out for support when we notice a dip in our mental health. But they haven’t really talked much about the things people can do to help prevent themselves becoming unwell in the first place.”

“That’s where Take a minute comes in. It encourages us all to take a proactive approach to our mental health and wellbeing, by leaning into our strengths and emphasising some of the people, places and things that give our lives purpose and meaning.”

Ms Digolis added that the campaign was also unique in the way that it was being tailored for the needs of the communities, clubs and organisations that joined in.

“Our team of Community Capacity Building Officers have been working with hundreds of organisations, clubs, communities, and individuals across the state, helping them adapt the campaign to their specific needs. This is part of what makes this campaign so special and unique –we’re reaching out to Tasmanians, and bringing Take a minute to them wherever they live, work or play.”

The first phase of the campaign centres around the *7 minute challenge*, which asks Tasmanians to take a minute a day, over seven days, to reflect on some of the people, places and things and things that have a positive impact on our mental wellbeing. People can sign up via the Take a minute website (www.takeaminute.com.au) to receive daily prompts via text or email, which will guide them through a one minute exercise every day for a week.

“One of the best things about the 7 minute challenge is that it’s simple and achievable, even while juggling everything going on in our busy lives. It’s easy to find a minute in your day to reflect on some of the little things that make you tick. It could be on the bus, while you wait for your morning coffee, or even while you brush your teeth.”

Over 250 organisations and 100 individuals have engaged with the campaign already, with feedback being overwhelmingly positive.

“We’re already seeing the impact of the unique approach to the campaign. People are telling us that it’s helped them devote more time to the things they love, that it’s brought them closer as a team, and helped start conversations about mental health.”

Interested businesses, clubs or organisations are encouraged to contact MHCT if they want to discuss what the campaign might look like for them. Tasmanians who sign up for the 7 minute challenge via the website between now and the end of July will be eligible to win prizes, simply by providing feedback on their experience.

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Please include the following crisis support services for any story regarding mental health or suicide:

A Tasmania Lifeline: 1800 984 434 atasmanianlifeline.com.au/

Lifeline: 13 11 14 www.lifeline.org.au

Suicide Call Back Service: 1300 659 467 www.suicidecallbackservice.org.au

Kids Helpline 1800 55 1800 kidshelpline.com.au/

More information on safely reporting on mental illness or suicide can be found at:

<https://mindframe.org.au/> and <https://www.tascharter.org/>