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Mental Health Council of Tasmania Media Release

Praise for innovative Take a minute mental wellbeing campaign

The Mental Health Council of Tasmania (MHCT) has released a report detailing the initial success of their *Take a minute* mental wellbeing literacy campaign.

MHCT CEO, Connie Digolis said, “We know that 1 in 5 of us will experience mental health challenges every year. But we shouldn’t just accept that as inevitable. We should be doing everything we can to reduce that number, by helping everyone better understand their mental health and wellbeing, and the things they can do to stay on top of it.”

Enter *Take a minute*. This is a novel and unique campaign that focuses on positive mental health and wellbeing, supported by the Tasmanian Government. Traditional mental health campaigns have focussed on looking out for signs that we might be struggling with our mental health. But *Take a minute* flips the script, encouraging Tasmanians to take a proactive approach to help prevent them becoming unwell in the first place.

The centrepiece of the campaign is the *7 minute challenge*. Tasmanians who sign up to take the challenge are sent a short prompt each day for a week, asking them to take a minute each day to reflect on some of the things that give their lives meaning and purpose. Participants are encouraged to use photos to help evoke familiar memories and feelings of the people, place or things they’re focusing on each day.

“As humans we tend to spend a lot of time and energy focusing on the tough stuff in our lives - and there’s no shortage of those at the moment. This means we often overlook many of the good things we have going on. That’s what the *7 minute challenge* is about – prompting us to focus on the positive resources we can tap into, and giving us permission to take a little bit of time each day to cherish and enjoy those things,” said Ms Digolis.

“Day four, for example, focuses on your favourite places. It might be the beach, or a cosy café. Maybe it’s the park, or your favourite holiday destination. The important thing isn’t the place itself, but the feelings of comfort, safety, belonging – the positive memories and emotions that make these places special to you.”

The *7 minute challenge* has received widespread praise from participants, with many saying that it helped them understand the things that are important to them, and dedicate more time to those things. Over 80% of participants said they were either satisfied or very satisfied with the *7 minute challenge*.

“It resonates with people so strongly because it’s simple and achievable – we’re not suggesting everyone go out and invest a lot of time developing a new skill like yoga or meditation. Instead, we’re trying to help people make a conscious connection between some of the things they’re often already doing, and the positive benefits those things bring with them. That’s why it’s been so well received.”

Many have used what they’ve learned through the *7 minute challenge* to give themselves permission to prioritise these impactful activities as essential components of their overall mental health, rather than mere indulgences.

People who have taken the challenge with a group or as part of a workplace activity have also noted how it helped them connect with other people by sharing the things that are meaningful to them.

“Our Community Liaison Officers work one-on-one with organisations, clubs and businesses, to help them tailor and run the *7 minute challenge* in a way that works best for them. I encourage anyone who is interested in running the challenge as a fun, simple yet meaningful activity to get in contact with us.”

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The interim evaluation report is available here: <https://takeaminute.com.au/take-a-minute-interim-evaluation-report-final-060524-v2/>

More information on safely reporting on mental illness or suicide can be found at:
<https://mindframe.org.au/>