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Mental Health Council of Tasmania Media Release

Tasmanians embrace innovative 'Take a minute' mental wellbeing campaign

Over 1000 people from across Tasmania have signed up to take the '7 minute challenge', part of the Mental Health Council of Tasmania's innovative 'Take a minute' mental wellbeing campaign. The milestone is in addition to the countless others who have taken the challenge through their workplaces, clubs and community groups. The campaign is supported through funding from the Tasmanian Government.

The Take a minute campaign's unique strengths-based approach focuses on building mental wellbeing literacy, which is vital to help people build and maintain positive mental health. This differs from other mental health campaigns which have traditionally focussed on understanding the signs of poor or deteriorating mental health.

The 7 minute challenge brings the campaign to life, as a simple yet impactful activity that helps Tasmanians explore the positive, cumulative impact that little things have on their mental health and wellbeing.

MHCT CEO, Connie Digolis said that helping people better understand what good mental health looks like to them, and how they can achieve it, were vital in empowering Tasmanians to take charge of their own mental health and wellbeing.

"When we created Take a minute, it was with the vision of Tasmania becoming the mentally healthiest state in the country. But that doesn't just mean knowing when to reach out for help. It means helping all Tasmanians to better value their mental health, and understand the things that have a positive impact on it, she said.

"That's where the 7 minute challenge comes in. It helps us better understand and appreciate the people, places and things we have that give our lives meaning and purpose, and help us stay on top of our mental health and wellbeing."

Tasmania University Football Club recently took the 7 minute challenge. Club President, Luke Bartulovic, said the 7 minute challenge has helped promote the value of positive mental health

"We strive to be more than just a football club – we're a community. As a community we see it as our role to promote healthy behaviours for everyone. That's why we took on the 7 minute challenge. It's helped us better understand and appreciate the many little things that we can do to stay on top of our mental health."

Mr Bartulovic said the 7 minute challenge has been a welcome inclusion to their comprehensive mental health and wellbeing program, which saw the club winning the Good Sports Mental Health Excellence Award in 2022.

"The 7 minute challenge has helped reframe mental health as something we should work on to boost and maintain, and that we should be doing that as a matter of course, not just when we notice we're struggling. It has really promoted the value and benefits of proactively looking after our mental health and wellbeing, much like we do with our physical health and fitness."

Tasmanians are encouraged to get involved, by signing up for the 7 minute challenge via the Take a minute website www.takeaminute.com.au/. Participants receive daily prompts via email or SMS which run through short exercises focusing on different factors that influence their wellbeing.

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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 or Text 0477 13 11 14 lifeline.org.au

Kids Helpline 1800 55 1800 kidshelpline.com.au/

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

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

mindframe.org.au/ and lifeinmind.org.au/the-charter