



**18/02/2025**

***New app to help Tasmanians boost their mental health and wellbeing together***

The Mental Health Council of Tasmania (MHCT) has unveiled an exciting new app which will empower Tasmanians to take charge of their mental health and wellbeing. Expanding on the success of the 'Take a minute' campaign, the app will make boosting and maintaining mental health and wellbeing easier and more accessible for Tasmanians.

The campaign launched 12 months ago with the '7 minute challenge', encouraging people to take a minute each day for a week to focus on the things that give their life meaning and purpose. Despite currently only being available via SMS and email, over 7000 Tasmanians have already taken the challenge.

"One of the unique features of this app is the way it will encourage us to boost and maintain our mental wellbeing together, as part of a group," said MHCT CEO, Connie Digolis.

When it launches in May, the app will promote individual mental health and help build lasting social connections at the same time. Individuals, families, friends, clubs, community groups and workplaces will be able to use the app to take the 7 minute challenge, gaining a better understanding of how they can boost their own wellbeing, while learning how they might support the people they care about.

"By inviting friends, family or team mates to join in, Tasmanians will be able to boost and maintain their own mental wellbeing while also helping their loved ones do the same," said Ms Digolis. "The app will empower Tasmanians to better value their wellbeing, and discover the things that help them boost and maintain it. But the unique ability to take the challenges together will also be a catalyst for connection, uncovering common interests, or even friendly rivalries."

MHCT have been working with Be Well Co, a leading national provider of science-informed wellbeing and evaluation services, to develop the campaign and have partnered with Tasmanian design agency Before Creative and digital studio Neon Jungle to bring the campaign and app to life.

CEO of Be Well Co Joep van Agteren said, "Take a minute is underpinned by the latest knowledge from wellbeing science and positive psychology. Be Well Co's work internationally has identified evidence-based domains that people can tap into to stay on top of their mental wellbeing. The campaign focuses on these positive domains to help people identify their strengths and focus on the things that are good for them and their unique circumstances. This differs from the traditional approach to mental health and wellbeing campaigns, which don't always encourage personal reflection and tend to focus more on keeping an eye out for signs that things are wrong before taking action."

"The main feedback we get from people that have taken the 7 minute challenge is that it helped remind them about the things that matter most in their lives," said Ms Digolis. "I'm excited for more people to make these connections and put a greater emphasis on prioritising their mental health and wellbeing."

People can visit [www.takeaminute.com.au/app](http://www.takeaminute.com.au/app) to sign up to be notified as soon as the app is released.

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