



# Mental Health Council of Tasmania

## Media Release



27/05/2025

Mental Health Council of Tasmania Media Release

### **New app flips the script on mental wellbeing: from what's wrong, to what's strong!**

The Mental Health Council of Tasmania on Tuesday celebrated the launch of their brand-new app, Take a minute. The free app uses science-backed positive psychology to promote a proactive, preventive approach to mental health and wellbeing.

MHCT CEO, Dan Vautin, said “Traditionally mental health campaigns teach us to look out for signs things are wrong before reaching out for help. Take a minute flips the script, encouraging us to lean into the things that are going well to help build and maintain our mental health and wellbeing. It shifts the focus from what is wrong, to what is strong.”

Where other wellbeing apps are focussed solely on individual improvement, one of the unique features of the Take a minute app is the option to build mental wellbeing together with friends, family, colleagues, and teammates.

“The brilliant thing about the Take a minute app is that while you’re doing something good for your own mental wellbeing, other people in your group are doing the same. The app also creates opportunities for new connections, as you learn a little bit about each other.”

Mr Vautin added, “The Take a minute app is a great complement to existing workplace wellbeing initiatives and a number of Tassie workplaces have already signed up.”

The free app is based around a series of fun and accessible challenges, with people using their own photos to remind them of the people, places and things that give their lives meaning and purpose. A series of prompts are provided, based on 19 different wellbeing areas which were identified by researchers from South Australia’s Be Well Co. At the end of each challenge, users get personalised wellbeing statements.

“The main feedback we’ve heard from people who’ve engaged so far is that it’s helped remind them of the things that are most important to them. Through this realisation, they give themselves permission to enjoy those things more often, which has a huge positive impact on their mental wellbeing,” said Mr Vautin.

MHCT worked with Tasmanian creative agency Before Creative to bring the campaign to life, with local digital studio Neon Jungle developing the new app.

The Take a minute app can be downloaded now on the Apple App Store and is coming soon to the Google Play Store. A web browser version is also available.

[www.takeaminute.com.au/app](http://www.takeaminute.com.au/app)

-ends-