



**Mental
Health
Council**
OF TASMANIA

www.mhct.org

Event Toolkit:

**Planning, Promotion and Handy Hints for
delivering your Mental Health Week event**



**Mental
Health
Week**
TASMANIA
3-11 October

Contents

About Mental Health Week	3
Mental Health Week theme	3
Key Messages.....	3
Planning your event.....	4
Identify the goals of your event	4
Know your audience.....	4
Communicating safely	4
Consider grants, sponsorships, and partnerships.....	4
Event ideas.....	5
Promoting your event	6
Be prepared	6
Templates and resources	7
Colours.....	7
Social media and newsletters	7
Media releases	8

About Mental Health Week

Mental Health Week (MHW) in Tasmania is part of a national mental health promotion campaign that aims to promote positive mental health and wellbeing, increase understanding, and reduce stigma. Coordinated by the Mental Health Council of Tasmania and supported by the Tasmanian Government, Mental Health Week 2026 will be held from 3–11 October.

Mental Health Week theme

The theme for Mental Health Week in 2026 is ***Appreciate the little things***. First introduced in 2024, this theme encourages people to pause and reflect on the big impact that small, everyday actions and activities can have on our mental health and wellbeing.

As we mark the third and final year of this theme, consider how this message will be incorporated into your MHW event. Think about those little things that give you a glimmer of calm and peace on a busy day. The small moments that wouldn't make the news, but make you feel good.

These little things can be as small as sharing a smile with a stranger, spending time in the garden, or hearing your favourite song on the radio.

Key Messages

- Mental Health Week in Tasmania is part of a national mental health promotion campaign. Held in October each year, it incorporates World Mental Health Day, which is held globally on 10 October.
- This year, Mental Health Week in Tasmania will run **3-11 October 2026**.
- Mental Health Week highlights the importance of everyday actions and supportive environments that help people maintain and strengthen their mental wellbeing, not just respond when things are going wrong.
- Mental Health Week aims to increase understanding of mental illness and reduce stigma by encouraging empathy, awareness, and respectful conversations about mental health and its impacts.
- The theme for Mental Health Week in 2026 is ***Appreciate the little things***. This theme encourages people to pause and reflect on the big impact that small, everyday actions and activities can have on our mental health and wellbeing.
- Mental health, like physical health, is something everyone has and can change over time. In the same way that physical health is not the same as physical illness, mental health and mental illness are not the same.
- We can look after our mental health. Small, regular actions such as rest, connection, movement, creativity, and time outdoors can support mental wellbeing.

Planning your event

Identify the goals of your event

Start by identifying what you want your event to achieve, and what key messages you want your audience to take away. Make sure your goals and messages come through clearly in all your promotions. These may include:

- Raising awareness, reducing stigma, and promoting positive mental health and wellbeing.
- Encouraging self-care and help-seeking.
- Developing resilience, understanding, and connection.
- Building partnerships and connections within the local community.

Know your audience

When hosting a Mental Health Week event, it is important to think about who you are engaging with. Consider:

- **Who is your audience?** Different audiences may require different communication styles and event formats. Demographics such as age group, gender, cultural backgrounds, etc. may influence how you promote or deliver your event.
- **What level of mental health knowledge might they have?** Will you need to consider their knowledge and understanding to achieve the goals of your event?
- **Could any content be confronting or triggering?** If discussing sensitive topics, use content warnings where appropriate and ensure support information is clearly available.

Communicating safely

The way we talk about mental health plays a big role in reinforcing stereotypes, myths and stigma. Here are some general tips:

- Use respectful, non-stigmatising language, and avoid reinforcing stereotypes or misinformation.
- Focus on prevention, wellbeing, and early support.
- Be mindful about sharing personal stories or sensitive details.
- Visit the [Mindframe Guidelines](#) for information on communicating safely and effectively about mental health.

Consider grants, sponsorships, and partnerships

Keep an eye out for partnership, grant, or sponsorship opportunities with local organisations, councils, or businesses. These are a great way to share resources and increase your ability to have an impact.

The Mental Health Council of Tasmania facilitates a Small Grants program, with applications open **Wednesday 3 June to Thursday 2 July 2026**. [Visit our website](#) for more information, including eligibility.

Event ideas

To help get you thinking about your own event, here are some event examples:

- Organise a wellness walk, cycle, swim, run, yoga or meditation session.
- Creative workshops in painting, pottery or creative writing.
- Art or photography exhibitions that explore the ideas of the Mental Health Week theme.
- Hold a self-care session that looks at the ideas of mindfulness or music therapy, or bring people together around music and voice.
- Bring your community together with a BBQ, picnic, trivia night or gardening session.
- Have a 'Dress in Orange' day, or decorate your space in orange. We've chosen orange as the official colour for Mental Health Week in Tasmania because it is warm, and inviting, and has a positive and uplifting influence.
- Develop a community forum with a panel of guest speakers to consider questions about mental health, wellbeing and stigma reduction in your community from the audience.
- Music or comedy performances linked to Mental Health Week and the theme.
- Hold a neighbourhood Mental Health Week celebration. Encourage different generations to socialise together.
- Check in with other community organisations and events and see how you can partner up to promote mental health and wellbeing.



Promoting your event

Effective ways to promote your Mental Health Week event include:

- **Spread the word locally.** Ask schools, shops, councils, and community organisations to share flyers, display posters, or include your event in their newsletters. Send personal invitations to VIPs or key speakers who can help extend your reach.
- **Go digital.** Promote across your social media channels and encourage supporters, friends, and colleagues to share and forward e-invites organically. [Register your event](#) on our website to be featured in our event program, social media, and newsletters.
- **Engage the media.** Contact local newspapers, radio, and TV stations, and make it easy for them by sending a media release.
- **Advertise in the community.** Place ads or notices in workplaces, libraries, community halls, cafes, and shops.
- **Use Mental Health Week branding.** Include the Mental Health Week logo and the colour orange. Orange is Tasmania's official colour for the week, chosen to signal warmth, positivity, and belonging.

For more information on communicating safely and effectively about mental health, please visit the [Mindframe Guidelines](#).

Be prepared

- **Have supports in place.** Even if your event has a positive focus, sometimes people may become upset. Make sure you have a handout with details of helplines and appropriate services available. Depending on the level of risk associated with your event, consider asking someone with Mental Health First Aid accreditation to attend the event and be on hand to provide support or advice if necessary.
- **Know your boundaries.** Before the event, give some thought to your boundaries. What are you confident and comfortable to talk about? What might you need more information or support with? When might you need to refer someone to another source of assistance? Remember, it is okay not to know everything.
- **Look after your team.** Remember that looking after yourself and your team is just as important as looking after others. Keep the lines of communication open with your team on the Mental Health Week event day. Include a discussion about this element with your team in your pre-event briefing and post-event review.
- **Consider the weather.** Tasmanian weather is unpredictable, especially in October! If your event is taking place outdoors, have a back-up plan and contingencies in place. Can you find an indoor venue at short notice?

Templates and resources

We have developed [a suite of free Mental Health Week resources](#) to help you plan, promote and deliver a successful event. This includes Mental Health Week logos you can add to your posters, flyers, etc!

Please note: If you are recipient of a Mental Health Week grant you are required to display the MHW logo, the Mental Health Council of Tasmania logo, and the Tasmanian Government logo – these are also available on our MHW Resources page.

Colours

Orange is the colour for Mental Health Week. If you would like to use the colour scheme from our logos in your promotional materials, please use the following:

ORANGE (main colour)			GREEN			BLUE		
R: 244	C: 0	#f47820	R: 106	C: 63	#6abd45	R: 75	C: 82	#4b53a4
G: 120	M: 65		G: 189	M: 0		G: 83	M: 77	
B: 32	Y: 100		B: 69	Y: 100		B: 164	Y: 0	
	K: 0			K: 0			K: 0	

Social media and newsletters

Social media	Example
<p>To promote your event on social media, create content that includes the following formula:</p> <p>Hook: Grab attention in the first line</p> <p>Value: Why someone should care</p> <p>Details: What / when / where / who</p> <p>Call To Action: What to do next</p> <p>Hashtags and Emojis: Used sparingly, these can benefit your post.</p> <p>Hashtags which are relevant to the event or topic can improve discoverability on social media platforms.</p> <p>In moderation, emojis can catch the eye when scrolling and visually separate sections of information.</p>	<p>This Mental Health Week, let's Appreciate the little things in our community!</p> <p>Join us for a free Community BBQ to raise awareness, encourage connection, and create space for conversations around mental wellbeing.</p> <p>Enjoy a relaxed, family-friendly afternoon with:</p> <ul style="list-style-type: none"> ✓ A free BBQ ✓ Mindfulness activities for all ages ✓ Mental health resources and information handouts <p>📅 When: Monday 5 October 2026, 11:00am – 2:00pm</p> <p>📍 Where: [Location]</p> <p>Open to all ages and members of the community.</p> <p>👉 Register via: [URL]</p> <p>#MentalHealthWeek2026 #MHW2026 #Appreciatethelittlethings</p>

Newsletters	Example
<p>To promote your event in newsletters, create content that includes the following formula:</p> <p>Context: Sets the scene. Can be a heading, or a single sentence</p> <p>Value: Why someone should care</p> <p>Details: What / when / where / who</p> <p>Call To Action: What to do next</p> <p>In addition to promoting your event in your own newsletter, consider asking other local organisations or groups to include it in their newsletters as well.</p>	<p>As part of Mental Health Week, [Organisation/Group name] are hosting a free Community BBQ to bring people together and create space for connection, conversation, and wellbeing.</p> <p>Enjoy a relaxed, family-friendly afternoon with a free BBQ, mindfulness activities for all ages, and mental health resources and information handouts.</p> <p>When: Monday 5 October 2026, 11:00am – 2:00pm Where: [Location]</p> <p>Open to all ages and members of the community. Learn more and register via: [URL]</p>

Media releases

If your MHW event is open to the public, you may choose to engage local media to help promote it. Keep in mind that journalists have varying levels of mental health literacy, so clear and thoughtful communication is essential. Here are some general tips:

- Include your media release in the body of the email, not as an attachment. People can be hesitant to open attachments from someone they don't know.
- Keep the release short and focused on the Who, What, Where, When and Why.
- Clearly outline any photo or filming opportunities and timing.
- Nominate a key spokesperson who is available before, during and after the event.
- Refer to the [Mindframe guidelines](#) when speaking about mental health or suicide prevention.
- Use the media release template (provided below) as a guide if needed.

[INSERT MHW LOGO HERE]	MEDIA RELEASE [Today's date] [INSERT HEADLINE (SEVEN WORDS OR LESS)] [DATE LOCATION TIME OF EVENT]	[INSERT YOUR LOGO HERE]
<p><i>[Insert a one or two line summary of your own event that is catchy and engaging].</i></p> <p>[Insert event name] will be one of a wide variety of events held around Tasmania, as part of Mental Health Week from the 3-11 October 2026.</p> <p>Mental health issues affect more than one in five Australians every year, so it is important to encourage Tasmanians to stop and think about their mental wellbeing. Mental Health Week creates</p>		

an opportunity for people to think about the ways in which we can enhance our social and emotional wellbeing by building our personal resilience and support networks.

The 2026 theme, **‘Appreciate the little things’**, aims to encourage everyone to pause and reflect on the big impact that small, everyday actions and activities can have on our mental health and wellbeing. *[Insert a sentence about how your event reflects the theme ‘Appreciate the little things’.]*

[Name, position] said, “[Insert a 1-4 line quote about the event or the theme: consider why the event is being held, what they hope to see come out of the event or some points of interest for the day]”

[Insert some information about attendance – whether the event is public, whether media should organise attendance etc.]

- ENDS -

[Include information about when media contacts will be available for interview].

Available for interview: *[Name], [Position] – [Contact Number]*

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

Lifeline: 13 11 14 www.lifeline.org.au, Suicide Call Back Service: 1300 659 467

www.suicidecallbackservice.org.au, beyondblue: 1300 22 4636 www.beyondblue.org.au

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

<https://mindframe.org.au/> and <https://lifeinmind.org.au/the-charter>