



**Mental  
Health  
Council**  
OF TASMANIA

[www.mhct.org](http://www.mhct.org)

# Supporter Toolkit:

## Resources to show your support for Mental Health Week



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

## 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. This year's theme is '*Appreciate the little things*', which highlights the positive impact of small, everyday actions on our mental health and wellbeing.

## 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.

## Ways to show your support

### Host your own event or activity

Hosting an event or activity is an effective way to promote and support Mental Health Week. It could be something small and simple, such as a morning tea at your workplace or club, or a bigger community event.

- Download our [Event Toolkit](#) for ideas and resources to plan and promote.
- [Register your event or activity](#) on our online program.

## Get involved in events or activities

A variety of Mental Health Week events and activities will be held across the state. Check out what's happening in your community and head along to participate!

- View our [online event program](#) to find what's on near you.

## Spread the word

We have developed a suite of free resources to help you promote and support Mental Health Week. These resources include social media images, logos, posters, Zoom/Teams backgrounds, and more.

When promoting on social media, please use the following hashtags:  
 #MentalHealthWeek2026 #MHW2026

On the next page we have included some suggested wording for social media posts and newsletters. You may wish to share these alongside the images and logos available in our resources.

[Click here to explore our suite of free Mental Health Week resources.](#)

## 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.

## 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	

## Suggested promotional content

<p><b>Suggested content for a Social Media post in <i>the lead-up</i> to Mental Health Week:</b></p>	<p>We're looking forward to celebrating Mental Health Week in Tasmania, which is taking place from 3–11 October 2026.</p> <p>Mental Health Week is a chance to get involved in activities that promote positive mental wellbeing, build understanding, and help reduce stigma.</p> <p>This year's theme, 'Appreciate the little things', encourages us to notice the small moments and actions that support our mental health, whether at work, at home, or in our communities.</p> <p>Events and activities will be happening across the state!</p> <p>Learn more and get involved: <a href="http://www.mhct.org/mentalhealthweek">www.mhct.org/mentalhealthweek</a></p> <p>#MentalHealthWeek2026 #MHW2026</p>
<p><b>Suggested content for a Social Media post <i>during</i> Mental Health Week:</b></p>	<p>It's Mental Health Week in Tasmania! Taking place from 3–11 October 2026, Mental Health Week is a chance to get involved in activities that promote positive mental wellbeing, build understanding, and help reduce stigma.</p> <p>This year's theme, 'Appreciate the little things', encourages us to notice the small moments and actions that support our mental health, whether at work, at home, or in our communities.</p> <p>Events and activities are happening across the state – explore what's on near you!</p> <p>Learn more and get involved: <a href="http://www.mhct.org/mentalhealthweek">www.mhct.org/mentalhealthweek</a></p> <p>#MentalHealthWeek2026 #MHW2026</p>
<p><b>Suggested content for a Newsletter:</b></p>	<p>Mental Health Week in Tasmania will be held from 3–11 October 2026.</p> <p>Mental Health Week is an annual awareness initiative that highlights the importance of positive mental wellbeing, builds understanding, and helps reduce stigma around mental illness and its impact on everyday life.</p> <p>This year's theme, 'Appreciate the little things', encourages reflection on the small moments and actions that can support mental health, whether at work, at home, or within our communities.</p> <p>With a range of events and activities planned across Tasmania, Mental Health Week provides an opportunity to pause, reflect, and connect.</p> <p>To learn more or find out how you can get involved, visit <a href="http://www.mhct.org/mentalhealthweek">www.mhct.org/mentalhealthweek</a></p>