



# ACT-BELONG-COMMIT ANNUAL REPORT 2016



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# ABOUT US

Mentally Healthy WA uses a community-based social marketing model to build population mental health in Western Australia. Mentally Healthy WA is housed at Curtin University and operates the Act-Belong-Commit Campaign.

The intervention is based around the A-B-C guidelines for positive mental health:

## Act-Belong-Commit.



keep mentally, physically, spiritually and socially active; take a walk, read a book, say hi to a neighbour, meditate...



belong to a community group and participate in community activities; catch up with friends, take a cooking class, join a sports club, become more involved in groups you are already a member of...



take up a cause, help a neighbour, learn something new, set yourself a challenge, volunteer to help others...

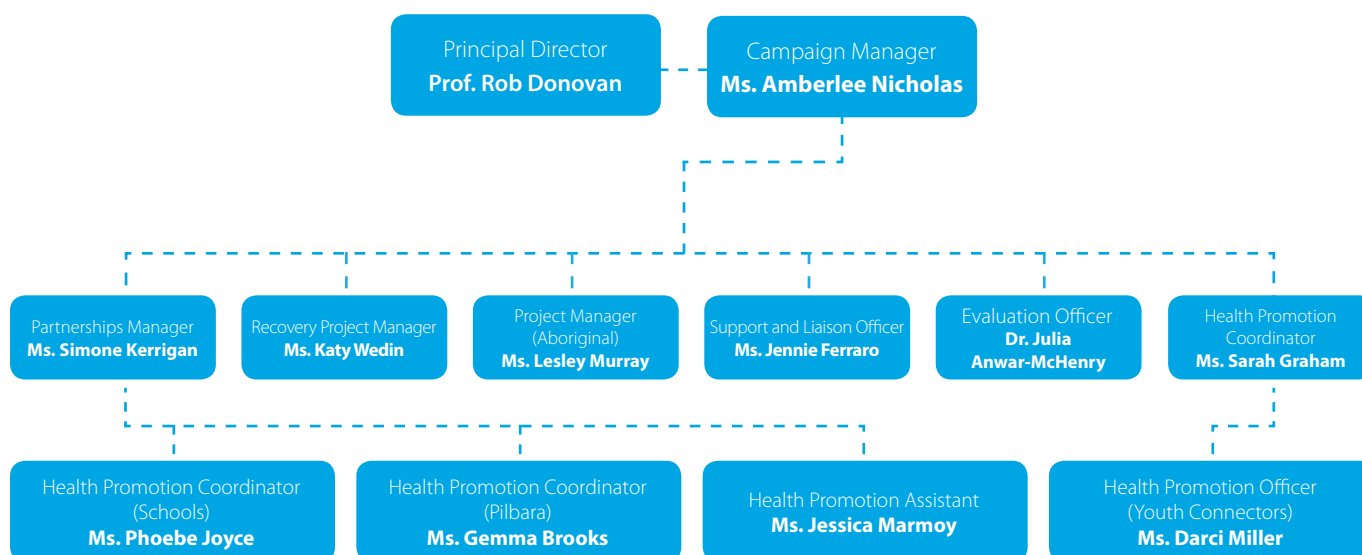
### Some of the Mentally Healthy WA team

(L-R Rob Donovan, Caroline Jackson Pierce, Phoebe Joyce, Amberlee Nicholas, Sarah Graham, Line Nielsen and Jessica Marmoy)



# CORPORATE STRUCTURE

## Mentally Healthy WA's Staffing Structure



## Mentally Healthy WA's Steering Committee

\*Only one meeting was held in 2016 (20/5/2016). A Review of the role of the Steering Committee will be undertaken and a committee will be re-established in 2017.

Member	Organisation
Dr Jo Clarkson	Healthway
Suzanna Robertson/Lynda Fielder	Mental Health Commission
Prof. Simone Pettigrew	Curtin University
Lorraine Powell	Mental health advocate
Fergus Masters	Relationships Australia
Erika Austen	Esperance Volunteer Resource Centre (regional representative)



# EXECUTIVE REPORT

The new strategic plan (2016-19) was launched this year, giving Mentally Healthy WA a long-term vision and four-year strategy to guide the implementation of the Act-Belong-Commit campaign.

Act-Belong-Commit continues to be a well-recognised health promotion brand in Western Australia, with just over three-quarters of the population aware of the mental health message. Most importantly, 12%, or around 239,000 people, have deliberately done something in the past year to improve their mental health as a result of exposure to the Campaign message.

The Campaign continues to grow, both in the number of campaign partners, and the range of programs designed to reach priority populations.

During 2016 we have supported 199 signed partners (along with a further 31 unsigned) in Western Australia, across a broad variety of geographic, socio-demographic, and recreation, art and sporting activities, to deliver grassroots strategies to encourage people to 'Act-Belong-Commit' for good mental health.

The partnership with Chevron Australia to improve mental health in Western Australia, with a focus on Karratha and Onslow, Aboriginal communities in Roebourne, and schools throughout the state, continued to grow in 2016. Key deliverables included:

- Launch of a culturally appropriate Act-Belong-Commit program with a newly developed logo, slogan and Aboriginal-specific activities and resources in consultation with the Roebourne community.
- 42 schools participating in the Mentally Healthy Schools program reaching over 50,000 young people and evaluation commencement.
- A program of activities developed with the Karratha and Onslow communities, based on consultation and the engagement of over 2,700 local residents resulting in a 7% increase in reach from 76% in 2014 to 83% in 2016.

With funding from the Mental Health Commission, the 'Act-Belong-Commit in Recovery' project continued and workshops were delivered state-wide, providing mental health professionals in regional WA with a simple, practical framework for increasing people's wellbeing and quality of life.

During 2016, with scholarship funding from the Australian Health Promotion Association, we developed the Youth Connectors program to build the capacity of young people (aged 16-25) in the community to provide support and connection for peers to engage in mentally healthy activities. Workshops were trialled in three areas and the program has been extended for a further 12 months to incorporate a thorough evaluation.

Act-Belong-Commit was used as the official theme for Mental Health Week for the second consecutive year, with a focus on suicide prevention, acknowledging the importance of prevention and promotion approaches within the mental health sector and in the broader community.

We acknowledge our Principal Partners, the Western Australian Health Promotion Foundation (Healthway) and the Mental Health Commission, and our Innovation Partner Chevron Australia. We also acknowledge Curtin University for hosting the Campaign.

Thank you to everyone who has contributed to the Campaign in 2016—the funders and supporters, the dedicated and passionate team at Mentally Healthy WA, the Act-Belong-Commit Steering Committee and campaign partners, and the Western Australian people who have embraced the message. Thank you for your continued commitment and for working together to achieve a more mentally healthy WA.

**Ms Caroline Jackson Pierce**  
**Prof. Rob Donovan**

Acting Campaign Manager  
Principal Director

## Some of the Mentally Healthy WA team at the Family Fun Day during Mental Health Week

(L-R Darci Miller, Ingrid Curtin, Jessica Marmoy, Phoebe Joyce, Sarah Graham)



# STRATEGIC PLAN 2016 - 2019

## Our Vision:

A society that values mental health and where everyone has the opportunity to be mentally healthy.

## Our Mission:

To enhance population mental health by creating supportive environments that strengthen individual and community resilience.



To extend the reach and strengthen the impact of the Act-Belong-Commit campaign

### Enhanced Programs

Consolidated and refreshed programs, and the development of new initiatives that address the needs and aspirations of diverse and evolving communities

### Expanded Reach

Increased engagement and connection with more jurisdictions, communities and sub-population groups, and increased participation in individual and community activities



To provide leadership in evidence-based mental health promotion

### Research and Evaluation

Research that informs and evaluates the effectiveness of the Act-Belong-Commit campaign in achieving its individual, community, advocacy and societal objectives

### Contemporary Promotions and Communications

An evidence-based framework for mental health promotion via community based social marketing



Enhance capacity to deliver effective mental health promotion by fostering mutually beneficial relationships

### Enriched Partnerships

Enhanced and additional working relationships with community partners

### Investment in our Capacity

Renewed and additional relationships to secure investment for future growth and to ensure sustainability



To consolidate and build organisation capability

### Strengthened Governance and Leadership

Enhanced direction setting and decision making

### Empowered and Capable People

A diverse team who are passionate about mental health and have the capacity to fulfill our vision and mission

### Efficient Operations

Quality systems, processes, and infrastructure are implemented that enable the provision of consistent and reliable services to decrease administrative burden and foster sustainable practices

# OBJECTIVES (2014-2016)

- 1** Increase and maintain in the general Western Australian community, individuals' awareness and understanding of the things they can and should do to keep mentally healthy. The aim was to obtain 85%+ awareness of the Campaign message by 2016 in the general population.
- 2** Increase and reinforce participation in individual and community activities that strengthen mental health and reduce vulnerability to mental health disorders in the general Western Australian community. Specifically, the objective was to increase the proportion of the total population who deliberately do things for a mental wellbeing benefit in response to the Campaign from 10% to 15%.
- 3** Continue to reduce perceived stigma associated with mental health and mental illness and increase people's openness to talking about mental health issues. Specifically, the objectives were to increase the percentage who perceive the Campaign to reduce stigma to 75% and the percentage who perceive the Campaign to increase openness about mental health/illness to 80%.
- 4** Extend the reach of the Act-Belong-Commit message to sub-populations, in particular to disadvantaged groups and to Aboriginal and culturally and linguistically diverse populations, through the development of culturally specific and appropriate versions of the mentally healthy message.
- 5** Increase the number of Act-Belong-Commit partners from just over 100 to 200.
- 6** Continue to strengthen existing connections between those in the community dealing with mental health problems and those in the community (organisations and individuals) with the capacity to strengthen positive mental health.
- 7** Continue to contribute to cohesion in Western Australian communities by fostering partnerships between organisations around a unifying theme of positive mental health.
- 8** Continue to build capacity in participating organisations to plan, implement, evaluate and fund activities that promote positive mental health.
- 9** Continue to extend the reach of the Campaign to school, worksite and primary and/or clinical care settings; specifically, to recruit a further 10 schools, 10 worksites and 10 primary and/or clinical care organisations as partners.



# KEY PROGRAM AREAS

## Partnerships

In 2016, almost 200 organisations partnered with Mentally Healthy WA to deliver mental health promotion at a grass-roots level throughout Western Australia. This included a mixture of health services, local governments, schools and arts/sports and recreations clubs, and community-minded small businesses.

The partnership program is a social franchising approach to promoting and embedding good mental health across the whole community, with the intent to make mental health 'everyone's business'.

Some of the highlights in 2016 were:

- A continued partnership with the WA Association for Mental Health to use Act-Belong-Commit as the theme for Mental Health Week, with a sub-theme of 'together we can save lives'.
- A 'VIP: Very Important Partners' networking event attended by 14 partners.
- 17 local governments, 10 WA Country Health Service sites, one women's health centre and a men's health service were involved as site partners.
- 15 arts-based community groups, 19 sports clubs, nine local health services and 45 other common-interest community groups signed as local community partners.

The message continues to be displayed by partners and via Healthway sponsorships at a wide variety of events and activities, including community festivals, sporting events, dance performances, laughter yoga, rowing regattas, support group meetings, mental health first aid, multicultural celebrations and many more.

The promotion of mental health is one of the main motivators for organisations wanting to partner with Act-Belong-Commit. Results from the 2016 partner evaluation survey showed that 87% of partners reported an increase in awareness of the need to stay mentally healthy in participants and 66% noticed an increase in the overall mental health of staff, members and volunteers.

**“We love working with the Mentally Healthy WA team and being part of their community – the staff are positive do-ers, full of new ideas and energy.”**

Respondent, 2016  
Partner Survey.



The Shire of Ashburton officer organised a local yoga session for good mental wellbeing



# MEDIA AND MARKETING

## Paid Advertising

Paid advertising is used to create and maintain campaign awareness, and to sensitise people to the need to be proactive in looking after their mental health and wellbeing. It also supports activities taking place at the community level.

Print and television advertisements can be viewed at [actbelongcommit.org.au](http://actbelongcommit.org.au)

In 2016, 16 weeks of paid advertising were broadcast on state media including a mix of cinema, TV, radio, print and digital.



One of three testimonial style TV-adverts featuring Western Australians

## Unpaid Media

Unpaid media complements paid advertising and local activities. In total, 93 unpaid media items referring to the Act-Belong-Commit campaign and activities were published in local newspapers throughout WA in 2016.

In 2016 Mentally Healthy WA continued to sit on the Health & Medicine Consortium for the West Australian Newspaper to provide expert advice on mental health promotion issues for the publication.

### 10 Pilbara News

pilbaranews.com.au  
Wednesday, February 24, 2016

## Campaign to spread cheer

■ Alicia Perera

The Pilbara branch of Act Belong Commit is promoting acts of kindness this month with a new social media-focused campaign designed to put a smile on locals' faces.

The Feel Good Feb campaign encourages residents to do random acts of kindness for others, then send in a description or photo to spread the positive vibes.

Act Belong Commit Pilbara health promotion co-ordinator Gemma Brooks said Feel Good Feb was about promoting the simple but significant ways people could make a difference.

"Random acts of kindness, how-

ever small or large, can really boost someone else's day, but they're a great way to get a mental health boost too," she said.

"It can be anything really. It could be returning someone's trolley to the trolley bay, volunteering for places like SAFE or other not-for-profits or charities, or it could be smiling at a stranger or shouting someone a coffee."

The Feel Good Feb campaign is borrowed from an Independent Eastern States Initiative designed to improve life satisfaction and sense of community.

Ms Brooks said people could post their random acts of kindness on their local branch Facebook page.



Karratha residents Ainsley Harch and Beth Rogers share baked goods as part of Feel Good Feb. Picture: Gemma Brooks

Published news article – Pilbara News, 24 February 2016

## Healthway Sponsorships

Healthway Sponsorships continue to be a major campaign strategy, raising and maintaining awareness and understanding of the Act-Belong-Commit message through structural, educational and promotional activities. The sponsorships also:

- increase participation in activities conducive to good mental health.
- build the capacity of community groups to promote healthy behaviours and provide healthy environments.
- build partnerships between community groups, health services and Healthway.
- deliver interactive and innovative resources to further promote mental health and wellbeing.
- attract sponsorship money to regions and community organisations.

In 2016 Healthway assigned the Act-Belong-Commit health message to a total of 50 major sponsorships (40 arts, seven sports, and three community events). This generated \$1,685,400 in sponsorship funds to organisations and a further \$100,300 in support funds to promote the Act-Belong-Commit message during sponsored organisations' events and activities. A further 35 sponsorships promoted the Act-Belong-Commit message through Healthway's under \$5,000 sponsorship category.



Campaign Ambassador Garth & Team Adventure Fest 2016



Rachel Leary with audience members from the 'Everything Must Go' show in Quairading. Photo by Carla Steele, copyright Country Arts WA

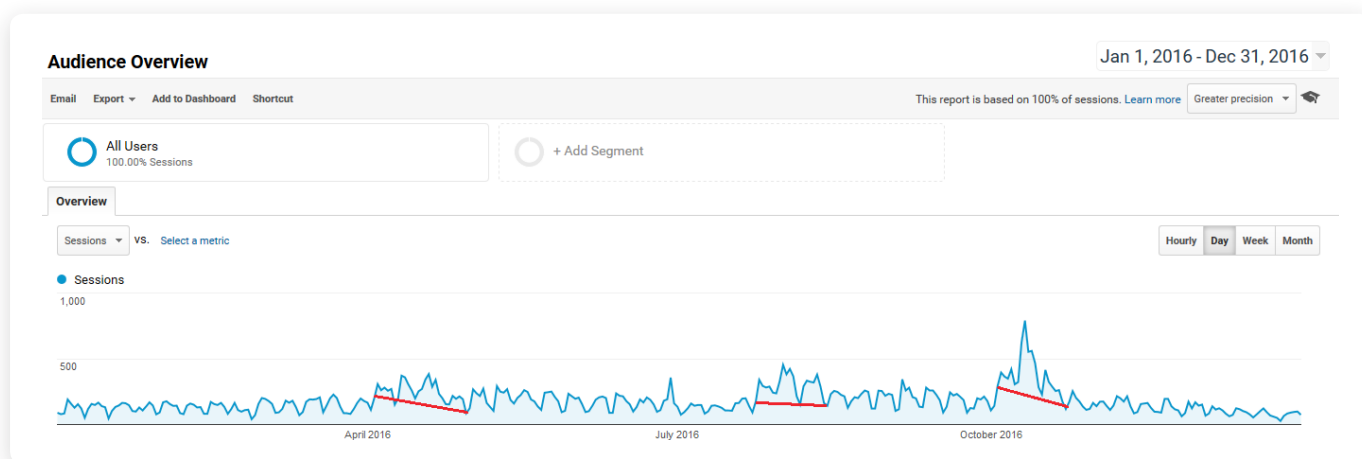
# WEBSITE, E-NEWS & SOCIAL MEDIA

The Act-Belong-Commit website ([actbelongcommit.org.au](http://actbelongcommit.org.au)) provides information on the Campaign, events and community activities, tips on how to stay mentally healthy, and regular updates. In 2016 there were approximately 50,700 unique visitors. This was an average of 137 per day, with visits increasing during television advertising (three advertising bursts are marked with red lines on Figure 1).

## The digital and social media presence of the Campaign continued to grow in 2016:

- Facebook likes increased by 27% in 2016 to 4,496.
- Instagram followers almost doubled to a total of 650 by the end of the year.
- Twitter followers increased by 24% to 1,533.
- The number of subscribers to the Mentally Healthy Mail (e-News) increased slightly to 1,113.

Figure 1: Website visits in 2016



## Signage & Merchandise

Mentally Healthy WA continually develops new resources to provide interesting and meaningful ways for people to engage with the message. Signage, merchandise, interactive resources and educational materials reinforce brand awareness and understanding among the general population, and act as an incentive for organisations to partner with Mentally Healthy WA. New resources created in 2016 include:

- Comprehensive training pack and resources for the Youth Connectors program.
- An updated suite of infographics for social media use.
- Signage and merchandise for the Aboriginal project in Roebourne.
- Resources and signage for the Recovery project.
- Mental Health Week 2016 merchandise: Instagram frame, coffee cups and competition glasses.

### Act-Belong-Commit in Recovery Brochure



### Act-Belong-Commit glasses promotion during Mental Health Week





# PROJECTS

## Aboriginal Project

In partnership with Chevron Australia, Mentally Healthy WA continues to develop a social and emotional wellbeing project with Aboriginal communities in Roebourne. This involves engaging with Aboriginal people to create culturally appropriate materials and activities to enhance social-emotional wellbeing and encouraging Aboriginal people to participate in activities deemed conducive to keeping mentally healthy.

The Aboriginal Project Manager continues to consult and work alongside the Aboriginal community including Elders, community leaders, general community and health workers, to inform the program activities and communication strategy.

Through rigorous consultation, Aboriginal people in Roebourne explained that good social and emotional wellbeing depends very much on interacting with family, involvement in community activities and connecting to Country and culture. That is why, when framed in a cultural context, the Act-Belong-Commit message resonates well with Aboriginal people in Roebourne.

An adaptation of the Campaign logo, specifically designed to target Aboriginal and Torres Strait Islander people, was developed by 11 year-old Jasminda Stevens of Roebourne (above right).



Jasminda Stevens with the final design.

Jasminda's drawing, which depicts the Roebourne communities standing together proud and strong, reflects the underlying strengths and capacities of Aboriginal communities in Roebourne which the Project aims to harness and strengthen.

The logo along with the slogan 'Standing Strong Together in Roebourne' was launched in Roebourne in March 2016, followed by a Perth-based seminar in June, to share progress with key stakeholders.

## Recovery Intervention

Act-Belong-Commit in Recovery builds the capacity of the mental health workforce to support and mentor consumers to engage in mentally healthy activities.

Workshops are targeted to mental health professionals and other support workers who assist consumers in their recovery. The overall aims of the project are to enhance recovery and prevent relapse by empowering individuals recovering from mental illness to get active, engage in the community and find meaningful things to do.

In July 2015, Mentally Healthy WA was granted \$78,654 by the Mental Health Commission to extend and expand the Recovery project by taking the workshops to regional areas. Workshops were held in the first half of 2016 in Perth metro, Katanning, Albany and Geraldton.

In 2016, 138 health professionals were trained in the Act-Belong-Commit framework, of which 72 also attended the advanced training.

## Capacity Building in the Pilbara

As part of the partnership with Chevron Australia, a full-time Health Promotion Coordinator is building the capacity of Pilbara stakeholders to create a mentally healthy community with a focus on Karratha and Onslow.

### Some of the key activities in 2016 included:

- 'Feel Good Feb' social media initiative in February promoting the mental health benefits of kindness.
- Act-Belong-Commit Karratha and Onslow PhotoVoice projects.
- Hosting community events to bring people together, forming rapport and relationships with locals (e.g. Men's Health Week, Have a Go Day, Teddy Bear Picnic, Perinatal Awareness Days).
- Regular presentations to local groups on mentally healthy topics.
- Attendance at community events to deliver the message.
- Two Facebook pages for Karratha and Onslow to keep locals up-to-date and a Karratha and Onslow E-newsletter.

Act-Belong-Commit has been well-received in Karratha, with many long-time locals remembering the original pilot program. Requests for resources, presentations, partner information and general enquiries are increasing, suggesting that Act-Belong-Commit is a familiar brand in the community. This is supported by survey data which show that campaign awareness in Karratha is higher than the rest of the state (83% vs 76%). The survey also showed Karratha has a higher rate of people doing something for their mental health as a result of the Campaign (20% vs 10%).



Gemma from Mentally Healthy WA with PhotoVoice participants



# PROJECTS CONT.



Students from Sevenoaks College get involved with Act-Belong-Commit

## Mentally Healthy Schools

Mentally Healthy WA is working with Chevron Australia to take the Act-Belong-Commit program into schools. The schools project is state-wide but focuses on the Pilbara and Kwinana regions.

### Highlights in 2016 include:

- An additional 10 schools partnering, bringing the total to 42 partner schools across WA.
- A High Schools Comic competition and Primary School 'Share Your Story' competition were held, with over 50 entries received.
- A professional development day in November with staff from 14 schools in attendance.
- It is estimated the program reached nearly 50,000 young people through the schools directly and another 150,000 indirect project beneficiaries.
- 47% of students and families being served by the program are from low socio-economic areas.

A rigorous evaluation process commenced in March 2016, and will be continuing into 2017.



The Family Fun Day at Elizabeth Quay

## Mental Health Week

In 2016, Mentally Healthy WA partnered with the WA Association for Mental Health (WAAMH) to use Act-Belong-Commit as the theme for Mental Health Week (October 8-15), with a sub-theme of 'together we can save lives'. Mentally Healthy WA worked closely with the Association to promote the Act-Belong-Commit message throughout the week.

### Highlights of the week included:

- A comprehensive mass media campaign including radio, print and digital advertising coinciding with Mental Health Week.
- Staff attendance to promote the message at key events including the Graylands Expo, Family Fun Day, Wildcats Opening Game Night, Parent's Forum, Workplace Wellness Wednesday, and World Mental Health Day Forrest Place Expo.
- Distribution of resources including merchandise, signage, interactive activities and educational materials.
- A school poster competition, inviting students from WA to sketch what the Act-Belong-Commit message means to them. Approximately, 200 entries were received.

There were approximately 30,000 people involved in Mental Health Week events throughout WA.



Activation at the Perth Wildcats game

## Act-Belong-Commit Youth Connectors

In February 2016, Mentally Healthy WA received an Australian Health Promotion Association graduate scholarship to develop a comprehensive and relevant set of training materials for the Youth Connectors initiative.

Youth Connectors involves encouraging young individuals between 16-25 years, who are passionate about mental health and wellbeing, to become volunteer 'Act-Belong-Commit Connectors'. Connectors are a local source of information and encourage their peers to engage in mentally healthy activities. Connectors direct their peers to the website and 'Guide to Keeping Mentally Healthy', and where applicable, help to navigate the Guide and the website.

A two-hour workshop was developed which consists of a presentation with educational and interactive activities including ice breakers, exploring the message in-depth, providing examples of resources that can be used and role playing. After the workshop Connectors are given a package of resources and invited to join a Facebook group specifically for Connectors so they can share ideas, stories and information.



Participants at the Youth Connectors workshop in Perth

# REACH & IMPACT

## Act-Belong-Commit Message Delivery

Table 1 summarises the message delivery channels other than paid advertising.

**Table 1: Channels of message delivery in WA, January to December 2016\***

Activity	Number
Events branded with ABC	1259
Events driven by ABC	44
Presentations	485
Information displays	343
Workshops	116
Conference presentations	6
Newsletter articles	1118
Published news items (un-paid)	93
Local ABC Newsletters/ E-news	37
Radio interviews	24
On-going projects	234
Training (Mentally Healthy WA only)	47

\*Includes data from Mentally Healthy WA activities, Chevron Australia partnership projects, sites, associate partners, local community partners and schools who have signed partner agreements.

## Evaluation of the Act-Belong-Commit Mentally Healthy WA Campaign: 2016 Survey Data

On the next page is a summary of the findings from the 2016 WA population impact evaluation of the Campaign conducted using computer-assisted telephone interviews (CATI). Participants were randomly selected subject to quotas to ensure equal numbers of males and females, and younger and older age groups.

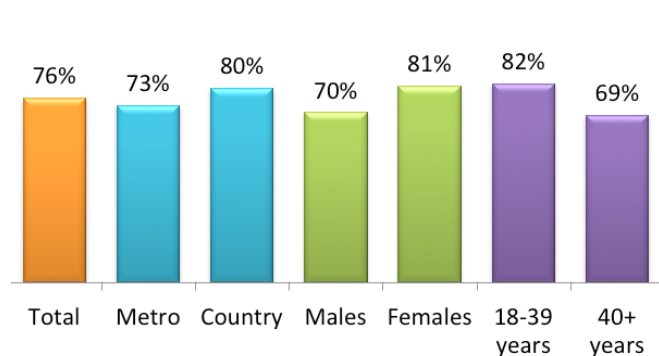
### Sample size

Interviews were obtained with N=600 adults (N=400 in metropolitan Perth and N=200 in country towns). The quotas ensured that males and females were equally represented along with the younger (18-39 years) and older (40+ years) age groups in both the metro and country samples.

## Campaign Reach

Campaign reach (i.e. awareness of the Act-Belong-Commit campaign or exposure to any of the Act-Belong-Commit television advertisements) was 76% in the total sample (2015: 75%). Campaign reach was significantly higher in females vs males (81% vs 70%) and country vs metropolitan respondents (81% vs 73%).

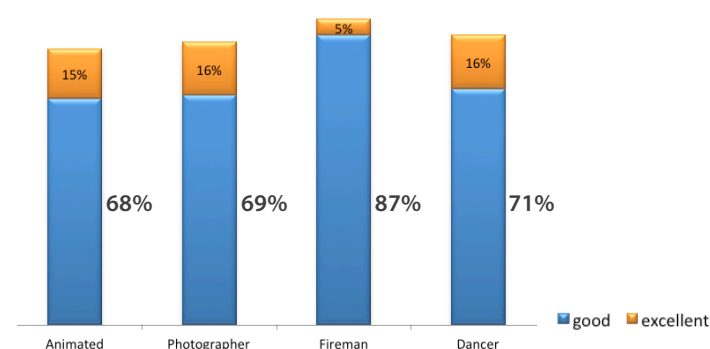
Figure 2: Campaign Reach



## Attitude Towards TV Ads

Among those exposed to each advertisement (e.g. animated, photographer, fireman, or dancer), the proportion who rated each advertisement as 'excellent' or 'good' ranged between 83% and 92%, with the original animated ad still rating highly at 83%, consistent with 2015.

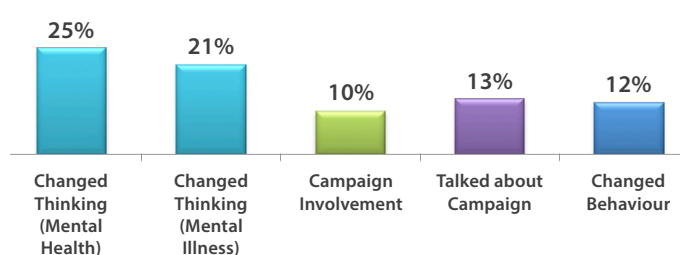
Figure 3: Attitude Toward TV Ads



## Campaign Impact on Beliefs and Behaviours

Of those respondents who were asked whether the Campaign had changed the way they think about mental health, 25% stated that it had. For those asked whether the Campaign had changed the way they think about mental illness, 21% stated that it had (see Figure 4).

Figure 4: Impact on beliefs and behaviours





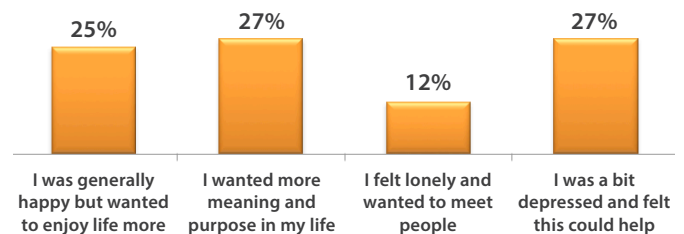
# REACH & IMPACT CONT.

When asked why they tried to do something for their mental health: 27% wanted more meaning and purpose in their life; 27% were a bit depressed and felt this could help; 25% were generally happy but wanted to enjoy life more; and 12% felt lonely and wanted to meet people (see Figure 5). Amongst those who tried to do something for their own mental health, 96% stated that what they did helped their mental health (see Figure 6).

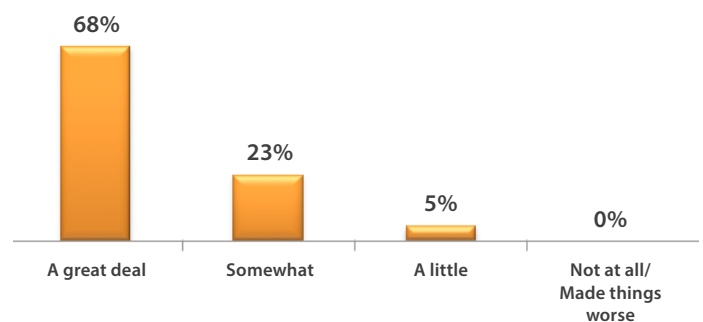
Among those reached by the Campaign, 13% reported that they had talked about the Campaign and mental health with members of their family or friends (same as 2015) (Figure 5).

Finally, 10% indicated they had taken part in events or activities sponsored by the Campaign (7% in 2015), with younger respondents significantly more likely than their older counterparts to have taken part in such events or activities (15% vs 4%).

**Figure 5: Reasons for trying to do something for their mental health**



**Figure 6: Perceived impact on mental health**

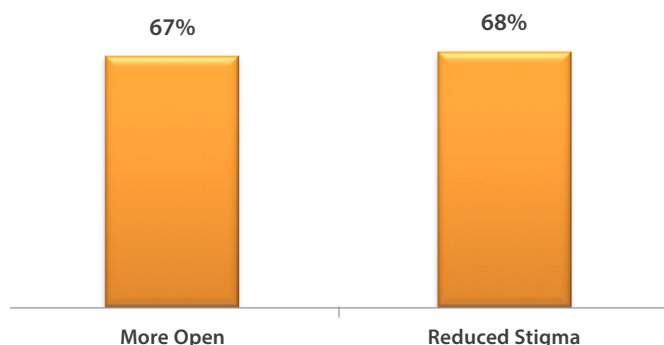


The full report is available on the website:  
[actbelongcommit.org.au](http://actbelongcommit.org.au)

Jalleh, G., Lin, C. & Donovan, R.J. Evaluation of the Act-Belong-Commit Mentally Healthy WA Campaign: 2016 Survey Data. Behavioural Research Group, School of Public Health, Faculty of Health Sciences, Curtin University, Perth, 2017.



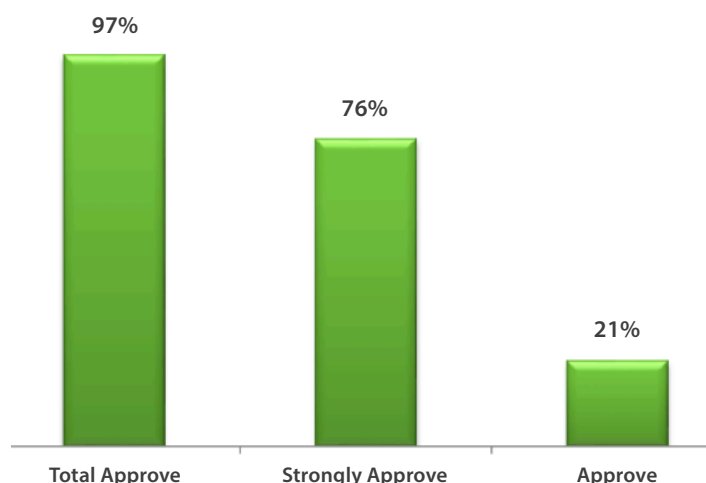
**Figure 7: Perceived societal impact**



#### **Campaign perceived societal impact regarding mental health/illness**

Over two thirds (67%) believed the Campaign has made people more open to mental health issues (68% in 2015), with a similar proportion (68%) stating that the Campaign has reduced stigma associated with mental illness (68% in 2015) (Figure 7).

**Figure 8: Approval of Campaign**



#### **Approval of Campaigns like Act-Belong-Commit**

Approval of campaigns like Act-Belong-Commit was 97%, consistent with 2015 (95%) (see Figure 8). Females were more likely to strongly approve than males (81% vs 71%). Only one respondent disapproved of such a campaign.

### **Comment**

The Campaign impact measures, overall, show either a small increase or a levelling off effect. This is to be expected given the increasing fragmentation of media channels and that the mass media budget has declined in real terms over the past years.

The most notable results were as follows:

- The reach of Act-Belong-Commit remains high.
- The message take-out is increasingly consolidating around the three Act-Belong-Commit domains.
- The television ads attract very positive ratings and are showing remarkable resistance to wear out (probably partly a function of the infrequent media schedule and low weight).
- The Campaign continues to stimulate people to do something to improve their mental health.
- The Campaign clearly attracts involvement amongst the mentally well motivated by a desire to feel even better as well as those motivated to deal with a negative state.
- Approval of the Campaign remains almost universal.
- The Campaign is believed to be making people more open about mental health issues and reducing stigma associated with mental illness.

# FUNDERS & SUPPORTERS

## Founding Partners

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## Principal Partners

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Government of **Western Australia**  
Mental Health Commission

## Innovation Partner

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## Project Partners

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Government of **Western Australia**  
Mental Health Commission