Community Toolkit

Campaign assets and resources for you to use in your community.
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About this Toolkit

This toolkit provides campaign information and resources for stakeholder use.

As a key partner to the Act Belong Commit campaign, you are able to best determine which of the supplied materials are the best fit for your community.

Mentally Healthy WA will be rolling out additional resources and supporting materials throughout 2022.

Please contact the Act Belong Commit team at actbelongcommit@curtin.edu.au should you need further assistance.

Example of the campaign in-situ
Campaign background

The evidence-based Act Belong Commit campaign is a comprehensive, population wide, community-based preventative mental health promotion campaign that is directed by Curtin University’s Mentally Healthy WA and is funded by Healthway and the Mental Health Commission.

First developed in 2002, Act Belong Commit is Australia’s longest running mental health promotion campaign. Act Belong Commit encourages people to take action to improve and protect their mental health and wellbeing, promotes good mental health strategies at the individual and community level, and encourages the creation of supportive environments for good mental health across a variety of settings.

The Act Belong Commit campaign has two key elements:

1. A statewide mass-media led social marketing campaign;
2. Supportive strategies that build the capacity of the community, across a range of sectors including health services, local governments, schools, workplaces, community organisations and local clubs.

In response to an evolved audience and environment, the Act Belong Commit campaign and brand was revitalised in 2020 so that it continues to resonate and motivate in this new and challenging era that we are living in.

Objectives

The campaign aims to:

- Encourage people to prioritise mental health
- Motivate and inspire people to take action to improve their mental health
- Encourage and support organisations to provide opportunities for people to take action to be mentally healthy.

Target audience

Act Belong Commit broadly targets the Western Australian community aged 18 years and over. For this phase of the campaign emphasis has been placed on:

- people in low socio-economic circumstances and experiencing disadvantage (through economic, physical, cultural, social or educational factors);
- parents and carers of young children/teenagers; and
- regional communities

Help us help Western Australians Act Belong Commit

Integration of the Act Belong Commit message in the community has always been one of the campaign’s major success stories. We ask that key stakeholders and partners continue to help promote Act Belong Commit where relevant and appropriate. This toolkit helps them do so.
Act Belong Commit encourages people to take action to improve and protect their mental health and wellbeing by promoting protective behaviours known to increase mental wellbeing at the individual and community level. The core message is as follows:

**Act**  Do something.

Keep active – mentally, physically, socially, spiritually, culturally...

**Belong**  Do something with someone.

Keep connected – to friends, family, community and your culture. Join a book club, join a sports team, take a cooking class, go to community events.

**Commit**  Do something meaningful.

Do something meaningful, important and valuable to you. Volunteer, learn something new, take on a challenge, take up a cause, help a neighbour.

The Act Belong Commit campaign makes ‘hero’ of Act, Belong and Commit and presents being mentally healthy in an aspirational and desirable way. Being mentally healthy feels good!
To maintain message consistency the following succinct messages have been developed to support stakeholders and partners to extend the campaign message within their settings to ensure consistent promotion of the message. We have provided a few options for each key message theme.

Promoting the benefits of prioritising mental health and wellbeing

- Being mentally healthy is when each of us are able to realise our own abilities, can cope with the normal stresses of life, can work productively and are able to contribute to our community.
- Being mentally healthy is essential for overall wellbeing. Good mental health is more than just the absence of mental illness. It’s about being able to deal with life’s challenges, maintain relationships, contribute to the community, and take pleasure and satisfaction from life.
- Prioritise your mental health today. The good news is there are lots of things we can all do to promote good mental health and take control of our mental wellbeing.
- Engaging in activities that keep us mentally healthy is the most effective way to improve individual and community mental health and wellbeing.

Promoting Act Belong Commit

- Being active, having a sense of belonging and having a purpose in life all contribute to good mental health and wellbeing, and builds stronger communities.
- Being proactive and prioritising our mental health and wellbeing is key. The most effective way to promote and support your mental health is found in the principles of Act Belong Commit.
- Act. Do something. Keep active – mentally, physically, socially, spiritually, culturally... Go for a walk, say hello, read a book, meditate or pray.
- Belong. Do something with someone. Keep connected – to friends, family, and your community. Join a book club, join a sports team, take a cooking class, go to community events.
- Commit. Do something meaningful, important and valuable to you. Volunteer, learn something new, take on a challenge, take up a cause, help a neighbour.

Call to action including promotion of website

- You can look after your mental health and wellbeing by making Act, Belong and Commit a part of your everyday. Learn more at actbelongcommit.org.au
- Get on the front foot with your mental health. Discover how at actbelongcommit.org.au
- Being mentally healthy feels good! Find out how at actbelongcommit.org.au
- Act Belong Commit has hundreds of fun, free or low-cost activities to help you improve your mental health and wellbeing. From local clubs to learning a new skill, there’s something for everyone. Search the Activity Finder now at actbelongcommit.org.au
- Boost your mental wellbeing by completing the interactive Mental Wellbeing Quiz. At the end you will receive an overall wellbeing score and Act Belong Commit scores and suggestions. Complete the Mental Wellbeing Quiz now at actbelongcommit.org.au
## 2022 Campaign Media Schedule

For 2022, the media strategy uses an ‘always-on’ approach, focused around three key bursts of mass media activity. A broad range of media channels will deliver the campaign message including metropolitan and regional television, catch up TV, metropolitan and regional radio station, digital, social media platforms and press.

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Campaign materials

TV Commercials

30sec: view

Radio Commercials

Mentally Healthy #1

Listen

Mentally Healthy #2

Listen

Mentally Healthy #3

Listen
Campaign materials

Press

For good mental health and wellbeing

For good mental health and wellbeing

Check out the Act Belong Commit Activity Finder at actbelongcommit.org.au

Program ads

For good mental health

Find an activity near you

Find free or low cost events, clubs or groups to help you Act Belong Commit at actbelongcommit.org.au
Website content & tools

Our new website launched in February 2022 and offers a variety of resources to support good mental health. Keep an eye on the site as we continue to roll out new content.

Keep updated on new website content, news articles and key initiatives by signing up for our Mentally Healthy Mail monthly newsletter - email info@actbelongcommit.org.au to subscribe.

We also promote this content on our socials. Follow us @actbelongcommit on Facebook and Instagram. Visit our YouTube page for video content (youtube.com/ActBelongCommit).

The website URL is actbelongcommit.org.au
Website content & tools

The Act Belong Commit 3-step Mental Wellbeing Quiz is a valuable resource for Western Australians to check in with their wellbeing and collectively rate their involvement in mentally healthy activities – delving into the three domains of Act Belong Commit experience.

Step 1 - Wellbeing score

The tool is not designed to evaluate mental health – but rather it uses the Warwick Edinburgh Mental Wellbeing Scale – an internationally recognised measure of a population’s mental wellbeing.

Step 2 - Act, belong, commit scores

The next sets of questions ask about frequency of participation in a range activities – grouped into each of the three Act Belong Commit domains.

Step 3 - Personalised results

People receive their score sheet and tips and suggestions for how they can improve and where to get information. They are also emailed results with follow up contact scheduled in.
Website content & tools

A key tool on the Act Belong Commit website is the Activity Finder. The Activity Finder provides hundreds of opportunities for people across Western Australia to act, belong and commit with searchable ideas, clubs, organisations and events.

Key sections of content:

- What is mental health
- How to keep mentally healthy
- Tips for Aboriginal people
- Tips for older adults
- Tips for parents
- Tips for culturally and linguistically diverse people
- Tips for school aged children
- The Partnership program
- Mentally Healthy Schools program
- Ambassadors program
- The Aboriginal program
- Healthway partnerships
- Initiatives like Mindful May and Feelgood Feb
- Campaign summaries including evaluation results
- Newsroom
- Where to get help
- About Act Belong Commit
Act Belong Commit resources

Posters

For good mental health

Being mentally healthy feels good.

Find an activity near you

Got a moment?

We’re a mentally healthy school

To access the full list of Act Belong Commit resources (including signage) check out page 19.
Act Belong Commit resources

Brochures

How to keep mentally healthy.

- Do something.
  - Keep active – mentally, physically, socially, spiritually, culturally...
  - Go for a walk, say hello, read a book, meditate or pray.

- Do something with someone.
  - Keep connected – to friends, family, community and your culture.
  - Join a book club, join a sports team, take a cooking class, go to community events.

How can I become more active and connect with others?

- Check out the Act Belong Commit Activity Finder actbelongcommit.org.au to find activities, events and groups in your local area.
- Visit your library or your local Council offices for ideas and activities near you.
- Go to meetup.com to connect with people in your area, in person or online, who share your interests.

Useful Links:
- Council on the Ageing WA - for support on all topics, including physical exercise for seniors. cotawa.org.au (08) 9472 0104
- Volunteering WA - for countless volunteering opportunities suitable for seniors. volunteeringwa.org.au (08) 9482 4333
- Seniors Recreation Council of WA - for a range of activities to stay physically and mentally active. srcwa.asn.au (08) 9492 9775

For more inspiration:

- There is more time to do the things you enjoy, spend time with family and friends, explore different hobbies, and set yourself new, meaningful challenges.

In saying that, any life change that you go through can be unsettling and bring about uncertainty which may impact your mental wellbeing. Follow these simple steps to look after your mental health for a fulfilling retirement. When you Act Belong Commit, it feels really good!

Retirement is an exciting chapter in your life!

Watch our Storytelling Series ‘Words to live by’, showcasing how West Australian seniors Act Belong Commit in their daily lives and champion positive mental health. Youtube.com/ActBelongCommit

actbelongcommit.org.au

To access the full list of Act Belong Commit resources (including signage) check out page 19.

Act Belong Commit | Community Toolkit
Activity sheets

Mood Diary

This mood diary will help you reflect on your mood before and after you act, belong and commit to activities you do throughout the week. Record the activities and your mood, and then take some time to look over the diary to see how living an active lifestyle affected your mood.

You can note things like how much enjoyment you gained from the activity, how it felt to clear your head and unwind, whether you felt a sense of accomplishment or how you felt after spending time with friends.

Some examples of activities can be:

- Go for a walk with a friend
- Get out in nature
- Join a new group or club
- Connect with family and friends
- Volunteer for a cause you care about
- Learn something new and challenge yourself

Day and time

Mood before activity

Mood after activity

Activity

What was the activity? Who was it with? For how long? Tick which domain the activity was in (it can be one or all three).

Mood Diary

For more information, tips and inspiration visit: actbelongcommit.org.au

• Explore our Activity Finder to find local activities that interest you. You can search by date, location and activity type!
• Take our Mental Wellbeing Quiz to rate your involvement in mentally healthy activities.

Weekly Planner

Use this weekly planner to make some time in your day to get active, connect with others and commit to something meaningful. At the end of the week write down what was your highlight and think about what you can continue to do regularly moving forward.

The highlight of my week was:

Monday

- Eng. Yoga or Pilates
- Eng. Go for a walk, bike ride or swim
- Eng. Play tennis or baseball
- Eng. Dance or play a musical instrument
- Eng. Do a crossword or Sudoku
- Eng. Do an activity you enjoy

Tuesday

- Eng. Go for a walk, bike ride or swim
- Eng. Play tennis or baseball
- Eng. Dance or play a musical instrument
- Eng. Do a crossword or Sudoku
- Eng. Do an activity you enjoy

Wednesday

- Eng. Go for a walk, bike ride or swim
- Eng. Play tennis or baseball
- Eng. Dance or play a musical instrument
- Eng. Do a crossword or Sudoku
- Eng. Do an activity you enjoy

Thursday

- Eng. Go for a walk, bike ride or swim
- Eng. Play tennis or baseball
- Eng. Dance or play a musical instrument
- Eng. Do a crossword or Sudoku
- Eng. Do an activity you enjoy

Friday

- Eng. Go for a walk, bike ride or swim
- Eng. Play tennis or baseball
- Eng. Dance or play a musical instrument
- Eng. Do a crossword or Sudoku
- Eng. Do an activity you enjoy

Saturday

- Eng. Go for a walk, bike ride or swim
- Eng. Play tennis or baseball
- Eng. Dance or play a musical instrument
- Eng. Do a crossword or Sudoku
- Eng. Do an activity you enjoy

Sunday

- Eng. Go for a walk, bike ride or swim
- Eng. Play tennis or baseball
- Eng. Dance or play a musical instrument
- Eng. Do a crossword or Sudoku
- Eng. Do an activity you enjoy

For more information, tips and inspiration visit: actbelongcommit.org.au

• Explore our Activity Finder to find local activities that interest you. You can search by date, location and activity type!
• Take our Mental Wellbeing Quiz to rate your involvement in mentally healthy activities.

Download brochure

To access the full list of Act Belong Commit resources (including signage) check out page 19.
Email signatures

The images on the following page can be used within email signatures. These images can be changed periodically to deliver varying key messages.

Email signature

How to insert image into a Microsoft Outlook email signature:

1. Click on the preferred email signature image from our website then right click ‘SAVE AS’ and save to desktop.
2. Open a new message.
4. From the drop down menu select ‘Signatures’.
5. Click ‘INSERT PICTURE’ icon (second icon from right) and locate/select the file from Desktop. Click ‘INSERT’ into the desired section of your signature.
6. Click ‘OK’.

Note: If you do not use Microsoft Outlook as your email provider, please contact your IT department/staff for assistance.
Email signature images

Generic

Act. Do something.
Belong. Do something with someone.
Commit. Do something meaningful.

We're a mentally healthy school.

Being active, having a sense of belonging and having a purpose in life all contribute to good mental health.

Proud partner of Act Belong Commit, supporting good mental health in our community.

School

Mentally Healthy WA
actbelongcommit.org.au

Mentally Healthy WA
actbelongcommit.org.au

Standing Strong Together

Aboriginal

Act. Do something.
Belong. Do something with someone.
Commit. Do something meaningful

Standing Strong Together

Aboriginal Partner

Proud partner of Act Belong Commit, supporting social and emotional wellbeing in our community.

Standing Strong Together
Social media posts

Use your social media platforms to distribute the Act Belong Commit campaign messaging to your online audiences.

When you download the media tile the folder will contain a suite of images representing a range of target groups and activities.

**Generic**
Make Act Belong Commit part of your everyday and look after your mental health and wellbeing.

[CLICK THROUGH URL FOR FACEBOOK POSTS:](https://www.actbelongcommit.org.au)

[Download social media tiles](#)

**Activity Finder**
There are just too many free activities to list on the Act Belong Commit Activity Finder. Find one near you today and sign up now.

[CLICK THROUGH URL FOR FACEBOOK POSTS:](https://www.actbelongcommit.org.au/activityfinder)

[Download social media tiles](#)

**Mental Wellbeing Quiz**
Complete the Act Belong Commit Mental Wellbeing Quiz and take the first step to boosting your mental health and wellbeing.


[Download social media tiles](#)

**Tip 1**
Make Act Belong Commit part of your everyday by going for a bush walk or joining a book club or drama group.

For more tips, head to our website.


[Download social media tiles](#)

**Tip 2**
Make Act Belong Commit part of your everyday by joining a sports team, book club or attending a community event.

For more tips, head to our website.


[Download social media tiles](#)

**Tip 3**
Make Act Belong Commit part of your everyday by walking or riding to school and kicking a ball with the kids.

For more tips, head to our website.


[Download social media tiles](#)

When posting on social media please tag the relevant Act Belong Commit accounts using @actbelongcommit and use the hashtag #actbelongcommit
Resources available 2022

We offer a range of resources which are available to our partners and the wider community. Over time many more resources will become available so check the website regularly.

Click here to view and download our the resource order form for print resources.

For hard copy resource enquiries please contact us on actbelongcommit@curtin.edu.au
Useful contacts

There are many resources, organisations and helplines listed on the Where to get help page on our website. You can refer to these for further information and support with your mental health or for someone else. Listed here are key Mental Health Support Lines:

**Here for you**
Phone: 1800here4u (1800 437 348) mhc.wa.gov.au/hereforyou

Hours: 7am to 10pm, 7 days a week
Statewide confidential, non-judgemental, telephone service for anyone concerned about their own or another person’s alcohol and other drug use and/or mental health issues. Qualified counsellors or professional peer practitioners based in Western Australia. Peer practitioners have a lived experience of alcohol and other drug use and/or mental health issues and recovery, and are trained to use their experiences to support individuals living with similar issues.

**BeyondBlue**
Phone: 1300 22 4636 beyondblue.org.au

All calls and chats are one-on-one with a trained mental health professional, and completely confidential.

**Lifeline**
Phone: 13 11 14 lifeline.org.au

Lifeline is 24-hour telephone and online supports line providing counselling services for anyone experiencing personal crisis.

**Rurallink**
Phone: 1800 552 002

Hours: 4.30pm – 8:30am Monday to Friday and 24 hours Saturday, Sunday and public holidays. During business hours you will be connected to your local community mental health clinic.

Rurallink is a specialist after hours mental health telephone service for people in rural communities of Western Australia. Rurallink gives easy telephone access to experienced community mental health staff, with a focus on supporting people with mental health issues. It is a confidential service that meets the needs of the community and delivering continuous care and support where needed. The service provides a single point of contact providing information, advice, assessment, and where required, referrals to other mental health services.