

Community Toolkit



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



Mentally Healthy WA

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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.

Campaign messages

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!



Campaign messages

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.
- For good mental health: Act – do something! Belong – do something with someone. Commit – do something meaningful.
- **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, focussed 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.

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Metro and regional television												
Catch-up television and digital video												
Metro radio												
Regional radio												
Newspaper												
Digital (static)												
Social media (paid and unpaid)												
Paid search												
Stakeholder communications												

Campaign materials

TV Commercials

30sec: [view](#)



15sec: [view](#)



Radio Commercials



Mentally
Healthy #1

[Listen](#)



Mentally
Healthy #2

[Listen](#)



Mentally
Healthy #3

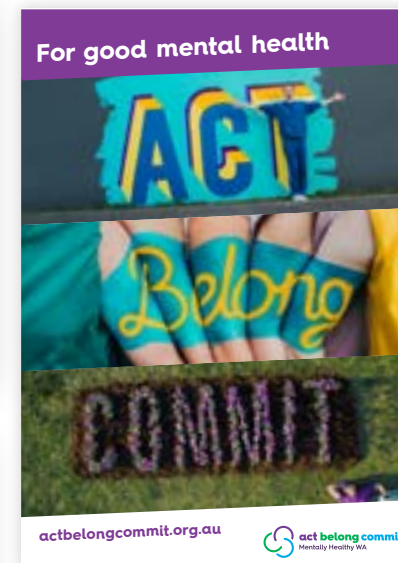
[Listen](#)

Campaign materials

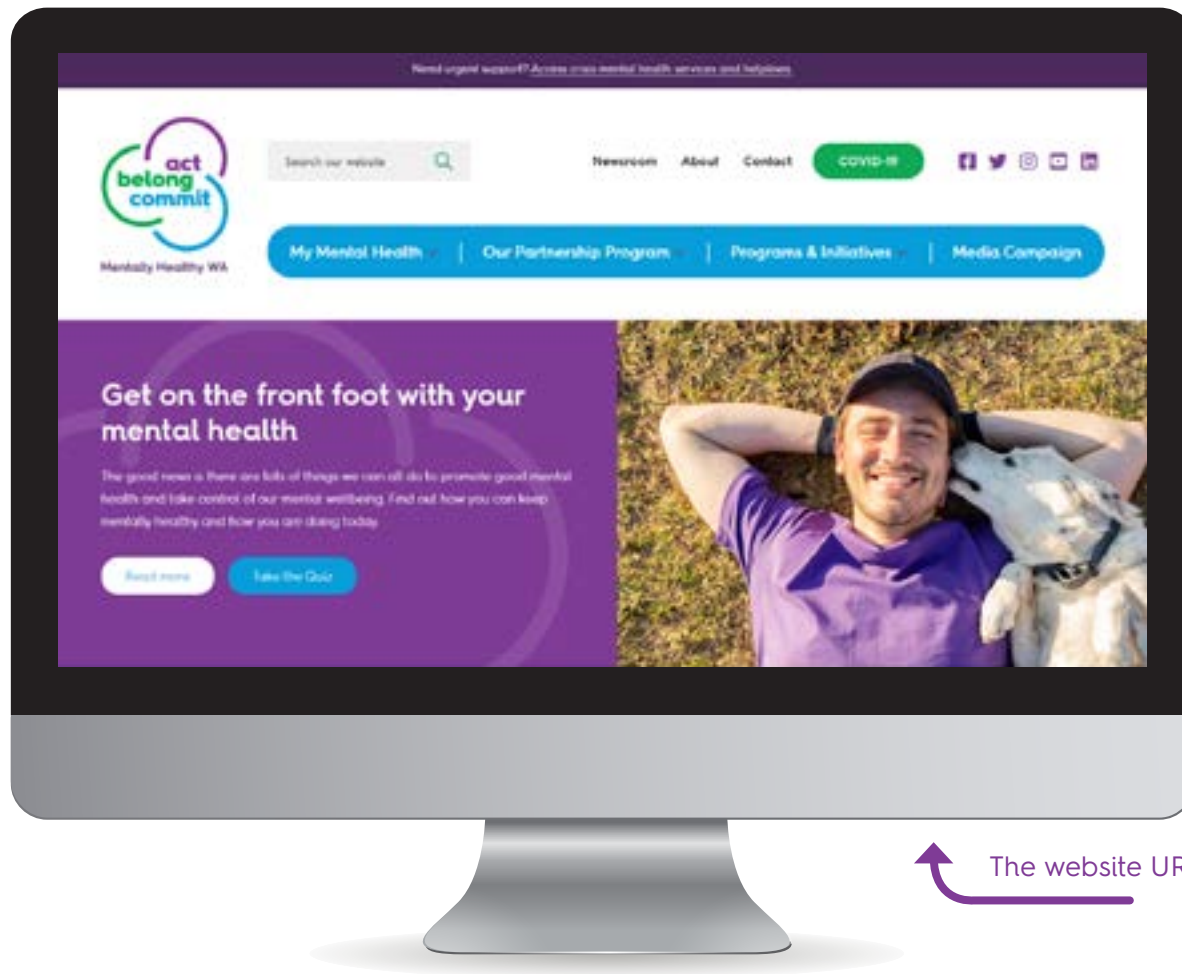
Press



Program ads



Website content & tools



Our **new** website launched in February 2022 and offers a variety of resources to support good mental health.

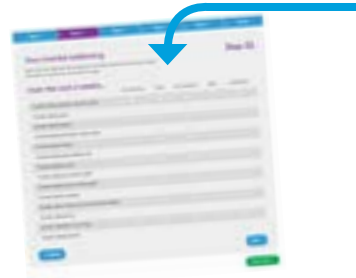
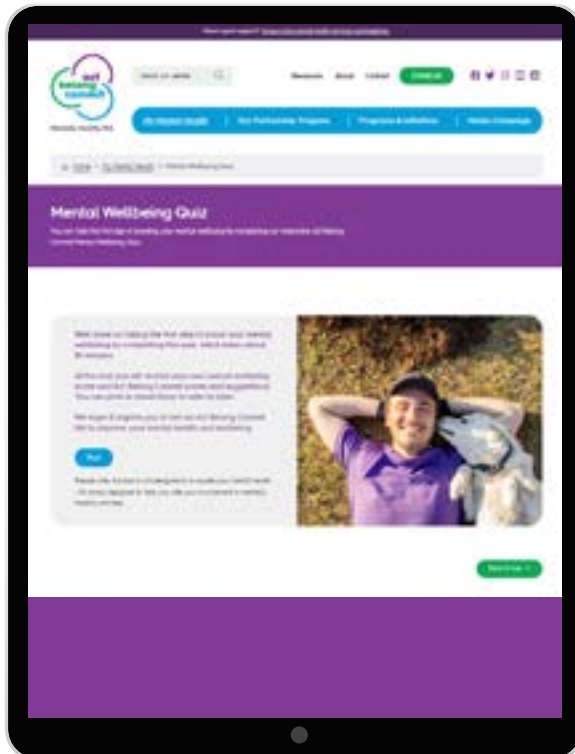
Keep an eye on the site as we continue to roll out new content.

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).

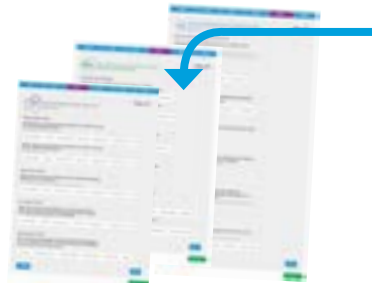
Website content & tools

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.

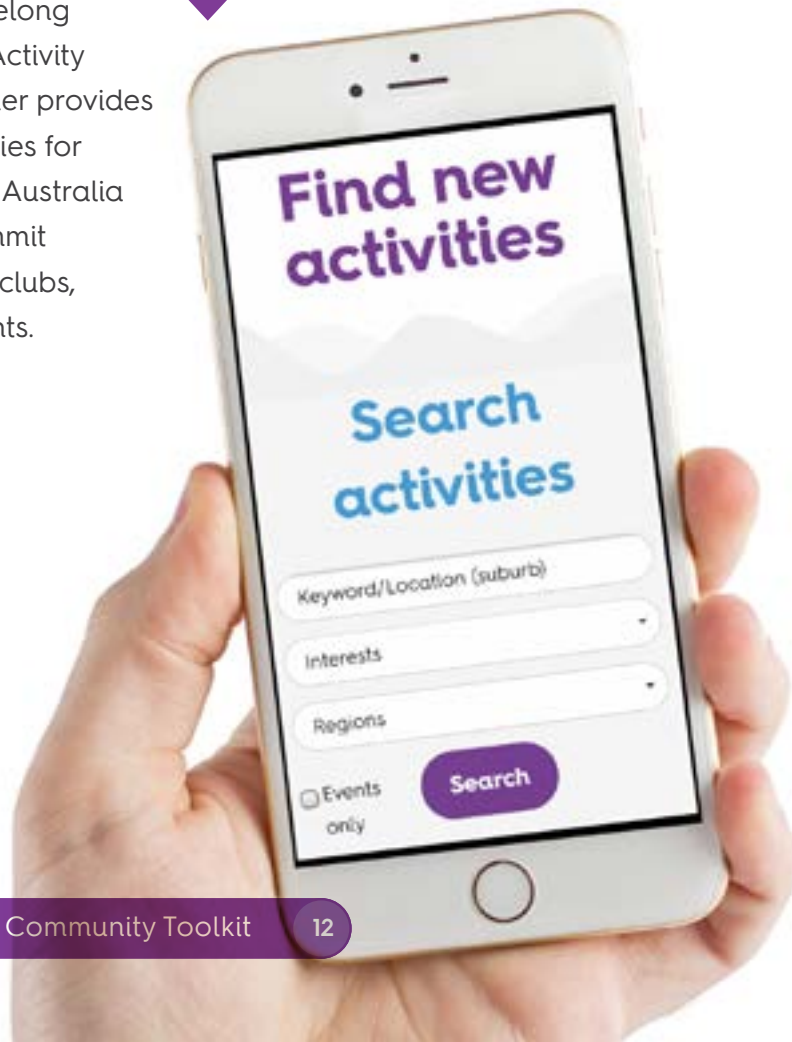


Step 3 - Personalised results

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

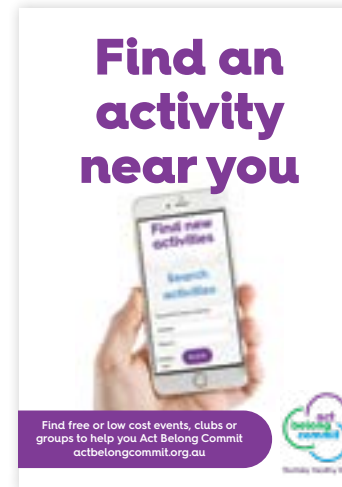
Posters



[Download PDF Poster](#)



[Download PDF Poster](#)



[Download PDF Poster](#)



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[Download PDF Poster](#)




[Download PDF Poster](#)

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.

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, 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.

actbelongcommit.org.au

 [Download English Flyer](#)

CHINESE (simplified)

如何保持心理健康：

行动

付诸实施。
保持活力——积极参与精神、身体、社交、信仰，以及文化等方面的活动。去散步，跟别人打个招呼，看看书，静坐冥想或祈祷等等。

归属感

与他人一起活动。
保持联系——与朋友、家人、社区和你的文化保持联系。加入读书俱乐部，参加运动队，与家人和朋友一起烹饪，参加社区活动等。











全心投入

做一些有意义的事情。
做一些对你来说有意义、重要且有价值的事情。积极做义工，学习新事物，迎接挑战，投入一项有意义的事业，帮助邻居等。



actbelongcommit.org.au
info@actbelongcommit.org.au
(08) 9266 1705



 [Download Chinese Flyer](#)

-  [Download Arabic Flyer](#)
-  [Download French Flyer](#)
-  [Download Hindi Flyer](#)
-  [Download Indonesian Flyer](#)
-  [Download Italian Flyer](#)
-  [Download Punjabi Flyer](#)
-  [Download Spanish Flyer](#)
-  [Download Tagalog Flyer](#)
-  [Download Traditional Chinese Flyer](#)
-  [Download Vietnamese Flyer](#)

How to keep mentally healthy.





Mentally Healthy WA

 [Download brochure](#)

Keeping mentally healthy in retirement.

A guide for retirees.



Mentally Healthy WA

 [Download brochure](#)


Act Belong Commit resources

Activity sheets

Mood Diary

This mood diary will help you reflect on your mood before and after your 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.



Mentally Healthy WA

Day and time	Mood before activity Rate your emotions on a scale of 1-10 (where 1 is terrible and 10 is fantastic) or just write down how you feel.	Act	Belong	Commit	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 after activity Rate your emotions again on a scale of 1-10 (where 1 is terrible and 10 is fantastic) or just write down how you are feeling after being active.

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

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

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.

What I'd like to achieve this week:



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	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Act	e.g. Swimming 9am	e.g. Do a game of Sudoku or a crossword	e.g. Walk to the shops or to a park	e.g. Listen to or play some music	e.g. Read a book	e.g. Plant something green	e.g. Go for a beach walk
Belong	e.g. Call an old friend or family member		e.g. Meet a friend at a coffee shop		e.g. Go online to find a new club or group to join		e.g. Meet a friend at your local market
Commit		e.g. Donate to charity			e.g. Learn a new song on a musical instrument	e.g. Help a neighbour	

Act Do something

Things like...

- Go for a walk
- Meditate or pray
- Get out in nature
- Do some yoga

Belong Do something with someone.

Things like...

- Do a crossword
- Read a book
- Go swimming
- Do the gardening...
- Join a local sports or book club
- Meet up with friends or family for an outing or do something together

Commit Do something meaningful.

Things like...

- Learn something new
- Help out a friend or neighbour
- Volunteer
- Connect with your neighbours
- Find out from the council what events are happening in your community...
- Take on a challenge
- Commit to a cause

The highlight of my week was:

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.

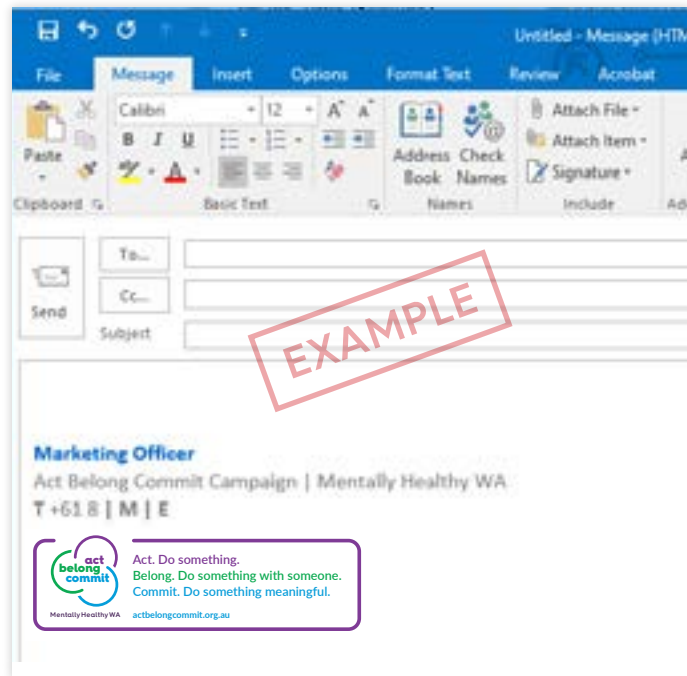
Download brochure

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.
3. Select 'Signatures' under the 'Message' tab (in the 'Include' area on the toolbar).
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



[Download email image](#)

School



[Download email image](#)

Be Active



[Download email image](#)

Aboriginal



[Download email image](#)

Partners



[Download email image](#)

Aboriginal Partner



[Download email image](#)



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.

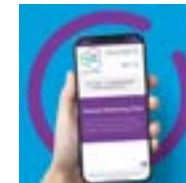


CLICK THROUGH URL FOR FACEBOOK POSTS:
<https://www.actbelongcommit.org.au/activityfinder>


 [Download social media tiles](#)

Mental Wellbeing Quiz

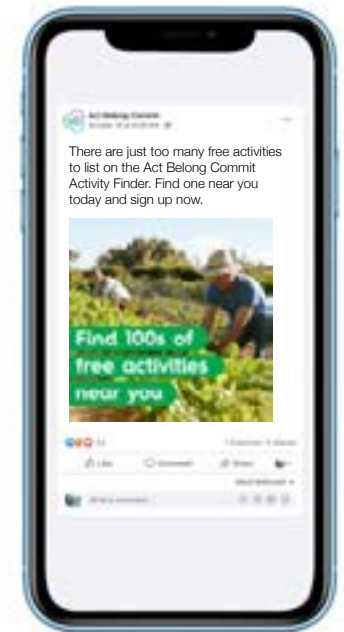
Complete the Act Belong Commit Mental Wellbeing Quiz and take the first step to boosting your mental health and wellbeing.



CLICK THROUGH URL FOR FACEBOOK POSTS:
<https://www.actbelongcommit.org.au/my-mental-health/mental-wellbeing-quiz/>

 [Download social media tiles](#)

Example



Tip 1

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



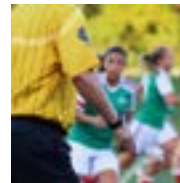
For more tips, head to our website.

CLICK THROUGH URL FOR FACEBOOK POSTS:
<https://www.actbelongcommit.org.au/my-mental-health/how-do-i-keep-mentally-healthy/>

 [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.

CLICK THROUGH URL FOR FACEBOOK POSTS:
<https://www.actbelongcommit.org.au/my-mental-health/how-do-i-keep-mentally-healthy/>

 [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.

CLICK THROUGH URL FOR FACEBOOK POSTS:
<https://www.actbelongcommit.org.au/my-mental-health/how-do-i-keep-mentally-healthy/>

 [Download social media tiles](#)

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

act belong commit
Mentally Healthy WA

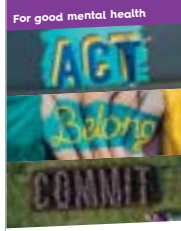
April 2022

Resource order form

This is an interactive PDF

Whole of population - A3 posters

For good mental health



act belong commit


GENERAL CAMPAIGN POSTER

UNIT PRICE: \$1

VIEW PDF

QTY

Being mentally healthy feels good.



act belong commit


DESCRIPTIVE POSTER

UNIT PRICE: \$1

VIEW PDF

QTY

Find an activity near you



act belong commit


ACTIVITY FINDER POSTER

UNIT PRICE: \$1

VIEW PDF

QTY

Got a moment?



act belong commit

WELLBEING QUIZ POSTER

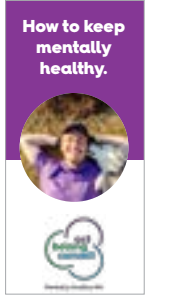
UNIT PRICE: \$1

VIEW PDF

QTY

Whole of population - 8 page DL brochures

How to keep mentally healthy.




act belong commit

HOW TO KEEP MENTALLY HEALTHY

UNIT PRICE: 20c

VIEW PDF

QTY



act belong commit

KEEPING MENTALLY HEALTHY

A Guide For New Dads


actbelongcommit.org.au

A GUIDE FOR NEW DADS BROCHURE

SALE UNIT PRICE: 10c

VIEW PDF

QTY



act belong commit

KEEPING MENTALLY HEALTHY

A Guide For New Mums


actbelongcommit.org.au

A GUIDE FOR NEW MUMS BROCHURE

SALE UNIT PRICE: 10c

VIEW PDF

QTY



act belong commit

ACT-BELONG-COMMIT IN RECOVERY

actbelongcommit.org.au

RECOVERY BROCHURE


SALE UNIT PRICE: 10c

VIEW PDF

QTY

Act Belong Commit | Community Toolkit

19



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

01

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

02

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

03

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

Rurallink

Phone: 1800 552 002

03

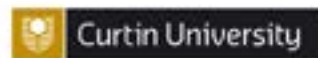
Hours: 4.30pm – 8:30am Monday to Friday and 24 hours Saturday, Sunday and public holidays. During business hours you will be connected to your local community mental health clinic.

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.



Mentally Healthy WA

Supported by



Government of Western Australia
Mental Health Commission



(08) 9266 1705 actbelongcommit@curtin.edu.au | actbelongcommit.org.au