

# HeadtoHelp Awareness Campaign

Campaign Toolkit 2020  
Version 1.0



HeadtoHelp

phn

An Australian Government Initiative



# What your organisation can do

Thank you for helping us promote the new HeadtoHelp mental health service.

We have created a suite of campaign tools and assets that you and your organisation can use to spread the word.



## Assets include:

- Campaign videos
- Social media tiles
- Social Media Copy
- A4 posters
- DL Flyer

## Please can you:

- Like and re-share posts from our new HeadtoHelp [Facebook](#) and [Instagram](#) pages so we can build followers.
- Please feel free to use these digital assets on your own social media channels and remember to tag your local Primary Health Network and #SharetheBear

This a great way to support the campaign and raise awareness across your networks.

Please encourage your followers to share. Because by banding together we can help Victorians find the mental help support they need.

The community awareness campaign for HeadtoHelp (the central intake and the 15 initial mental health hubs) will run across Victoria from 9 November to 19 December 2020.

PHNs will continue the campaign with your help during the Christmas and January holiday season.

The state-wide campaign will include digital advertising (social media, Google and Spotify), metropolitan, regional and CALD radio and outdoor billboards.

# Campaign overview

Mental health issues are on the rise no matter who the audience or what their needs.

## These include:

- **At risk – Victorians:** It is unsurprising there has been a greater increase in worry and anxiety amongst Victorians – jumping from 58.9 per cent in May to 68.1 per cent in August.
- **Mild mental illness:** Beyond Blue has reported a 30 per cent increase in calls since COVID-19 restrictions were re-introduced.
- **Moderate mental illness:** The Australian Government has recognised the increased demand for mental health support services by increased mental health funding, including setting up the HeadtoHelp service for 12 months.
- **Severe and complex:** Self-harm presentations to emergency departments across all ages increased by 9.3 per cent (8th August 2020).
- **Indigenous Victorians:** Disadvantaged by historical and intergenerational trauma, economic inequity, and inadequate access to health services results in higher risk of trauma and mental illness the longer the pandemic persists.
- **Suicide:** Calls to Lifeline from Victorians jumped 30 per cent following the announcement of Stage 4 restrictions.
- **Young people:** There has been a 50 per cent rise in referrals for young people who have been admitted to a hospital emergency department because of a mental health issue since the start of the pandemic.

## About the campaign:

HeadtoHelp is a free service open to Victorians of any age, including children, young people and older adults, whose mental health is suffering because of the current pandemic. This includes families, carers and people experiencing addiction.

By calling 1800 595 212 they can talk with a trained mental health professional who will work with them to develop a package of support services in response to their individual situation. This could include being connected to existing services or care at a HeadtoHelp mental health hub.

Note: HeadtoHelp is not a crisis service so please be mindful of this when promoting the service. The service operates during business hours, currently 8.30am to 5pm Monday to Friday except public holidays.

## Key messages of the campaign:

1. Call 1800 595 212 and find the best mental health support for you.
2. The sooner you HeadtoHelp, the better you'll feel.

## Key themes the campaign focuses on:

1. General stress, anxiety, sadness.
2. Loneliness
3. Work or money stress.

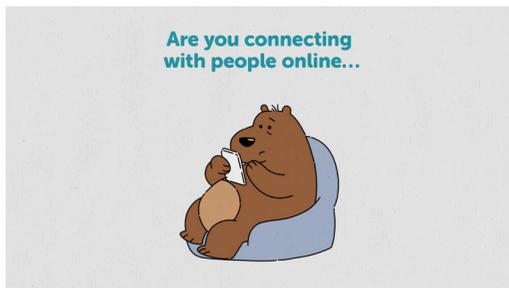
# Campaign videos

Campaign videos can be accessed [here](#).

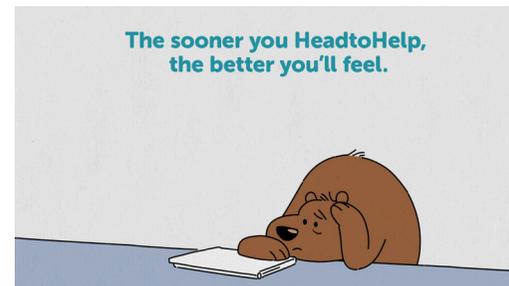
## General



## Loneliness



## Money stress

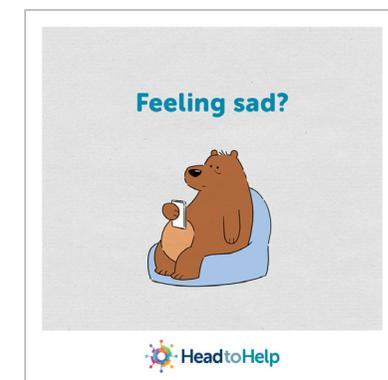
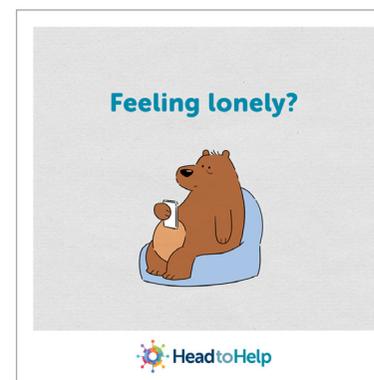
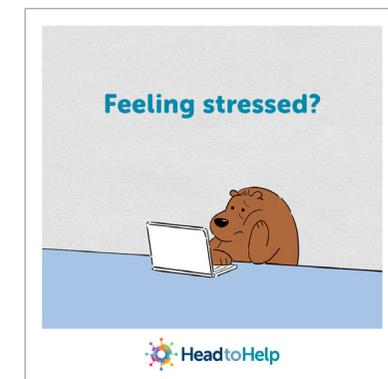
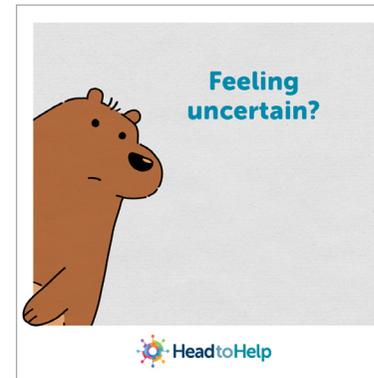


# Social media

As part of this kit, a social media content calendar along with social media tile artwork, has been provided which includes suggested posts for Facebook and Instagram. This content can be used to show support of the campaign.

Tile artwork can be accessed [here](#).

Content calendar can be accessed [here](#).



# Posters

Poster artwork can be accessed [here](#).



# DL Flyer

Flyer artwork can be accessed [here](#).



1800 595 212

Have a conversation	Determine the level of help you need	Connect to the best service for you
A health care professional will ask you questions. The information you provide will assist us to understand what support may best fit your current needs.	If you have felt distressed for some time, or have symptoms that are starting to impact your life, physical health or relationships, we can direct you to services that can assist.	Your treatment and support may be organised through existing services or one of the HeadtoHelp hubs.

HeadtoHelp is not a crisis service. If you need immediate help or are at risk of harm to yourself or others please call 000.

HeadtoHelp is a free service open to Victorians of any age who may be experiencing distress or mental ill health. HeadtoHelp will consider a person's financial situation if recommending other fee-paying services. Our teams include mental health nurses, social workers, peer workers, alcohol and other drug workers, and other allied health professionals who work with GPs and psychologists to support you through telehealth, or onsite at a hub.

**To find out more call 1800 595 212 or go to [headtohelp.org.au](http://headtohelp.org.au)**

HeadtoHelp is a collaborative initiative of Victoria's Primary Health Networks and funded by the Australian Government.

The Primary Health Networks have produced these materials to promote the HeadtoHelp awareness campaign.

The materials are provided on the condition that they must be used as is, for the intended purpose and without any changes. If you have any questions, please contact your Primary Health Network:



### **Eastern Melbourne Primary Health Network**

**Claire James**

Marketing and Communications Manager

[claire.james@emphn.org.au](mailto:claire.james@emphn.org.au)

M: 0425 887 397

### **Gippsland Primary Health Network**

**Lynne Smith**

Gippsland PHN Communications Support

[lynne.smith@gphn.org.au](mailto:lynne.smith@gphn.org.au)

M: 0437 918 234

### **Murray Primary Health Network**

**Aileen Berry**

Communications Lead

[ABerry@murrayphn.org.au](mailto:ABerry@murrayphn.org.au)

M: 0419 295 000

### **North Western Melbourne Primary Health Network**

**Mary-Anne Toy**

Director Strategic Relations

[mary-anne.toy@nwmphn.org.au](mailto:mary-anne.toy@nwmphn.org.au)

M: 0438 356 312

### **South Eastern Melbourne Primary Health Network**

**Brian O'Sullivan**

General Manager, Strategic Relations

[brian.osullivan@semphn.org.au](mailto:brian.osullivan@semphn.org.au)

T: 03 8514 4410

M: 0413 889 277

### **Western Victoria Primary Health Network**

**Helen Kostiuk**

Senior Manager Communications

[Helen.Kostiuk@westvicphn.com.au](mailto:Helen.Kostiuk@westvicphn.com.au)

M: 0413 754 606

**Thank you**