



Mentally Healthy WA

# Community Toolkit

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



LAST UPDATED JUNE 2021

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# About this Toolkit

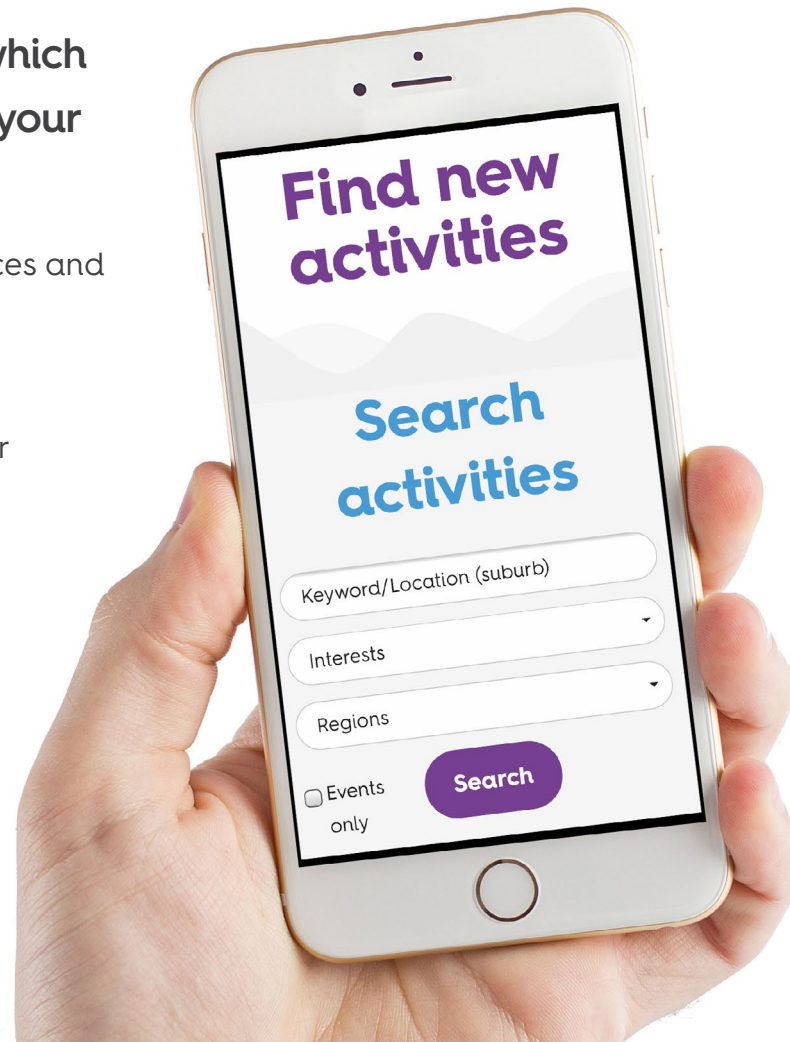
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This toolkit provides campaign information and resources for stakeholder use.

**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 the campaign period.

Please contact the Act Belong Commit team at [actbelongcommit@curtin.edu.au](mailto:actbelongcommit@curtin.edu.au) should you need further assistance.



# Campaign Background

## About the Act Belong Commit campaign

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.

Introduced statewide 12 years ago, 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 state wide 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 has been revitalised so that it continues to resonate and motivate in this new and challenging era that we are living in.

## 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

## Objectives

Communication objectives for this phase of the campaign can be summarised as follows:

- Encourage people to prioritise mental health
- Motivate and inspire people to proactively improve their mental health

## Key Messages

The core message of the campaign remains unchanged focusing on **Act: Do Something; Belong: Do something with someone** and **Commit: Do something meaningful**.

The refreshed 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!

More targeted messages are found on page 15.

## Campaign Channels and Timing

For 2021, the media strategy utilises an 'always-on' approach, focussed around three key bursts of TV activity. A broad range of media channels will deliver the campaign message including all major metropolitan and regional television stations, catch up TV, metropolitan radio stations and selected regional and indigenous radio station networks, digital and social media platforms, press and outdoor.

## Website

A key tool in the Act Belong Commit campaign is the Activity Finder found at [actbelongcommit.org.au](http://actbelongcommit.org.au) The Activity Finder provides hundreds of opportunities for people across Western Australia to act, belong and commit with searchable ideas, clubs, organisations and events.

## 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.

# 2021 Campaign Media Schedule

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Metro and Regional Television				■			■		■			
Catch-up Television				■			■		■			
Metro Radio				■			■					
Regional & Indigenous Radio stations				■			■					
Newspaper				■			■					
Digital outdoor placements							■	■	■	■		
Social media	■	■	■	■	■	■	■	■	■	■	■	■
Website content	■	■	■	■	■	■	■	■	■	■	■	■
Stakeholder Communications	■	■	■	■	■	■	■	■	■	■	■	■

# Campaign Materials

## TV Commercials

30sec: [view](#)



15sec: [view](#)



## Radio Commercials



Mentally  
Healthy #1

[Listen](#)



Mentally  
Healthy #2

[Listen](#)



Mentally  
Healthy #3

[Listen](#)



# Act Belong Commit Resources

## Pullup banner

**act  
belong  
commit**

**Being mentally healthy feels good.**

For hundreds of ideas of how you can improve your mental health visit [actbelongcommit.org.au](http://actbelongcommit.org.au) today.

Mentally Healthy WA

## Posters

**Find an activity near you**

Find new activities  
Search activities

Personal Location (Suburb)  
Interests  
Regions  
Levels  
Search

Find free or low cost events, clubs or groups to help you Act Belong Commit [actbelongcommit.org.au](http://actbelongcommit.org.au)

**act  
belong  
commit**  
Mentally Healthy WA

Download PDF Poster

**We're a mentally healthy school**

**Act**  
Provide opportunities  
for individuals to be mentally, physically, spiritually and socially active.

**Belong**  
Encourage individuals  
to join groups, clubs, school and community activities.

**Commit**  
Encourage individuals  
to volunteer, set goals for achievement and get more involved in the school community.

Visit [actbelongcommit.org.au](http://actbelongcommit.org.au) to find out more about being mentally healthy.

**act  
belong  
commit**  
Mentally Healthy WA

Download PDF Poster

**Being mentally healthy feels good.**

**act**  
Do something to keep mentally, physically and socially active.

- Go for a walk with a good friend, or furry friend
- Play and have a chat with your neighbours
- Read a book you enjoy
- Go to community events or play a card game
- Dance to your favourite tune

**belong**  
Do something with someone

- Take a walk with a good friend or furry friend
- Go along to a community event or market
- Have a BBQ or get cooking with your family/friends
- Hang out with your community and your culture

**commit**  
Do something meaningful.

- Do something for the environment, donate your time or skills, make your home more energy efficient
- Get yourself a volunteer to learn something new
- Do a kindness for a neighbour/friend
- Volunteer with a local sporting club, or work in your school community

Being mentally healthy is when each of us are able to realise our potential, cope with day-to-day stresses, work productively, and make a contribution to our community.

For hundreds of ideas of how you can Act Belong Commit, visit [actbelongcommit.org.au](http://actbelongcommit.org.au) today.

**act  
belong  
commit**  
Mentally Healthy WA

Download PDF Poster

**For good mental health**

**AGT**

**Belong**

**Commit**

[actbelongcommit.org.au](http://actbelongcommit.org.au)


**act  
belong  
commit**  
Mentally Healthy WA

Download PDF Poster



# Act Belong Commit Resources

## Translated Resources - DL double-sided flyers.



### 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](#)

ARABIC

### كيف تحافظ على صحتك النفسية:

**تصرف**  
افعل شيئاً

**انتمى**  
افعل شيئاً مع جنسٍ آخر.

**التزم**  
افعل شيئاً ذا مغزٍ.

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

[Download Arabic Flyer](#)

FRENCH

### Pour garder sa forme mentale:

**Agir**  
Faire quelque chose.

**Appartenir**  
Faire quelque chose avec quelqu'un.

**S'engager**  
Faire quelque chose qui compte.

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

[Download French Flyer](#)

HINDI

### मानसिक रूप से स्वस्थ कैसे रहें:

**कर्मठ बनें**  
कृष्ण करें

**मेजबूत रहें**  
किसी के साथ कुछ करें

**संकल्प लें**  
कृष्ण करने के लिए

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

[Download Hindi Flyer](#)

INDONESIAN

### Cara tetap sehat secara mental:

**Bertindak**  
Lakukan sesuatu.

**Menjadi Bagian**  
Lakukan sesuatu bersama seseorang.

**Berkomitmen**  
Lakukan sesuatu yang bermakna.

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

[Download Indonesian Flyer](#)

ITALIAN

### Come mantenersi mentalmente sani:

**Agisci**  
Fai qualcosa.

**Appartieni**  
Fai qualcosa con qualcuno.

**Impegnati**  
Fai qualcosa di significativo.

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

[Download Italian Flyer](#)

JUNJABI

### ਮਾਨਸਿਕ ਤੌਰ 'ਤੇ ਤੰਦਰੁਸਤ ਕਿਵੇਂ ਰਹੀਏ:

**ਐਕਟ**  
ਕੁਝ ਕਰੋ

**ਜੁੜੋ**  
ਕਿਸੇ ਨਾਲ ਕੁਝ ਕਰੋ

**ਬਚਨਬੰਧ**  
ਕੁਝ ਮਹੱਤਵਪੂਰਨ ਕਰੋ

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

[Download Punjabi Flyer](#)

CHINESE (Simplified)

### 如何保持心理健康:

**行动**  
付诸实践。

**归属感**  
与他人一起活动。

**全心投入**  
做一些有意义的事情。

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

[Download Chinese Flyer](#)

SPANISH

### Cómo mantenerse mentalmente:

**Haga algo**  
Realice alguna actividad.

**Haga vida social**  
Realice alguna actividad con los demás.

**Comprométase**  
Haga algo que dé sentido a su vida.

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

[Download Spanish Flyer](#)

TAGALOG

### Paano mananatiling malusog ang pag-iisip:

**Kumilos**  
Gumawa ng isang bagay.

**Maging kasapi**  
Gumawa ng isang bagay kasama ang iba.

**Magsagawa**  
Gumawa ng isang bagay na makahulugan.

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

[Download Tagalog Flyer](#)

CHINESE (Traditional)

### 如何保持心理健康:

**行动**  
付诸实践。

**归属感**  
与他人一起活动。

**全心投入**  
做一些有意义的事情。

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

[Download Traditional Chinese Flyer](#)

VIETNAMESE

### Cách giữ tinh thần khỏe mạnh:

**Hành động**  
Hãy làm việc gì đó.

**Hòa nhập**  
Hãy làm việc gì đó với ai đó.

**Tận lực**  
Hãy làm việc gì đó có ý nghĩa.

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

[Download Vietnamese Flyer](#)

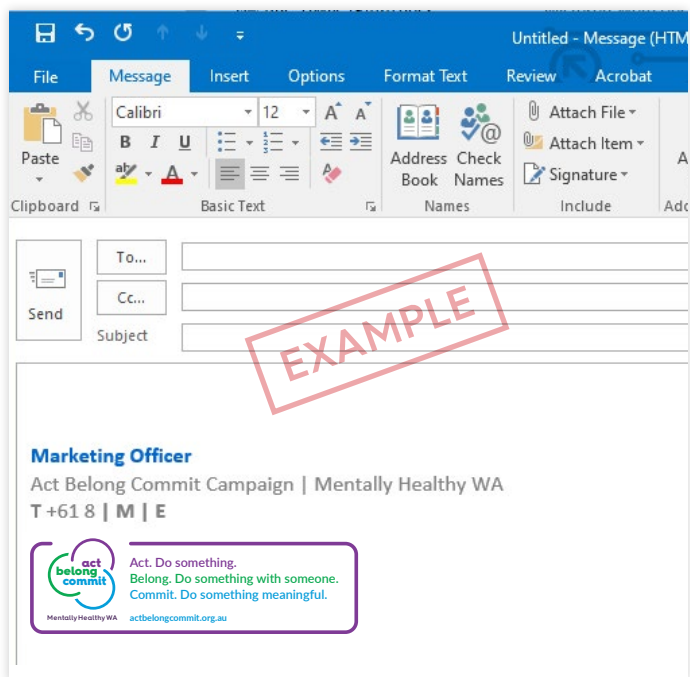




# Email signatures

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](#)

## Be Active



[Download email image](#)

## School



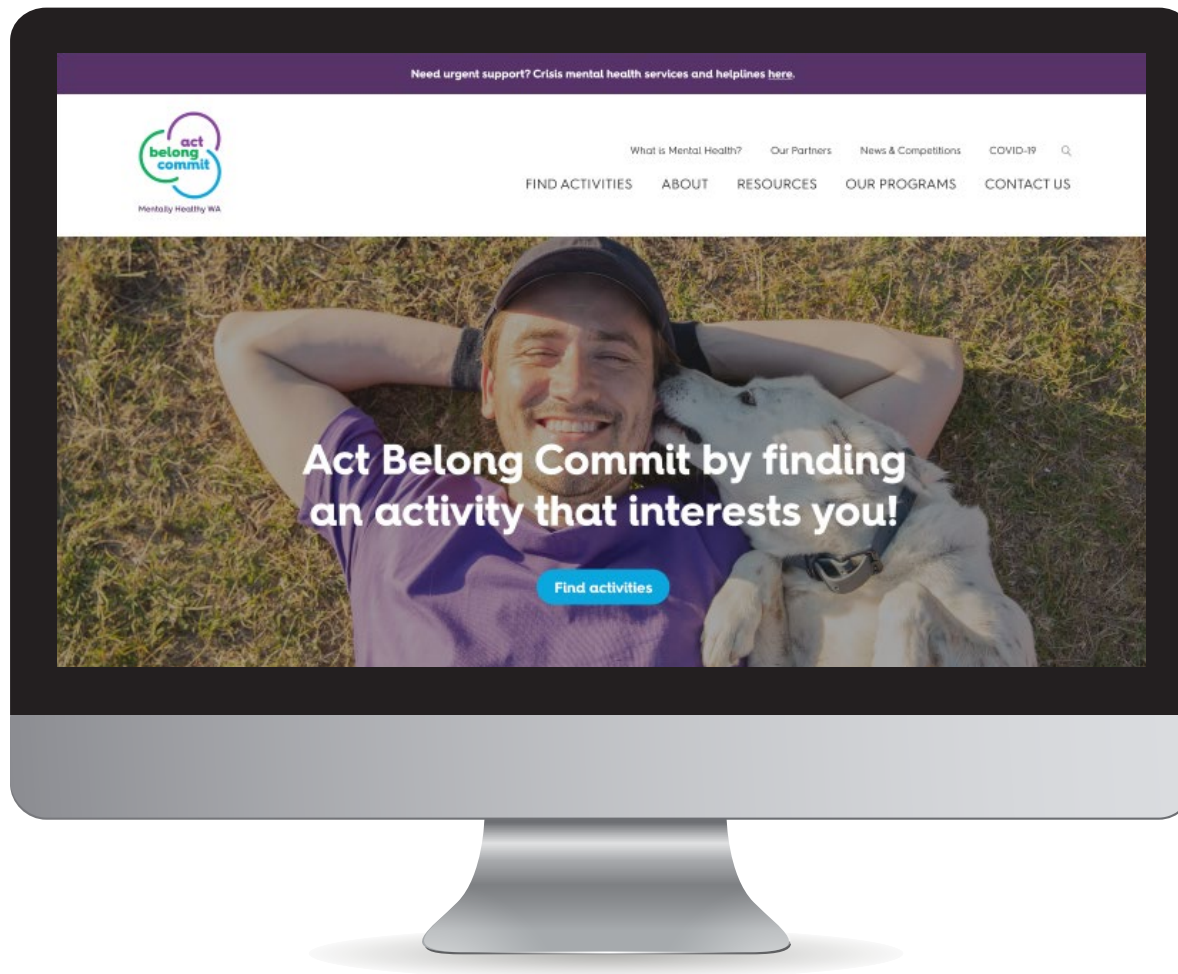
[Download email image](#)

## Partners



[Download email image](#)

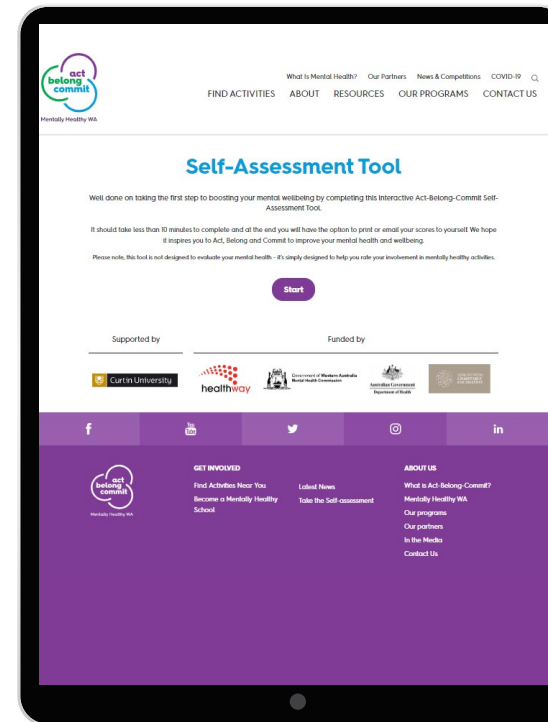
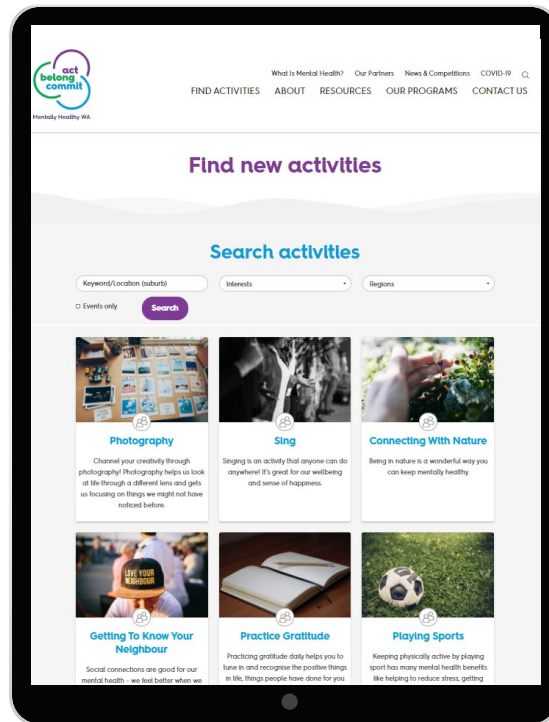
# Website content & tools



Our new-look website offers a variety of resources to support good mental health. Keep an eye on the site as we roll out new content areas over the coming months.

# Website content & tools

A key tool in the Act Belong Commit campaign is the Activity Finder found at [actbelongcommit.org.au](http://actbelongcommit.org.au). The Activity Finder provides hundreds of opportunities for people across Western Australia to act, belong and commit with searchable ideas, clubs, organisations and events.



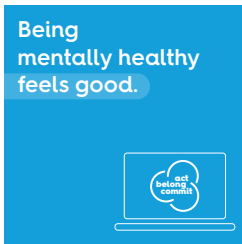
How involved are you in mentally healthy activities at the moment? The Act Belong Commit online [Self Assessment Tool](#) is a valuable resource for Western Australians to check in with their mental health.

# Social media posts

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

## Generic

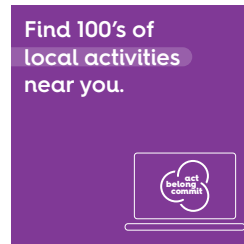
Keeping mentally healthy is just as important as staying physically healthy, and it's as simple as Act Belong Commit. By being active, finding a sense of belonging or having a purpose in life – you can move towards a healthier you! Discover how at [www.actbelongcommit.org.au](http://www.actbelongcommit.org.au)



CLICK THROUGH URL:  
<https://www.actbelongcommit.org.au>  
Download social media tile

## Activity Finder

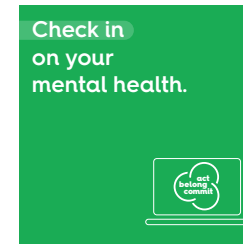
Want to find your people? Act Belong Commit has hundreds of fun, free or low-cost activities to help you improve your mental health. From local clubs to learning a new skill, there's something for everyone. Search the activity finder now at [www.actbelongcommit.org.au](http://www.actbelongcommit.org.au)



CLICK THROUGH URL:  
<https://www.actbelongcommit.org.au/activityfinder>  
Download social media tile

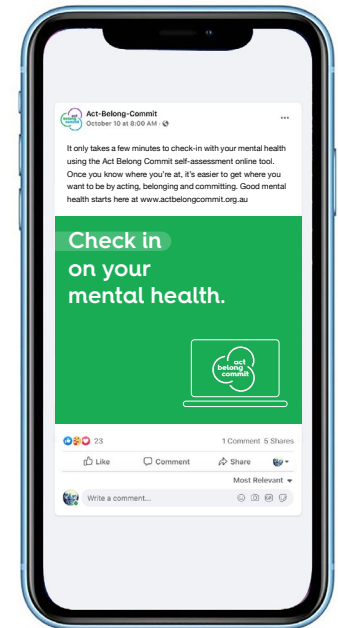
## Test

It only takes a few minutes to check-in with your mental health using the Act Belong Commit self-assessment online tool. Once you know where you're at, it's easier to get where you want to be by acting, belonging and committing. Good mental health starts here at [www.actbelongcommit.org.au](http://www.actbelongcommit.org.au)



CLICK THROUGH URL:  
<https://www.actbelongcommit.org.au/SelfAssessmentTool>  
Download social media tile

Example



## Act

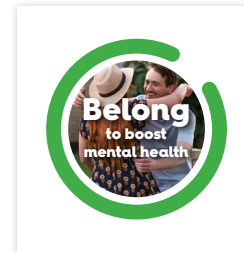
When it comes to good mental health small actions can make a big difference. Get outdoors today – go for a walk, say hi to your neighbour, read a good book or play a board game. Get on the front foot today at [www.actbelongcommit.org.au](http://www.actbelongcommit.org.au)



CLICK THROUGH URL:  
<https://www.actbelongcommit.org.au>  
Download social media tile

## Belong

Think about the last time you did something with someone. How did you feel? Keeping connected to friends, family, community and culture can improve your mental health. Find hundreds of ideas at [www.actbelongcommit.org.au](http://www.actbelongcommit.org.au)



CLICK THROUGH URL:  
<https://www.actbelongcommit.org.au>  
Download social media tile

## Commit

When you do something meaningful you can improve your mental health. Start by working out what is meaningful, important or valuable to you. Find hundreds of ideas at [www.actbelongcommit.org.au](http://www.actbelongcommit.org.au)



CLICK THROUGH URL:  
<https://www.actbelongcommit.org.au>  
Download social media tile



# Key Messages

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## Why Act Belong Commit?

Prevention and early intervention, including engaging in activities that keep us mentally healthy, are the most effective way to improve individual and community mental wellbeing. The good news is there are things we can all do to promote our mental wellbeing and create a stronger, more resilient community. Being active, having a sense of belonging and having a purpose in life all contribute to happiness, good mental health and stronger communities.

## How to Act Belong Commit?

The core message of the campaign remains unchanged focusing on:

**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 refreshed 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!



# Key Messages

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## Message Takeouts

For campaign language consistency of messaging, the following succinct message takeouts reflect the newly developed campaign materials. They can be used where relevant in your own communities.

- Prioritise your mental health today.
- Being mentally healthy feels good.
- For good mental health: Act – do something! Belong – do something with someone. Commit – do something meaningful.
- Being active, having a sense of belonging and having a purpose in life all contribute to good mental health.
- Get on the front foot with your mental health. It's as simple as Act Belong Commit.
- When you act belong commit, it feels really good.
- Connecting with family and friends is good for your mental health. Catch up with your support network today.
- Being mentally healthy is when each of us are able to realise our potential, cope with day-to-day stresses, work productively, and make a contribution to our community.

All of the above message takeouts can be tagged with promotion of the [actbelongcommit.org.au](https://actbelongcommit.org.au) website which houses the Activity Finder featuring hundreds of fun, free and low cost activities, ideas, clubs, organisations and events for people to Act Belong Commit.

- Prioritise your mental health today. Discover how you can improve your mental health at [actbelongcommit.org.au](https://actbelongcommit.org.au)
- Being mentally healthy feels good. Find out how at [actbelongcommit.org.au](https://actbelongcommit.org.au)
- Want to get involved and find a sense of belonging? Find hundreds of ideas at [actbelongcommit.org.au](https://actbelongcommit.org.au)
- Find your people! Act Belong commit has hundreds of fun, free or low-cost activities to connect with others. Get started today at [actbelongcommit.org.au](https://actbelongcommit.org.au)
- Want to do something meaningful, or looking for a purpose in life? Commit to a cause at [actbelongcommit.org.au](https://actbelongcommit.org.au)
- Be proactive about your mental health. Find out how at [actbelongcommit.org.au](https://actbelongcommit.org.au)

# Resource Order Form

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We offer a range of resources which are available to our partners and the wider community.

[Click here](#) to view and download our print resources for free.

Over time many more resources will become available so check in regularly.

For hard copy resource enquiries please contact us on [actbelongcommit@curtin.edu.au](mailto:actbelongcommit@curtin.edu.au)

# Useful Contacts

## Crisis and Mental Health Support Lines

### Lifeline

Phone: 13 11 14 - [lifeline.org.au](http://lifeline.org.au)

01

National service 24 x 7 Crisis Support, Suicide Prevention & Crisis Support Lifeline offering a counselling service that respects everyone's right to be heard, understood and cared for.

### Mental Health Online

[mentalhealthonline.org.au](http://mentalhealthonline.org.au)

02

Mental Health Online provides comprehensive and effective online services and programs free of charge. If you're experiencing mental distress, their services can help you understand and address your needs through self-assessment, self-help and, if you choose, online professional support.

### 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](mailto:actbelongcommit@curtin.edu.au) | [actbelongcommit.org.au](http://actbelongcommit.org.au)