COVID-19 Mental Health Campaign Stakeholder Kit

What is the campaign about?

The Department of Health has developed a COVID-19 mental health campaign, “How’s your head today?”. The campaign is in response to the significant impact of the COVID-19 pandemic on the mental health and wellbeing of Australians. The social and economic impacts of the pandemic have added to the experiences of the bushfires, droughts and floods. More than ever, it’s important for people to take care of their mental health and seek support when they need it.

The campaign aims to normalise and support mental health concerns, encourage people to prioritise their mental health and seek information. It aims to build the literacy around knowing and identifying the signs of someone not coping, and help people navigate and connect with services relevant to their needs.

The call to action is to visit Head to Health headtohealth.gov.au for advice, support and professional services from some of Australia’s most trusted mental health organisations.

What you can do to help

This kit includes campaign key messages and links to campaign creative including videos, radio files, posters, social media content and images, and sample EDM/website content.

We encourage you to share the campaign materials through your networks and with staff and use the campaign key messages to support your own content. For example, on websites, through social media accounts, stakeholder communications such as EDMs, and internal communications like staff messages and intranets.

Information, resources and support services are available at the Head to Health website including links to translated resources and materials for Aboriginal and Torres Strait Islanders.
Campaign key messages

- The impacts of Coronavirus are tough and it’s important to make your mental health a priority.
- Your mental wellbeing is as important as your physical health. Take care of it.
- It’s important to do things that help us to cope and maintain good mental health. For example, maintain a healthy lifestyle (eat well, physical activity), keep connected, stay informed, build a daily routine and stay positive.
- Life is challenging at the moment. You can cope better when you have some support and help. It’s ok to ask for help and support is available.
- Visit headtohealth.gov.au for information, advice, and free or low cost phone and online mental health services and support from trusted Australian service providers.

Campaign assets

- Videos
- Audio/radio ads
- Posters
- Images
- Fact sheets


Here are some copy examples that you can use across your social media networks.

Copy:

- Looking after our mental health is as important as looking after our physical health. If you’re not feeling like yourself you can find info, advice and professional support at headtohealth.gov.au
- If you’re not feeling like yourself, there are things you can do to feel better. Call your GP or visit headtohealth.gov.au
- With the world turned on its head, many of us aren’t feeling like ourselves. But there are things you can do to feel better, like staying connected, being active and keeping busy. For info, advice and professional support, visit headtohealth.gov.au
- It’s okay to ask for help if you’re not feeling like yourself. Call your GP or visit headtohealth.gov.au for information, advice and professional support.
- Being active, staying connected and keeping busy can build your mental health. Call your GP or visit headtohealth.gov.au for information, advice and professional support.
- It is important we all take care of our mental wellbeing. Talk to your doctor or visit the Head to Health website headtohealth.gov.au for links to trusted Australian phone and online services support. It also has information and resources in your language.
- If you're feeling flat, moody or not like yourself, there are things you can do to feel better. Call your GP or visit headtohealth.gov.au
Example images: (all images are available on the website)
COVID-19 is having a significant impact on our lives and many of us have had to make changes to stop the spread and keep our loved ones and community safe.

Some of these changes, such as physical distancing, staying at home and limiting travel, have made many people feel isolated or lonely.

You may be having trouble sleeping, feeling anxious or stressed, experiencing mood changes, low energy levels or worrying about the future.

Many people are having similar feelings, and you are not alone. If you’re not feeling like yourself, there are things you can do to feel better like:

- Keep in touch with family and friends – on the phone or using video chat if you can’t get together. Talking to people about how you are feeling can help you feel better
- Get enough sleep – sleep will help your body recharge and manage stress better
- Eat well and stay active – eating healthy foods and exercising is good for mental and physical health.
- Create a routine that works for you – plan your day and have regular sleep and mealtimes.

When you’re feeling off, it is important you know where to go for help. The Australian Government’s Head to Health website has information and resources from trusted mental health organisations.

You can access a range of phone and online mental health services or find out more information about how to keep well.

Visit headtohealth.gov.au for information, advice and professional support.

**CONTACT**

If you need other file formats of the assets or require more information, please contact us:

Email: coronacomms@health.gov.au