



Mental Health Week

5–13 October 2024

Communications kit

Background

Celebrated annually in October, Queensland Mental Health Week promotes the importance of mental health and wellbeing and aims to reduce the stigma associated with mental illness.

Key messages

- Managing psychosocial risks in the workplace is just as important as managing physical risks, and creating a mentally healthy workplace is not only good business sense but also a legislative requirement.
- To support Queensland Mental Health Week, Workplace Health and Safety Queensland (WHSQ) supports this initiative by hosting events targeting employers and workers and sharing practical tools and resources to promote mentally healthy workplace practices.
- Australian adults spend one-third of their life at work and one in three workers either have, or are currently, experiencing work-related stress.
- This year's theme, 'Connect for Mental Health', set by the Queensland Mental Health Commission working group, emphasises proactive measures to enhance mental health and wellbeing for ourselves, our communities, and within our workplaces.
- Participating in Queensland Mental Health Week events is a great way to demonstrate your commitment to mental health, enhance your team's capabilities, and improve your organisation's understanding of psychological health, safety, and early intervention.



About Queensland's Mental Health Ambassador— Hayley Lewis

'Having that safe workplace is just something that's right at the top of my priority along with my own mental health. Sometimes you're too scared to say, are you okay? Through my ambassadorial role, I hope to be able to change that just a little bit. To help people understand that by speaking up and saying that you're not coping, or you are finding things a bit difficult, that it's actually an empowering thing.'



Commonwealth gold medallist, small business owner and psychological health champion Hayley Lewis is proud to be Queensland's Mental Health Ambassador.

Hayley delivers a personal message on the importance of mental health and wellbeing and reducing the stigma associated with mental illness.

The mother of two is passionate about mental health and with the help of WHSQ has been encouraging workers and employers to ensure their workplaces are mentally healthy.

"Mental health impacts everything and everyone. Sadly, often we don't realise just how bad it really is until we suffer or experience a tragedy."

Hayley shares her story of navigating through difficult times as an athlete, a mother, a sister, a wife, a high-profile TV personality and a small business owner.

Watch the film: <https://youtu.be/PtD49ECw4yM>



How can you support Queensland Mental Health Week in your workplace?

Attend an event

You are invited to join us for our livestream and in-person events. These events are ideal for managers, HR professionals, WHS and wellbeing staff, or anyone interested in creating a mentally healthy workplace.

Thursday 10 October: World Mental Health Day breakfast

This in-person event is hosted by Queensland's Mental Health Ambassador, Hayley Lewis, taking place at the Emporium Hotel South Bank. An inspiring line-up of speakers including Award-winning journalist, Tracey Spicer will discuss key topics including sexual harassment in the workplace, how psychosocial hazards adversely affect vulnerable workers groups and how good work design can help control the risk of psychosocial hazards in the workplace.

[Register now](#)

Tuesday 8 October: Back to basics: how to do a risk assessment for psychosocial hazards in the workplace.

This livestream event is FREE with speaker, Dr Rebecca Michalak, providing a step-by-step walkthrough of the risk management process in plain English.

[Register now](#)

Wednesday 9 October: Menopause and the workplace: unlocking potential through reasonable adjustments.

Another FREE livestream, this session will be hosted by Janey McGoldrick from Menopause Friendly Australia who will delve into practical strategies and best practices for creating a menopause-friendly workplace.

[Register now](#)

Promote mentally healthy workplaces at your workplace

We have developed this communication kit for you to promote and show your support of Queensland Mental Health Week. Engage your teams and display safety messaging in your workplace including:

- posters
- desktop screensaver
- social media tiles and suggested copy
- email signature banner
- suggested newsletter copy.

You can [download](#) these creative assets directly from our webpage and also access a variety of other resources including industry and topic-specific films, case studies, recordings and webinars to help take action in your workplace.



Downloadable posters

Promote Queensland Mental Health Week by downloading and displaying the A4 poster in your workplace.



Email signature banner

Download and apply the banner to your email signature.



Desktop screensaver

Download and apply the screensaver to your desktop.



Suggested newsletter copy

Queensland Mental Health Week is running from 5–13 October 2024. This initiative encourages all of us to take time to think about our mental health and wellbeing, regardless of whether we may have a lived experience of mental illness or not.

This year's theme, 'Connect for Mental Health' highlights proactive steps we can take to promote and protect mental wellbeing in every corner of our lives—be it at work, home or within our communities.

Supporting Queensland Mental Health Week in your workplace

With Australians spending more than one third of their adult lives at work, it is essential that this important cornerstone of life be considered when looking at mental health and wellbeing. Plus, it is a legislative requirement for all Queensland employers to manage the risk of psychosocial hazards at work.

To help employers create mentally healthy workplaces, Workplace Health and Safety Queensland will be hosting a series of events:

- Thursday, October 10: World Mental Health Day Breakfast at the Emporium Hotel South Bank, hosted by Queensland's Mental Health Ambassador, Hayley Lewis.
- Tuesday, October 8: Tune into the FREE livestream for 'Back to Basics: how to do a risk assessment for psychosocial hazards in the workplace'.
- Wednesday, October 9: Don't miss the FREE livestream on 'Menopause and the workplace: unlocking potential through reasonable adjustments'.

Ready to get involved?

Visit WorkSafe.qld.gov.au/MentalHealthWeek to register for an event and encourage your team to participate.

There are also many free resources to [download](#) including posters, screensavers, past event recordings and more to help you to champion mental health in your workplace and create mentally healthy workplaces for all.



Social media posts or intranet

Download image tiles promoting Queensland Mental Health Week 2024 to use on your social media accounts, intranet or other channels.

LinkedIn



Facebook



Suggested social media copy

You are welcome to use the below posts on your own channels or share one of ours!

Facebook: [@WorkSafeQueensland](#)

LinkedIn: [@Workplace Health and Safety Queensland](#)

Instagram: [@Worksafegld](#)

YouTube: [@WorkSafeQueensland](#)



Show your support for Queensland Mental Health Week on social media with these hashtags: #QMHW2024 #MentallyHealthyWorkplaces

Post 1:

Mark your calendars for Queensland Mental Health Week from 5–13 October 2024! 🌈 Workplace Health and Safety Queensland is hosting several events to help you create a mentally healthy workplace:

- 📅 10 October: In-person—World Mental Health Day breakfast at Emporium Hotel South Bank
- 📅 8 October: Online—Back to basics: How to do a risk assessment for psychosocial hazards
- 📅 9 October: Online—Menopause and the workplace: Unlocking potential through reasonable adjustments

Participating in Queensland Mental Health Week events is a great way to:

- ✅ demonstrate your commitment to mental health
- ✅ enhance your team's capabilities
- ✅ improve your organisation's understanding of psychological health, safety, and early intervention.

👉 Check out the full event lineup and register here: [WorkSafe.qld.gov.au/MentalHealthWeek](https://www.worksafe.qld.gov.au/MentalHealthWeek)

#QMHW2024 #MentallyHealthyWorkplaces

Post 2:

☀️ Queensland Mental Health Week runs from 5–13 October 2024, encouraging us all to prioritise mental health and wellbeing. This year's theme, 'Connect for Mental Health,' reminds us that mental wellbeing touches every part of our lives—at home, in our communities, and especially in the workplace.

Australians spend over a third of their adult lives at work, so creating mentally healthy workplaces is more important than ever. Employers have a legal responsibility to manage psychosocial hazards at work, fostering environments where everyone can thrive.

Take proactive steps today to foster mental wellbeing in your workplace. Download free resources at [WorkSafe.qld.gov.au/MentalHealthWeek](https://www.worksafe.qld.gov.au/MentalHealthWeek)



Other ways you can show support and get involved

- Organise a mental health awareness session at your workplace to reduce stigma and promote help seeking behaviours.
- Learn about the early warning signs that indicate a worker or co-worker may need support. If you notice any changes in behaviour, engage in meaningful conversations with those who may be under stress.
- Learn more about the [Managing the risk of psychosocial hazards at work Code of Practice 2022](#) and download the range of resources to support.
- Download our [Mentally healthy workplaces toolkit](#) and other [information and resources](#) to help you take positive steps towards a mentally healthy workplace.
- Employers can conduct a psychosocial risk assessment (or review your existing assessment) by talking to workers at team meetings, workplace walk throughs and during individual conversations. The [People at Work tool](#) can help!
- Remind workers about how to access information on local mental health services or your employee assistance provider.
- Arrange a morning tea for staff to encourage them to connect and take a break. Consider fundraising for a mental health organisation doing great work in your community.
- Watch the livestreamed events that took place during previous [Mental Health Weeks](#) – it's a great opportunity to gain practical tools and strategies to help improve mental health and wellbeing for your staff, learn how to improve organisational culture and productivity and help breakdown the stigma surrounding mental health.
- Learn more about the [six building blocks](#) to strong mental wellbeing – [get healthy](#), [keep learning](#), [show kindness](#), [connect more](#), [take notice](#) and [embrace nature](#).
- Discover [mental health apps, courses, links, and podcasts on how to strengthen your mental wellbeing](#).
- Check out the [National Workplace Initiative](#) and the [mentally healthy workplaces digital platform](#).
- Taking some 'me time' is important. It also helps to strengthen your mental wellbeing. Download the Queensland Health [Dear Mind](#) campaign materials to learn more.

Seeking mental health resources to support your business?

- [Download the mentally healthy workplaces toolkit](#)
- [Learn more about the Managing the risk of psychosocial hazards at work Code of Practice 2022](#)
- [Learn more about psychosocial hazards](#)
- [Explore the FREE People at Work psychosocial risk assessment tool](#)
- [Explore the Safe Work Month events on offer in October.](#)

Want to know more?

Contact us at events@oir.qld.gov.au

