

MEDIA RELEASE

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WAAMH selects Act-Belong-Commit as Mental Health Week theme

PEAK body for mental health, the Western Australian Association for Mental Health (WAAMH) will use the Act-Belong-Commit message as its official theme for Mental Health Week in WA this year.

The **Act-Belong-Commit** message was developed by Mentally Healthy WA, a health promotion group spawned from Curtin University.

WAAMH chief executive officer Rod Astbury said the theme was one of the most important elements of Mental Health Week.

“We chose the Act-Belong-Commit message because it aligns very well with the aims of Mental Health Week to improve community wellbeing. It also complements WAAMH’s attitude to mental health promotion, by encouraging positive and preventative approaches,” Mr Astbury said.

“Act-Belong-Commit is relevant to a diverse range of people, workplaces, schools, families, ages, and cultures in our community, as people can draw their own meaning and discover what works for them.”

The Act-Belong-Commit message is well established, has a strong community presence and encourages individuals to take action to protect and promote their own mental wellbeing.

“The Act-Belong-Commit theme is for everyone – it’s for those who are already mentally healthy but want to stay that way, people who feel a bit down and want to enjoy life more, and people that are looking for positive ways to build their mental health to assist in their recovery from mental illness,” Mentally Healthy WA Campaign Manager Amberlee Laws said.

“Being active, having a sense of belonging and purpose in life all contribute to happiness and good mental health - and this aligns perfectly with goals of Mental Health Week.

“We’re looking forward to working closely with WAAMH to deliver a fun-filled week of activities for Mental Health Week this year.”

As part of Mental Health Week 2015, everyone is encouraged to adopt and promote the Act-Belong-Commit way for better mental health and wellbeing, with many of the events and resources this year centring on this theme.

Now in its 48th year, Mental Health Week is one of the most recognised and longest running community health campaigns in Western Australia.

“Mental Health Week is an important opportunity for people to connect with the community, break down stigma, and encourage self-care and help seeking behaviour, so I urge everyone to try and get involved,” Mr Astbury said.

WAAMH, with the support of the WA Mental Health Commission, will host free community events during 2 – 10 October 2015 and release a wide range of resources in the lead up. Some of the events this year include a comedy show, beach sports day, film screenings, youth and family-focused activities, plus seminars aimed at parents and workplaces.



WAAMH

Western Australian Association
for Mental Health



2015 THEME

About Mental Health Week

Mental Health Week is a national and annual event, held in October to coincide with World Mental Health Day (10 October). Peak body for mental health, the WA Association for Mental Health, hosts Mental Health Week, in partnership with the WA Mental Health Commission. This prominent week, now in its 48th year aims to promote social and emotional wellbeing, encourage people to maximise their health potential, enhance the coping capacity of communities, families, individuals, and increase mental health recovery.

More info at: mhw.waamh.org.au

About WAAMH

The Western Australian Association for Mental Health (WAAMH) has been engaged in the mental health sector for more than 50 years. WAAMH is the peak body representing the community-managed mental health sector in WA, with more than 200 organisational and individual members. Our vision is to lead the way in supporting and promoting the human rights of people with mental illness, their families and carers, through the provision of inclusive, well-governed community-based services, focused on recovery. WAAMH advocates for effective public policy on mental health issues, delivers workforce training and sector development, and promotes positive mental health and wellbeing.

More info at: waamh.org.au

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