

MENTAL HEALTH STARTS WHERE WE LIVE, LEARN, WORK & PLAY



mhw.waamh.org.au

#mentalhealthstartshere



Government of Western Australia
Mental Health Commission

September 6, 2018

Your invitation to feature in *The West Australian's* special Health + Medicine supplement on World Mental Health Day 2018.

Your peak mental health body, the Western Australian Association for Mental Health (WAAMH), would like to invite you to feature your organisation and its services in a special edition of the award-winning health feature Health + Medicine in *The West Australian* newspaper for **Mental Health Week** 2018.

This informative magazine, written by award-winning journalists, offers you the chance to reach an audience of 480,000 Wednesday readers statewide* at a heavily reduced advertising rate. Our research indicates these are very competitive advertising rates.

Last year, *The West Australian's* Health + Medicine team published a 20-page colour magazine to celebrate 50 years of **Mental Health Week** in WA and thanks to you – our members and stakeholders – the publication was a resounding success.

This year we are planning to release a similar 16-20 page editorial colour supplement, with the theme 'mental health starts where we live, learn, work and play'.

This format allows Health + Medicine writers to promote positive strategies and supports to mental health care, educate the community, reduce stigma and drive critical change in the delivery of, and access to, mental health and suicide prevention supports.

The hard copy magazines will be distributed to the WA population with *The West Australian* newspaper on Wednesday October 10, 2018 - World Mental Health Day - and stories will be shared online and via social media in the lead up to and during Mental Health Week (7-14 October 2018). There will also be a microsite dedicated to mental health on *The West Australian's* Health website at www.health.thewest.com.au.

Hard copies will also be distributed at events during **Mental Health Week**.

I strongly encourage you to take this opportunity to highlight your service at this heavily subsidised advertising rate, just one of the many benefits of WAAMH membership - and provide the wider WA community with an insight to the services you offer.

To ensure you secure your advertising space, contact **Val Fernandez** at *The West Australian* on (08) 9482 3255 or val.fernandez@wanews.com.au.

Taryn Harvey, Chief Executive Officer, WA Association for Mental Health

*Source: emma CMV, People 14+ for the 12 months to 30 June 2018.