### **National Workplace Initiative**

### ***Creating Resources to Support Mentally Healthy Workplaces***

# **Communications pack**

We are very grateful for your collaboration in promoting the Creating Resources to Support Mentally Healthy Workplaces guide.

The guide is being released in September and people are encouraged to provide feedback on the guide and other ways the National Workplace Initiative can support you with creating resources or content.

Please find below information and assets on how to promote and support the guide’s release to build and maintain momentum.

**Digital assets**

**The following digital assets in** [**this pack**](https://www.mentalhealthcommission.gov.au/publications/communications-pack-creating-resources-support-mentally-healthy-workplaces-zip-file) **support the release of the guide:**

* Social media assets
* Downloadable digital version

## How you can promote the guide and engagement

1. Share the guide in your networks and with members and peers – especially those who are developing resources and/or communications to support organisations build mentally healthy workplaces.
2. Promote the guide in your social media channels.
3. Promote the guide in your member communications and newsletters.

## Further information

For additional information, contact the National Workplace Initiative team on [nwi@mentalhealthcommission.gov.au](mailto:nwi@mentalhealthcommission.gov.au).

---

## Key messages

**Communication builds mentally healthy workplaces**

* Australian organisations are increasingly aware of the importance of mentally healthy workplaces. However, many organisations report feeling overwhelmed by the amount of available information and advice.
* If you are producing resources to help organisations build mentally healthy workplaces, or communications campaigns to encourage workplaces to act, knowing what content to include, and how to present it, can determine whether intended users will engage.
* Consistent, authoritative and trustworthy communication is also key to ensuring your intended users respond or act the way you intended.

**New guide to help**

* The *Creating Resources to Support Mentally Healthy Workplaces* guide has been developed to support people commissioning or developing new resources or communications around building mentally healthy workplaces.
* The guide will be useful for communicators, content or resource creators and anyone working in mental health, workplace health, business, union or government who are developing resources.
* This guide provides general principles that support the development of clear and compelling resources and communications.
* The guide also shares practical ideas for how to use behaviour change principles when developing new resources and communications.
* There are unique considerations and key elements for developing different types of resources including:
  + case studies
  + instructional content
  + awareness campaigns
  + news articles
  + in-depth resources.
* The guide also shares ideas and insights around evaluating resources or communications to understand the impact of your resources.

**Drawing on evidence and insight**

* The guide has been developed by the National Workplace Initiative with input from business owners, employees, managers, and human resources professionals from various organisation sizes and industries.
* The guide shares insights and experiences from professional communicators, content creators and marketing professionals that have collaborated with the National Workplace Initiative.
* A series of focus group research conducted with a range of business audiences commissioned also informed the development of the guide.

---

## Suggested newsletter / member communications text

*The following text can be modified and used in newsletters and other communications with your members and stakeholder organisations.*

**New guide on mentally healthy workplaces resources**

<YOUR ORGANISATION> is pleased to support the release of the *Creating Resources to Support Mentally Healthy Workplaces* guide by the National Mental Health Commission.

The guide aims to support people commissioning or developing new resources or communications around building mentally healthy workplaces.

The guide provides general principles that support the creation of clear and compelling resources and communications.  It also shares practical ideas for how to draw on behaviour change principles to create effective resources and communications.

There are unique considerations and key elements for creating different types of resources for supporting mentally healthy workplaces:

* + case studies
  + instructional content
  + awareness campaigns
  + news articles
  + in-depth resources.

The guide has been developed by the National Workplace Initiative with input from business owners, employees, managers, and human resources professionals from various organisation sizes and industries.

Feedback on the guide can be emailed to [nwi@mentalhealthcommission.gov.au](mailto:nwi@mentalhealthcommission.gov.au)

---

## Suggested social media posts

|  |
| --- |
| Twitter post |
| A new guide aims to support people commissioning or creating new resources or communications about building mentally healthy workplaces. The *Creating Resources to Support Mentally Healthy Workplaces* guide shares practical tips and evidence-based insights. #MentallyHealthyWorkplaces #AusBiz  The *Creating Resources to Support Mentally Healthy Workplaces* guide from @NMHC shares the key elements for developing different types of resources that can be key to supporting mentally healthy workplaces. There are tip sheets on case studies, awareness campaigns, in-depth resources, among others. #MentallyHealthyWorkplaces #AusBiz |

|  |
| --- |
| Facebook post |
| Australian organisations are increasingly aware of the importance of mentally healthy workplaces. However, many organisations report feeling overwhelmed by the amount of available information and advice.  If you are producing resources to help organisations to build mentally healthy workplaces, knowing what content to include, and how to present it, can determine whether your audience will engage.  The *Creating Resources to Support Mentally Healthy Workplaces* guide has been developed to support people commissioning or developing new resources or communications about mentally healthy workplaces.  The guide will be useful for communicators, content or resource creators and anyone working in mental health, workplace health, business, union or government who are developing resources.  Included in the guide are practical general principles that support the creation of clear and compelling resources and ideas on how to draw on behaviour change principles.  There are a series of tip sheets outlining the key elements for creating different types of resources that have been identified as key for supporting mentally healthy workplaces:   * + case studies   + instructional content   + awareness campaigns   + news articles   + in-depth resources.   Find out more |

|  |
| --- |
| LinkedIn post |
| With many services and agencies working to support organisations with building mentally healthy workplaces, a new guide has been developed to share practical tips and evidence-based insights for creating effective resources and communications.  The *Creating Resources to Support Mentally Healthy Workplaces* guide, released by the National Mental Health Commission, aims to support communicators, content or resource developers and those working to support organisations with mentally healthy workplaces.  The guide provides general principles that support the creation of clear and compelling resources and communications.  It also shares practical ideas for how to draw on behaviour change principles to create effective resources and communications.  There are unique considerations and key elements for creating different types of resources that have been identified as key for supporting mentally healthy workplaces:   * + case studies   + instructional content   + awareness campaigns   + news articles   + in-depth resources.   The guide has been developed by the National Workplace Initiative with input from professional communicators, content creators and marketing professionals. It also draws on focus group research conducted with a range of business audiences.  Find out more |