

WORLD MENTAL HEALTH DAY – 10 OCTOBER 2008

World Mental Health Day (WMHD) is a significant annual international event that aims to celebrate and promote mental health. WMHD has been well established in Australia since 1992. The Day is internationally coordinated by the World Federation for Mental Health and co-sponsored by the World Health Organisation, a specialised agency of the United Nations. In Australia, WMHD is held in conjunction with National Mental Health Week (NMHW), which is promoted by the relevant peak mental health organisations and other organisations in each State/Territory.

Events such as WMHD are crucial in raising awareness about mental health issues, promoting mental health, preventing mental illness, and combating stigma, myths and discrimination.

For more information, go to: <http://www.wfmh.org>

WMHD – 10 October 2008

The World Federation for Mental Health has adopted “**Making Mental Health a Global Priority: Scaling up Services through Citizen Advocacy and Action**” as the theme for 2008. The World Federation for Mental Health believes that the best way to create change is through concerted action and advocacy in each community of the world and that each of us has the power to change, the ability to help, and the dedication to see a different world for mental health care, treatment, and promotion.

The Mental Health Council of Australia has added **Participate** to this message to encourage action and advocacy in each community.

WMHD – Promotional material

The Mental Health Council of Australia will shortly have a range of promotional material available through our website. Fact Sheets and other information can be downloaded without charge, however other promotional material will be available at cost price. Below is a guide to promotional packs which will be available soon.

WMHD Deluxe Promotional Kit: Cost - TBC

The ultimate WMHD deluxe promotional kit includes:

- WMHD deluxe polo shirt embroidered
- WMHD reusable shopping bag
- WMHD baseball cap
- WMHD badges
- WMHD magnets
- MHCA Water Bottle
- Champ lapel pins
- Flannel Flower lapel pin and postcard
- WMHD Posters (A3)

- WMHD Plastic Bags
- Act-Belong-Commit posters
- Act-Belong-Commit balloons
- Act-Belong-Commit bookmarks
- Act-Belong-Commit fact sheets

WMHD Polo Shirt pack: Cost TBC

Deluxe WMHD polo shirt embroidered with WMHD design, comes with complimentary and exclusive WMHD reusable shopping bag and WMHD badge.

WMHD Poster pack: Cost TBC

A poster tube pack of posters, fact sheets, magnets, and balloons ideal for display and promotion purposes, including:

- WMHD Posters (large)
- WMHD Posters (small)
- WMHD inclusion poster
- WMHD magnets
- WMHD fact sheets
- Act-Belong-Commit posters
- Act-Belong-Commit balloons
- Act-Belong-Commit bookmarks
- Act-Belong-Commit fact sheets