

## Call for Mental Health First Aiders to tell their story in video campaign

### What is this for?

We are developing a video campaign to celebrate that 2 million MHFAiders have now been trained worldwide in 2017. We are looking for participants to share their story on video of being a MHFAider and how it has impacted their life and the support they have offered to others.

### What is the purpose of the campaign?

This campaign will be shared across social media, our website and media to celebrate this milestone and share short stories of MHFAiders with the aim of inspiring and motivating more Australians to sign up to become MHFAiders. We hope to share good news outcomes, and the positive impact of MHFA for MHFAiders and their community.

### What are we looking for?

We are looking for real people with real life experiences. We will be hoping to film in your workplace or the location where you provide MHFA to provide us with context of your story.

You will need to be comfortable sharing your story and if sharing anecdotes of individual experiences to do so in a sensitive way.

We hope to have a cross section of society in the stories to show the breadth of MHFAiders that are supporting their communities every day.

The content will be focusing on five key target areas:

1. Allied health worker (pharmacist, physiotherapist)
2. First responder (paramedic, fire fighter, police)
3. Professional (e.g. lawyer, banker, accountant etc.)
4. High school teacher
5. Rural community leader (e.g. sports coach, farmer, local business owner)

Due to timing constraints we will initially be seeking people from Victoria and NSW.

If you do not fit within these categories or location but feel you have a compelling story please get in touch and we will review your details.

### What do we need?

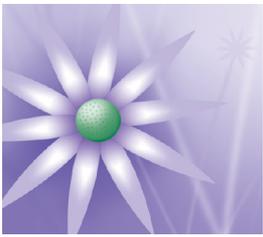
People that

1. Are over 18 years old
2. Are comfortable telling their story on camera, for a 1-2 minute video. (you will need to sign a release form prior to filming).
3. Identify as being from one of the key target areas
4. Are available in July 2017 for an initial Skype interview to see whether you're a good fit for the campaign
5. If selected, available in August 2017 for filming (this may be for up to 2 days)

### How do I get involved?

Please complete the EOI form and email this to [comms@mhfa.com.au](mailto:comms@mhfa.com.au) by Friday 21<sup>st</sup> July 2017.

Any questions should be directed to the above email.



# MENTAL HEALTH FIRST AID AUSTRALIA

<b>Name</b>	
<b>Contact details</b>	PH: _____ email: _____
<b>Location</b>	
<b>Industry</b>	
<b>Availability (July for a skype call, and August for 1-2 days of filming) Yes/no answer is adequate.</b>	July: _____ August: _____

<b>Please provide us with answers to the following:</b>
Why did you decide to become a MHFAider? How long have you been a MHFAider?
How have you used your skills?
What has the impact of your skills been? Either on your workplace, community or family.

Please send completed applications to [comms@mhfa.com.au](mailto:comms@mhfa.com.au)

[www.mhfa.com.au](http://www.mhfa.com.au)

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