MENTAL HEALTH **PROTECT** 

Stakeholder Pack











# **Acknowledgement of Country**

Mental Health First Aid International recognises Aboriginal and Torres Strait Islander peoples as the Traditional Owners and Custodians of Australia.

We acknowledge and pay respect to Aboriginal and Torres Strait Islander peoples as the world's oldest living culture and embrace their continuing connection to land, waters and community. We pay our deepest respect to all Elders past, present and emerging.

We also acknowledge all Aboriginal and Torres Strait Islander peoples who are ex-serving or current serving members of the Australian Defence Force (ADF) and their families.

# **Acknowledgement of Lived Experience**

Mental Health First Aid International wishes to acknowledge people with lived and living experience of mental health problems and suicidality, and their loved ones who care and support them.

With diverse identities, challenges and life experiences, each journey is unique and invaluable.

Thank you to those who have courageously shared stories to help educate the global community.



## **Content Statement**

The Mental Health Protect Stakeholder Pack refers to mental health problems, suicide and suicidality among serving and ex-serving Australian Defence Force (ADF) members.

When reading this document or discussing this program, it may lead to distress or uncomfortable feelings, emotions or memories. If this occurs and you or someone you know needs help, please refer to the available support services listed in the **Mental Health Protect Helpful Resources** guide.

This pack has been created in line with the national Mindframe guidelines to write about mental health, suicide and traumatic experiences in a safe and responsible manner that aims to reduce stigma and promote helpseeking behaviour.

This document has been reviewed by those with lived experience in the ADF or veteran community.

#### **Urgent support**

If you require urgent or immediate help, please call:

Triple zero (000) or present to your local emergency department.

To find a list of mental health, crisis and veteran-specific support resources, please access the Mental Health Protect Helpful Resources guide.

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## Introduction

In partnership with the Department of Veterans' Affairs, Mental Health First Aid International is launching Mental Health Protect™, a fully funded mental health literacy and suicide prevention training program available to all members of the veteran community.

This program provides training from early intervention and suicide prevention training providers Mental Health First Aid International and LivingWorks. It is open to all members of the veteran community, including:

- Veterans who are ex-serving Australian Defence Force (ADF) personnel.
- Families, friends, carers, employers, and colleagues of ex-serving and current Australian Defence Force (ADF)
  Personnel.
- Health care professionals and community members supporting veterans and their families.
- · Current ADF personnel

By participating in this program, your members can become an essential part of the support network for the over half a million Australians who have served or are serving.



# How you can use this pack

This pack has been created to help ex-service organisations (ESOs) and other stakeholders promote fully funded mental health literacy and suicide prevention training programs to their members and the broader veteran community.

This pack contains:

- Social media copy and tiles
- Videos
- Newsletter copy
- Posters (A3)
- Flyers (A4)

You can support the initiative by:

- Directing your community to the Mental Health Protect program page at <u>www.mhfa.com.au/protect</u> and the broader veteran community.
- Sharing the materials in this stakeholder pack with your community
- Printing and displaying the posters and flyers at your workplace or community setting



# **Key messages**

#### Mental health and suicide in the veteran community

- Veterans can face unique challenges that significantly increase their risk of psychological distress and suicide compared to the broader Australian community.1
- · Almost 3 in 4 transitioned Australian Defence Force (ADF) members have had a mental health disorder at some stage during their lifetime.<sup>2</sup>
- Ex-serving males are 26% more likely to die by suicide than the general Australian male population, and ex-serving females are more than twice as likely to die by suicide than the general Australian female population.<sup>3</sup>

#### The first line of support

- The veteran community, including veterans, families, friends, caregivers and ex-service organisations, play an important role in supporting the mental health and wellbeing of veterans.
- Individuals who care for, assist or work with veterans may be the first point of contact for a veteran who is experiencing mental health problems, distress or suicidal thoughts.
- · People with mental health problems are more likely to seek help if someone close to them suggests it.
- Members of the defence community perceive mental health stigma as a significant barrier to seeking care, more so than civilian populations.4
- Interventions by caring individuals can play an important role in veterans' survival and recovery.<sup>5</sup>
- Recovery is possible with the right treatments and supports.

### Mental health literacy and suicide prevention program

- Funded by the Department of Veterans' Affairs, Mental Health Protect provides access to a training program to equip members of the veteran community to increase mental health literacy and have greater awareness on suicide prevention strategies.
- Department of Veterans' Affairs. (2022). Mental Health Prevalence and Pathways to Care Summary Report.
- <sup>2</sup> Department of Veterans' Affairs. (2022). Mental Health Prevalence and Pathways to Care Summary Report
- 3 Australian Institute of Health and Welfare. (2023). Serving and ex-serving Australian Defence Force members who have served since 1985; suicide monitoring 1997 to 2021.
- 4 McGuffin, J; Riggs, S; Raiche, E; Romero, D. (2021). Military and Veteran help-seeking behaviors: Role of mental health stigma and leadership
- <sup>5</sup> Lindsay, P. (2024). Shining a light: Stories of trauma & tragedy, hope & healing



# SOCIAL MEDIA







Mental Health First Aid International have created some social media copy and tiles for you to share on your channels. You are welcome to mix and match the social media copy and tiles or adapt them to suit your audience.

### Post copy:

Members of the veteran community are invited to participate in fully funded mental health training at no cost to participants, funded by the Department of Veterans' Affairs.

Enrol today and be a part of creating a safer, more supportive environment for veterans and those who support them.

Places are limited.

Learn more and enrol: www.mhfa.com.au/protect

#mentalhealthprotect #veteranmentalhealth





Click the icon to download



#### Post copy:

Join a nationwide initiative to improve mental health literacy and prevent suicide within the veteran community.

This fully funded training program is open to:

- Veterans who are ex-serving Australian Defence Force (ADF) personnel.
- Families, friends, carers, employers, and colleagues of ex-serving and current ADF personnel.
- Health care professionals and community members supporting veterans and their families.
- Current ADF personnel.

Enrol in a course to gain the knowledge, skills and confidence to recognise and respond to signs of mental health problems, suicidal thoughts or other crises.

By participating, you become an essential part of the network that ensures veterans receive the care and support they deserve.

Learn more and enrol: www.mhfa.com.au/protect

#mentalhealthprotect #veteranmentalhealth







### Post copy:

We all have a role to play in supporting the wellbeing of veterans.

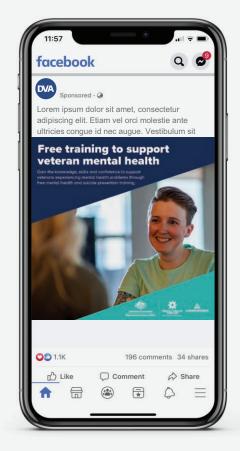
As members of the veteran community, we are often the first point of contact for veterans who are experiencing mental health problems, suicidal thoughts, or other crises.

You are invited to participate in free, fully funded training to learn the skills and knowledge to provide initial support and guide people to professional help in these crucial times of need.

By participating, you can make a difference in the lives of those who have served.

Places are limited so secure your spot today. Learn more and enrol: www.mhfa.com.au/protect

#mentalhealthprotect #veteranmentalhealth







### Post copy:

You're invited to participate in mental health literacy and suicide prevention training to develop the skills and confidence to support veterans experiencing mental health problems.

Enrol today in fully funded training delivered by Mental Health First Aid International and LivingWorks. Places are limited so secure your spot today.

Learn more and enrol: www.mhfa.com.au/protect

#mentalhealthprotect #veteranmentalhealth







# **VIDEO**







## **Video**

Download the video below to share on your website or social media accounts – and don't forget to include a link to the program page at www.mhfa.com.au/protect.

### www.youtube.com/watch?v=-1hq2HHPs9U



Click the icon to download and right click and select 'Save video as'



# NEWSLETTER CONTENT







### **Newsletter Content**

Do you have a newsletter to stay in touch with your members? Share or adapt the messaging to encourage them to sign up to fully funded training offered via the Mental Health Protect

#### **Newsletter copy:**

At {insert organisation name}, we are committed to working toward a safer, brighter future for veterans.

We all have a role to play in supporting the mental health and wellbeing of those who have served.

As members of the veteran and ex-serving community we are often the first point of contact for veterans who are experiencing mental health problems, distress or crises.

Funded by the Department of Veterans' Affairs, the program provides access to training from leading early intervention and suicide prevention training providers, Mental Health First Aid International and LivingWorks.

You are invited to enrol in a range of courses to gain the knowledge, skills and confidence to provide support to veterans in those crucial times of need.

Learn how to recognise and respond to signs of mental health problems and provide suicide first aid to your loved ones, peers or colleagues – guiding them to safety and appropriate professional support.

Places are limited, so secure your spot today.

Learn more and enrol: www.mhfa.com.au/protect



Click the icon to download



# **POSTERS**







# Poster (A3)

Download the program posters to print and display at your local centre, workplace or community setting.

Choose from posters best suited to your members.



Click the icon to download





Click the icon to download







# **FLYERS**







# **Program Flyers (A4)**

Download the program flyer to print and display at your local centre, workplace or community setting, or email the PDF to your community.







# **Standard MHFA Course Flyer (A4)**

Download the course flyer to print and display at your local centre, workplace or community setting, or email the PDF to your community.

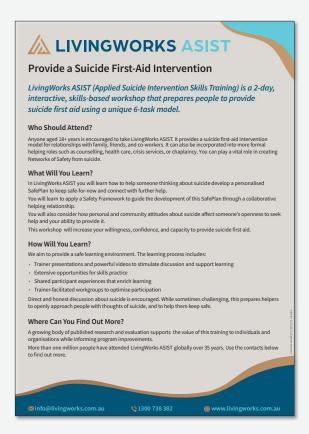






## **LivingWorks Course Flyers (A4)**

Download the course flyers to print and display at your local centre, workplace or community setting, or email the PDF's to your community.







#### Click the icon to download



#### Click the icon to download





## **Statement of Support**

The Mental Health Protect Program recognises ex-serving and serving members of the Australian Defence Force (ADF), all of whom make unique contributions and sacrifices on behalf of the nation.

We honour the service and pride the veteran community has in serving Australia. In your transition from active duty to post-service life, we thank you for your commitment to our community. We acknowledge the resilience and strength of those who live with and overcome mental health problems post-service.

We also pay our respects to the families, friends, carers, and professionals who support the veteran community. The wider veteran community is a crucial network that needs adequate acknowledgment and support.

We pay our respect to every ex-serving or serving member of the ADF community, who has died by suicide - each life lived and each life left behind is of significance and leaves a lasting legacy. The grief, pain and challenges, along with the resilience, strength and love, all form part of the lived experience.

We thank those who provided a veteran's voice to this program and have played a crucial role in shaping the development of resources, including Department of Veterans' Affairs and Open Arms staff, and members of our own community, including colleagues, instructors and trainers.

Thank you for your service and for sharing your stories, hope and support to help reduce stigma, increase mental health literacy, and prevent suicide in the veteran community.

Adapted from Royal Commission into Defence and Veteran Suicide: Interim Report, Commonwealth of Australia, 2022.



Stakeholder Pack

For more information visit mhfa.com.au/protect







