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This World Mental Health Day 'Do you see what I see?' www.1010.org.au

This World Mental Health Day – Tuesday 10 October - Mental Health Australia is calling on the nation to further reduce stigma and promise to see mental health in a positive light.

'Do you see what I see?' challenges perceptions on mental illness aiming to reduce stigma.

'Do you see what I see?' promotes a positive approach to tackling an issue that affects one in five Australians.

'Do you see what I see?' aims to put a new light on the conversation... from dark to bright.

Incorporating the successful #MentalHealthPromise initiative, which last year saw both the Prime Minister and Opposition Leader make a mental health promise to the nation, 'Do you see what I see?' will also feature a series of photos from across Australia, shedding light and colour on an issue which is still cloaked in darkness.

"We've all seen it before... The stock black and white photo of someone sitting with their head in their hands signifying mental illness. That's stigma... and stigma is still the number one barrier to people seeking help. Help that can prevent and treat," said Mental Health Australia CEO Mr Frank Quinlan.

"We have to see things differently, and see the positive outcomes of tackling this issue if we are to see real benefits and reductions in the rate of mental illness affecting the nation."

"We need to see mental health, and mental wealth through our own eyes, through the eyes of a family member or close friend and through the eyes of those in our community who don't have that support around them."

"We need to see tackling stigma around mental health as a way to improve the health of the nation, improve our productivity, improve our community engagement, and improve our quality of life."

"Yes we've come a long way to challenge and change perceptions, and paved the way for many to tell their story, but there is still great stigma associated with mental illness."

"This year, my #mentalhealthpromise is to challenge Australia to look at mental health through a different light. Let's look at the positives we can achieve as a community by reducing stigma and changing our approach to improving someone's health."

'What will your #MentalHealthPromise be?'

Making and sharing a mental health promise is easy and takes just a few minutes at www.1010.org.au

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