

# *Mental health* **BEGINS WITH *Me!***

## **MEDIA RELEASE**

### **World Mental Health Day – 10 October 2015**

One in five Australians will experience a mental illness in the next 12 months, almost 50% of us in our lifetimes.

Saturday 10 October is World Mental Health Day. On this day Australians are asked to make a personal mental health promise to themselves and share it on social media. So far, over 11,000 promises have been made on the campaign website.

“Mental illness impacts so many in our community. But if we can recognise the signs and do something about it early, we can significantly reduce the impact it can have on our lives,” Mental Health Australia CEO Frank Quinlan said today.

“Unfortunately, [our research](#) shows less than one in five Australians regularly seeks help when they are stressed or down. This suggests people could be neglecting their mental health for too long.

“It would be unimaginable to break a limb and do nothing about it. We must begin to see our mental health and wellbeing in the same light as other health conditions. It’s also important when people do reach out for help, services are readily available and easy to navigate.”

Australia currently has a mental health system that is fragmented and difficult to navigate. The Australian Government has indicated it will launch a substantial mental health reform package before the end of 2015. Mental Health Australia has urged the Government to take a bold approach to reform.

“The mental health sector is ready to embrace reform, and to assist the government in a carefully staged reform process. We need to build a system around the individual, and ensure care is provided in the community, preventing illness where possible and providing early assistance when illness does occur,” Mr Quinlan said.

Mental Health Australia hopes this year’s mental health promise campaign will help break down the stigma surrounding mental illness and encourage people to talk about it with friends, family and professionals. Promises can be made at the campaign website [1010.org.au/](https://1010.org.au/).

For all enquiries regarding World Mental Health Day, including **pre-recorded interviews**, call:

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