

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

MEDIA RELEASE

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WORLD MENTAL HEALTH DAY – TIME FOR CHANGE

Today is World Mental Health Day, providing an opportunity for us to focus as a nation on an issue that affects us all.

"With one in five Australians experiencing a mental illness in the next 12 months, mental health is an issue we all must take seriously," Mental Health Australia CEO Frank Quinlan said.

"Part of our commitment is our World Mental Health Day campaign, where we ask people to make a mental health promise to themselves, regardless of whether they have a mental illness or not.

"When Australians make a mental health promise to themselves, they become part of a movement that is working to reprioritise mental health and wellbeing and create momentum for system reform."

The World Mental Health Day campaign has three themes:

1. Connecting communities
2. Breaking down stigma
3. Encouraging help-seeking

"We hope that all Australians will join with us and a range of high profile people like Felicity Ward, Chris Uhlmann, Missy Higgins, Bob Katter, Minister Peter Dutton, Jackie O, Steve Bastoni, John Caldwell, Ash London, Mark Gable and many others and make a promise for their own mental health and wellbeing."

Promises can be made at 1010.org.au

In support of a national reform agenda, Mental Health Australia has released a Seven Point Plan to reform the mental health system in Australia.

The plan identifies the key areas where agreement and action is needed to reshape the way we address mental illness in Australia.

"Four million Australians will have a mental illness this year. Mental illness costs our economy around \$20 billion in lost productivity annually, the time for action is now," Mr Quinlan said.

The Seven Point Plan is attached. For interviews contact Peter O'Rourke 0409 558 723.

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HEALTH DAY**

**Mental Health
Australia**

What's your mental health promise? **1010.ORG.AU**