

Helping Australians talk about mental health



Primary developed the overarching communication strategy for the National Mental Health Commission (NMHC) to encourage Australians to talk about mental health and highlight the important work underway to change the way Australians think, talk and act about mental health.

Strategy

The strategy constructed a framework to support NMHC's strategic organisational priorities and work plans with clearly nominated communication channels. It also aligned with the statement of expectations announced by the Prime Minister.

It prioritised the 'lived experience' within all strategic communication objectives and supported key publicised deliverables such as the 2012 National Report Card on Mental Health and Suicide Prevention.

The strategy included input from federal, state and territory government departments, agencies, not-for-profits and the private sector organisations responsible for key program delivery and policy feedback in the mental health sector.



Outcomes

Established a framework for a new organisational culture that acknowledged and maximised the Commission's unique position to bring together diverse stakeholders and interests to address complex mental health policy issues and programs.

The Framework:

- » Defined the role of other major organisations in communicating key issues and information in the mental health sector to encourage collaboration and avoid duplication
- » Defined key audiences and outlined activities in simple language that the majority of Australians could understand
- » Provided clearly defined approaches for each project, including in-kind partnership opportunities with key stakeholders to extend the NMHC's communication reach
- » Enabled the NMHC to use its limited resources for ongoing and sustainable communication and engagement and built a collaborative approach into its daily activity
- » Supported the immediate delivery of the National Mental Health and Suicide Prevention 2012 Report Card