

Community Toolkit

Campaign asset and
resources for community use.

About this Toolkit

This toolkit provides campaign information and resources for stakeholder use.

The toolkit has been designed to enable supporters of the Alliance Against Depression (AAD) to select which of the supplied materials are most appropriate for their intended audience.

Alliance Against Depression messages can be promoted at activities and events, including verbally, print and online. Promotion opportunities may include AAD presentations, public announcements, display of signage and distribution of resources at information displays, logo acknowledgement on print and online promotional material, posting and sharing content on social media using **#ifalliance**

Please contact the AAD team at ifaad@stpats.com.au



Campaign Background

Promoting mental health and wellbeing across our community

Created in 2020, the Imagined Futures Mental Health initiative was founded in response to widespread concerns about increasing numbers of people experiencing mental ill health because of the COVID-19 pandemic. Imagined Futures is tackling this concerning trend by adopting a proven, community-led framework called the AAD.

Establishing a local AAD brings community stakeholders together to work on targeted activities including public awareness campaigns to reduce the stigma associated with depression and improving care and support for people affected by depression.

Target audience

We welcome supporters from all walks of life to help us raise awareness about depression, existing help, and resources:

- Primary mental health practitioners; from General Practitioners and nurses to counsellors and psychologists
- Community facilitators: from crisis and emergency response and pharmacists to sports clubs and non-traditional healers
- All mental health and suicide prevention training providers
- And all interested community members, influencers, and media

Objectives

Communication objectives are to:

- Help raise awareness about depression and reduce the stigma associated with it
- Promote discussions about depression and encouraging people to seek help

Key Messages

The core key messages for the Alliance are:

- Depression can be treated
- Depression has many faces
- Depression can affect anyone



Website



Sign up



Follow us

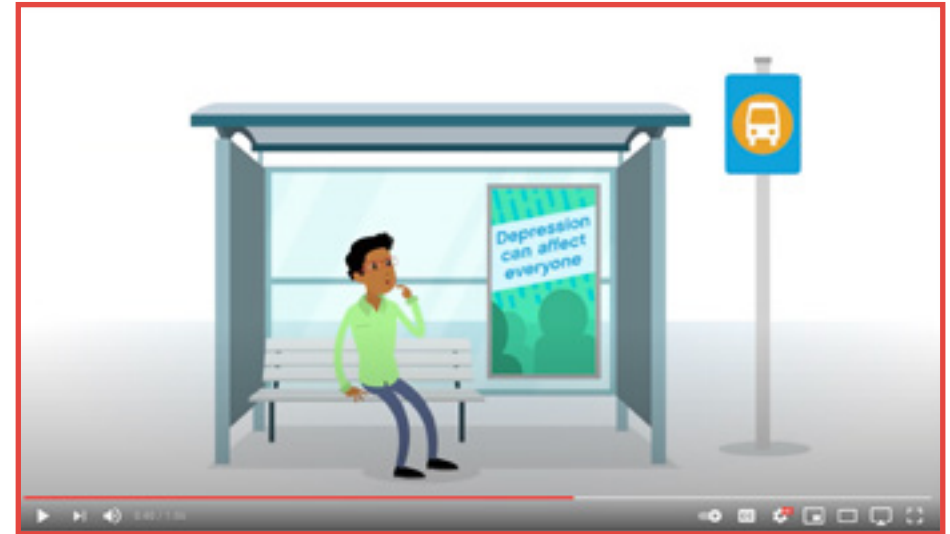


Get the App

Sign up: Visit imaginedfutures.org.au/AAD/ to sign up for the IF AAD. Once subscribed, you will receive a welcome email with access to free resources and updates to upcoming events. You will also have access to the various mental health training schedules for you to choose from in your local community.

Follow us on [Facebook](#) and [Instagram](#) for information about events and activities.

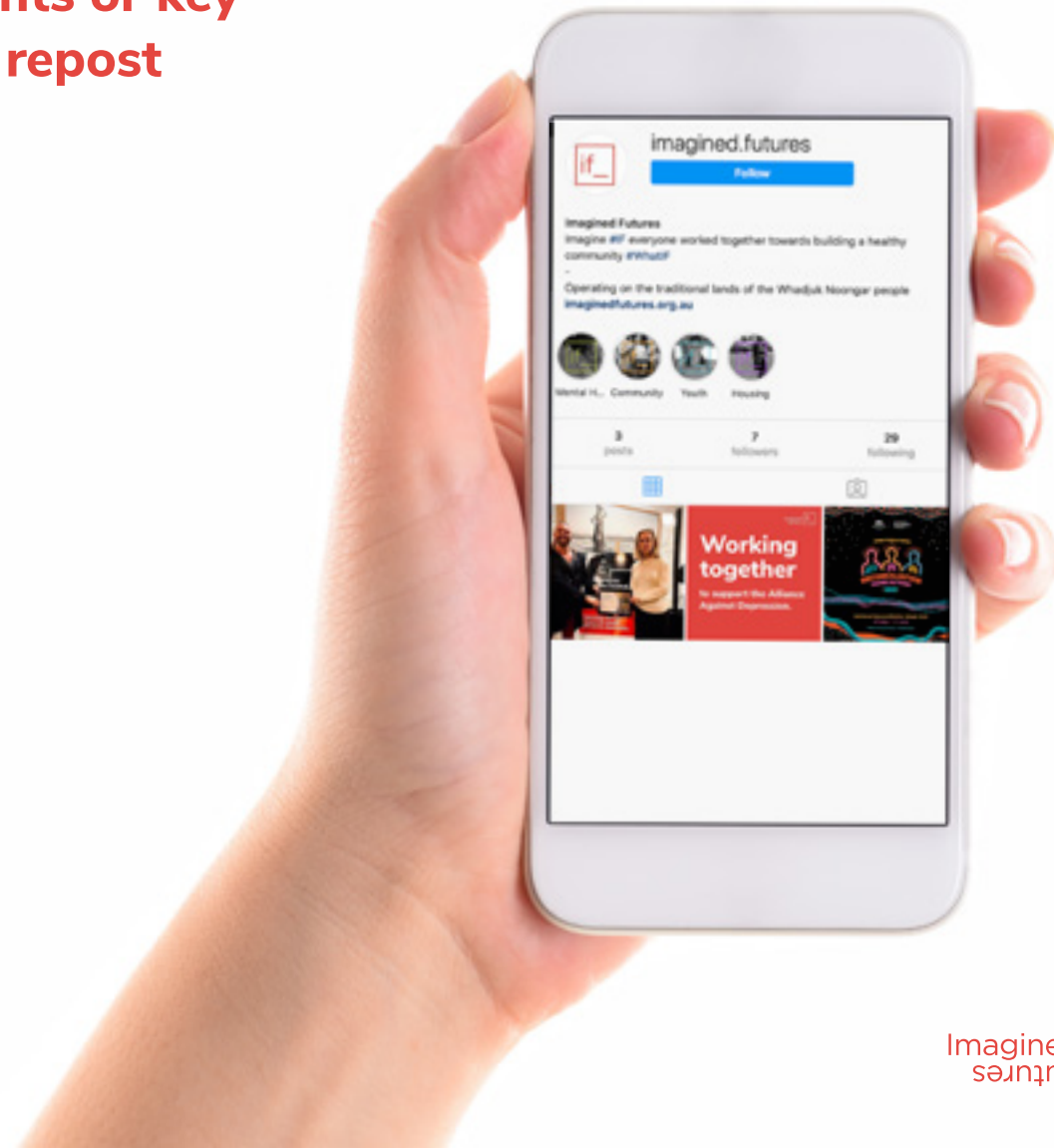
Get the App: [My Community Directory App](#) has hundreds of health services and events in your local community.



Watch our Alliance Against Depression video
www.youtube.com/watch?v=ZOtTHI4-bgM&t=8s

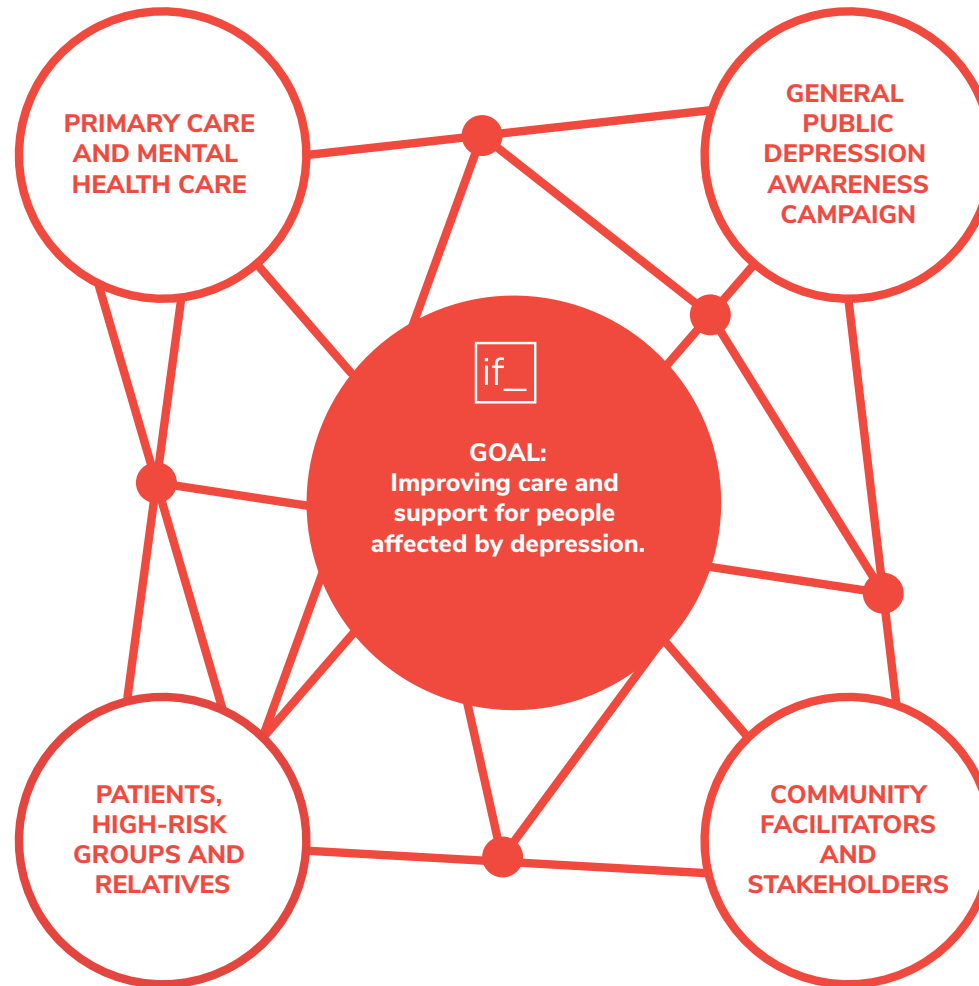
Social Media Posts

Downloading social media contents or key messages from the Website and repost them on your social media.



Social Media Posts

Four pillars



Social Media Posts

Depression has many faces

1 in 7 Australians experience Depression in their lifetime and is one of the most often experienced forms of mental illness. Imagined Futures is tackling this debilitating condition by adopting a proven, community-led framework called the AAD **#ifalliance**. To find out more about this Mental health initiative, visit URL.

1 in 7

**Australians
experience depression
in their lifetime.**

Imagined
Futures 

Social Media Posts

Working Together

The Cockburn, Fremantle, and Melville AAD uses a world-leading evidence-based approach creating positive change by working together to improve care of people affected by depression. Working together is achieved by pooling and mobilising existing resources in our immediate community **#ifalliance**.

Imagined Futures 

Working together

Improving care for people affected by depression.

Social Media Posts

Depression can be treated

Recovery can take time and is different for everyone. If you are struggling you can visit your local GP. As well as getting treatment underway, it is important to find other ways you can help yourself to stay well and mentally healthy. Download MyCommunity App for online health and community information, events and services in your local area. mycommunitydirectory.com.au/Resources/amc.



**Depression can
be treated.**

Imagined Futures 

Social Media Posts

Depression can affect anyone


Understanding how to talk about depression and help someone in need is important. Check out some of the various Mental Health training URLs in your local community giving you the skills and confidence about what to do when you are concerned about someone you care about, and when and how to access the right support, you need.



**Depression can
affect anyone.**

Imagined Futures 

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**Working
together**
Improving care for people
affected by depression.

**Cockburn,
Fremantle
& Melville**
Alliance Against
Depression.

Working together
to support the Alliance
Against Depression.

**Cockburn,
Fremantle & Melville**
Alliance Against Depression.

**Depression
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Depression
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**Depression
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