

# Dear Mind campaign

## Letter from Queensland Health Director-General

Dear fellow Queenslanders,

I am writing to seek your help to promote Queensland's first positive mental health and wellbeing campaign, *Dear Mind*.

The impact of mental illness on the community and the health system is becoming increasingly apparent. According to the ABS, one in two Queenslanders aged 16 to 85 years may experience mental illness at some time in their life, and about one in five will experience mental illness in any one year.

This is placing a significant burden on individuals, families, communities and governments. Research by the Australian Productivity Commission shows mental ill-health costs the Australian economy about \$500 million each day.

### **About *Dear Mind***

The *Dear Mind* campaign, which launched on TV, in cinema and across digital channels on 12 January, is the first of its kind in Queensland. Unlike previous campaigns which focused on mental illness, *Dear Mind* encourages all Queensland adults to prioritise their mental wellbeing and create a healthier relationship with their mind through simple, daily activities.

Evidence has shown that positive mental wellbeing can help prevent behavioural and mental health problems and act as an important 'buffer' to the risk of mental illness. *Dear Mind* shows people what positive mental health and wellbeing looks like and encourages them to build their resilience and ability to cope with life's challenges.

*Dear Mind* is underpinned by extensive market research which indicated the need for a campaign to promote activities that can improve mental wellbeing and prevent mental health issues from arising. While many Queenslanders are already taking steps to look after their body and mind, they can always be doing more.

People can visit [qld.gov.au/mentalwellbeing](http://qld.gov.au/mentalwellbeing) for inspiration and practical ways to improve their mental wellbeing.

### **How you can help**

We want the *Dear Mind* campaign to benefit as many Queenslanders as possible, so I am seeking your support to share the campaign materials on your own communication channels and, in addition, share the attached stakeholder kit with your networks to spread the word to their members, patients, and communities.

The stakeholder kit includes newsletter articles, social media posts and a link to approved images.

Whether you influence the lives of five or 5,000, your help will be invaluable in building the resilience of all Queenslanders.

Thank you in advance for your support.

Yours sincerely,

Dr John Wakefield (PSM)

Director-General

Queensland Health