



**Black Dog
Institute**

Mental Health Month Corporate Pack 2024

This pack contains helpful tools and resources for your organisation to use this October to generate awareness for Mental Health Month 2024.

Let the world know your organisation supports Black Dog Institute and its mission to achieve better mental health for all by posting our ready-to-go social media assets and copy.

We want to see your posts online to inspire your communities and show that you're committed to reducing stigma, encouraging conversation, and creating better mental health for all.

Quick tips:

- Keep it short and simple
- Tell the world what your organisation is doing to support better mental health for all
- Use our handles, tags and hashtags

Dates to Remember

October 2024
Mental Health Month

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	1 ONE FOOT FORWARD the walk for mental health	2	3	4	5
5	7	8	9	10 Mental Health Day	11	12
13	14	15	16	17	18	19
20	21	22	23	24 One Week Left!	25	26
27	28	29	30	31		

[Download calendar >](#)

Tools and resources

Online assessment tools

Our confidential online self tests can help you check in on your mental health and provide suggestions for next steps by walking you through questions commonly used in clinical settings.



Online Clinic Self Test

Get an understanding of your current mental wellbeing with this free personal assessment tool. You'll be provided with suggestions at the end and a confidential report that you can use to discuss with your GP.

[Access the Online Clinic >](#)



Depression Self Test

Five questions to give you an idea of the likelihood that you are dealing with depression. Please note, results are not a diagnosis, only a health professional can give a diagnosis.

[Access depression test >](#)



Anxiety Self Test

This quick self test can give you an understanding of the likelihood that you have an anxiety disorder. Please note, results are not a diagnosis, only a health professional can give a diagnosis.

[Access anxiety test >](#)

Fact sheets

Evidence-informed fact sheets and tools that you can download and share with anyone who needs it.



How to help when you're worried about someone else

Learn to recognise the signs of someone who may be struggling, conversation do's and don'ts, and where to turn if you or your loved ones need help.

[Download Fact Sheet >](#)



Managing depression with exercise

What the evidence says about exercise and depression, plus practical strategies to get motivated and where to find help if you need it.

[Download Fact Sheet >](#)



Workplace wellbeing

The top 10 factors involved with workplace mental health according to our research, plus practical strategies to improve your mental health at work.

[Download Fact Sheet >](#)

Programs and apps



myCompass

myCompass is an evidence-based, online self-help program that can help you with mild to moderate symptoms of depression, anxiety and stress. It's confidential and free to all who need it, thanks to generous support from partners like you.

[Try it out >](#)



ClearlyMe®

ClearlyMe® is an app designed for teens aged 12–17 who are experiencing depressive symptoms, psychological distress or in other words, going through a tough time.

[Try it out >](#)

Downloadable assets

Social tiles

Download these images to share on social media and show your community that you're committed to better mental health for all!



SELF-CARE PLANNING POST

When things get busy, self-care tends to fall behind—but that's exactly when it matters most! 🧠 Black Dog Institute's self-care plan template helps you prioritise wellbeing, spot stress triggers, and cope with challenges.

[Your company name] stands in solidarity with @BlackDogInst this October to raise awareness of mental health in our community, and pledge our support of their mission to create better mental health for all.

#BetterMentalHealth #MentalHealth #Research #Support
#MentalHealthAwareness #MentalHealthMonth

[Download Image Here](#)

[Download Self-Care Plan
Template Here](#)



[Download Image Here](#)

WORLD MENTAL HEALTH DAY POST

This World Mental Health Day, *[your company name]* is pledging its support of @BlackDogInst's mission to create better mental health for all.

Today is a reminder to check in with your loved ones and encourage conversation around mental health. Together, we can create better mental health for all. ❤️

#BetterMentalHealth #MentalHealth #Research #Support
#MentalHealthAwareness #MentalHealthMonth



[Download Image Here](#)

COMPASSION & COMMUNITY POST

We at *[your company name]* care about the mental health and wellbeing of our team, our families and friends, and the wider community. We are committed to making a difference in this space, which is why we are supporting @BlackDogInst this October for Mental Health Month. ❤️

Want to foster better wellbeing in your workplace? Here's how.

#BetterMentalHealth #MentalHealth #Research #Support
#MentalHealthAwareness #MentalHealthMonth



[Download Image Here](#)

STOP THE STIGMA POST

This October, *[your company name]* is pledging our support for @BlackDogInst and better mental health for all.

1 in 5 Australians will experience symptoms of mental illness in a year. That's approximately 5 million of us! Siblings. Parents. Partners. Children. Friends.

55% of people with symptoms do not seek help.

Join us by sharing the hashtags #BetterMentalHealth #MentalHealth #Research #Support #MentalHealthAwareness #MentalHealthMonth

To learn more about when and where to seek help, visit Black Dog Institute's website blackdoginstitute.org.au

Handles, hashtags, and tags

Don't forget to tag Black Dog Institute on social media and use these hashtags: #BetterMentalHealth #MentalHealth #MentalHealthMonth #MentalHealthAwareness



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Ways to engage your workplace

- Register as a team with [One Foot Forward](#), the walk for mental health this October
- Gift your employees an afternoon off or a longer lunch break to promote self-care
- Host a morning tea with your team
- Invite a speaker to your office to talk about mental health and help reduce stigma
- Implement [workplace education](#) on mental health
- Get out of the office for a team building activity to increase a sense of connection for employees

Wear your support on your sleeve

Your generosity keeps our resources free for all who need them, and supports life-changing research. Make a donation throughout Mental Health Month and we will thank you with a gift so you can show your support for better mental health and your commitment to stopping the stigma.



Black Dog Institute T-Shirt
\$35 Donation

[Donate >](#)



Hat with Logo
\$30 Donation

[Donate >](#)



Branded Arm Band
\$20 Donation

[Donate >](#)

"I know our partnership with Black Dog Institute is having a meaningful and worthwhile impact on Aon employees. A mentally healthy employee is a happier and better employee. There is a ripple effect from this that benefits our clients, suppliers, and the community."



-Fiona Norris, Manager at Aon Charitable Foundation