**National Workplace Initiative –** *Measuring Mentally Healthy Workplaces* guides

# **Communications pack**

We are grateful for your collaboration in promoting the Measuring Mentally Healthy Workplaces guides and encouraging organisations and individuals to provide feedback.

The Measuring Mentally Healthy Workplaces guides are being released in July with feedback open until 30 November.

Please find below information and assets on how to promote and support the guides.

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| **Digital assets**  [**Click here**](https://www.mentalhealthcommission.gov.au/publications/measuring-mentally-healthy-workplaces-guides-communications-pack) **to access the following digital assets to support the release of the Blueprint:**   * Social media assets * PDFs of the guides |

## How you can promote the guides and engagement

1. Share the guides with your members/networks and encourage people to provide feedback.
2. Promote the guides in your social media channels.
3. Promote the guides in your member communications and newsletters.

## Further information

For additional information or resources to promote the Blueprint, contact the National Workplace Initiative team on [nwi@mentalhealthcommission.gov.au](mailto:nwi@mentalhealthcommission.gov.au).

## Key messages / talking points

* After three years of COVID-19, natural disasters and other global shocks, many organisations and businesses are having to manage mental health challenges in the workplace.
* The National Mental Health Commission, alongside the Mentally Healthy Workplace Alliance, is helping workplaces, large or small, to navigate this new challenge.

**The importance of measurement**

* Many people are aware of the importance of mentally healthy workplaces, but sometimes it’s difficult to know where to start, or how things are tracking.
* These new guides outline how workplaces can use measurement to create a more mentally healthy environment.
* Measurement can help organisations to understand what current practices support and promote good mental health, where aspects of work are causing stress or conflict, and whether people need additional supports.
* Measurement can also help organisations to track whether initiatives are providing results or where additional focus is needed.

**Providing guidance**

* These simple to use guides walk organisations through how to identify measurement focus areas, where to find the right data, interpreting data and communicate results.
* The guides also address challenges associated with measuring mental health including privacy and confidentiality.
* The guides also provide practical checklists and an overview of common measures and metrics workplaces can consider using in their approach.

**Developed by experts**

* The Measurement Mentally Healthy Workplaces guides were developed by a team led by the University of New South Wales School of Business. They were created as part of the National Workplace Initiative.
* The guides were developed based on consultation with a range of individuals and organisations from business, industry groups, Government and non-Government organisations, and people with lived experience of mental illness and mental ill-health.
* Recognising the unique issues and challenges facing organisations of different sizes, there are different versions of the guides for sole traders and small business, and medium to large organisations.
* The National Workplace Initiative welcomes further feedback on the guides, which can be provided through the National Workplace Initiative’s engagement hub.

## Suggested newsletter / member communications text

*The following text can be modified and used in newsletters and other communications with your members and stakeholder organisations.*

**Helping organisations measure mentally healthy workplaces**

After three years of COVID-19, natural disasters and other global shocks, many workplaces are having to manage mental health challenges in the workplace.

The National Mental Health Commission, alongside the Mentally Healthy Workplace Alliance, is helping workplaces, large or small, to navigate this new challenge.

New guides created as part of the National Workplace Initiative and released by the National Mental Health Commission guides support organisations with the measurement and reporting of mentally healthy workplaces.

Business owners and managers are increasingly aware of the importance of mental health at work, but it can be challenging to know where to start, or how things are tracking.

The new guides have been developed to support small business and sole traders, and medium to large organisations.

They help organisations to:

* Identify the area for improvement
* Select data sources
* Interpret data
* Communicate results

The guides also provide practical tools such as a measurement checklist and sample measures.

Click here to access the guides.

## Suggested social media posts

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| Twitter post |
| Many people are aware of the importance of mentally healthy workplaces, but sometimes it’s difficult to know where to start, or how things are tracking. New guides support organisations of all sizes to use measurement to help create a mentally healthy workplace. #Ausbiz #MentallyHealthyWorkplaces    Many people are aware of the importance of mentally healthy workplaces, but sometimes it’s difficult to know where to start, or how things are tracking. New guides outline measures that can help organisations create a mentally healthy workplace. Learn more about selecting and interpreting data and with practical tools. #MentallyHealthyWorkplaces #Ausbiz |

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| Facebook post |
| After three years of COVID-19, natural disasters and other global shocks, many organisations and businesses are having to manage mental health challenges in the workplace.  The National Mental Health Commission, alongside the Mentally Healthy Workplace Alliance, is helping workplaces, large or small, to navigate this new challenge.  Many people are aware of the importance of mental health at work, but sometimes it’s difficult to know where to start, or how things are tracking.  New guides outline how measurement can help organisations of all sizes create a mentally healthy workplace.  The Measuring Mentally Healthy Workplaces guides have been created as part of the National Workplace Initiative and released by the Commission.  Guides have been developed for small business and sole traders, and medium to large organisations. They help organisations to:   * Identify the area for improvement * Create a share a plan with the team * Select data sources * Interpret data * Communicate results   There are also practical tools such as a measurement checklist and sample measures.  Click here to access the guides. |

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| LinkedIn post |
| After three years of COVID-19, natural disasters and other global shocks, many organisations and businesses are having to manage mental health challenges in the workplace.  The National Mental Health Commission, alongside the Mentally Healthy Workplace Alliance, is helping workplaces, large or small, to navigate this new challenge.  Business owners and managers are increasingly aware of the importance of mental health at work, but it can be challenging to know where to start, or how things are tracking.  Measurement can help organisations to identify what is and isn’t working to make a workplace mentally healthy and solve specific problems. Measurement can also help organisations to identify areas of risk for work health and safety obligations, and improve business practices and meet goals.  New guides support organisations of all sizes with the measurement and reporting of mentally healthy workplaces.  The Measuring Mentally Healthy Workplaces guides have been created as part of the National Workplace Initiative and released by the Commission.  They help organisations to:   * Identify the area for improvement * Select data sources * Interpret data * Communicate results   The guides also share practical tools such as a measurement checklist and sample measures.  Click here to access the guides. |