### **National Workplace Initiative**

# ***Small Business Guides to Mentally Healthy Workplaces***

# **Communications pack**

We are grateful for your collaboration in promoting the *Small Business Guides to Mentally Healthy Workplaces.*

The guides are being released in early 2023 and people are encouraged to provide feedback on the guides.

Please find below information and assets on how to promote and support the guides’ release to build and maintain momentum.

**Digital assets**

[**Click here**](https://www.mentalhealthcommission.gov.au/publications/small-business-guides-mentally-healthy-workplaces-communications-pack) **to access the following digital assets to support the release of the guides:**

* Social media assets
* Downloadable PDF versions of the guides

## How you can promote the guide and engagement

1. Share the guides in your networks and with members and peers.
2. Promote the guides in your social media channels.
3. Promote the guides in your member communications and newsletters.

## Further information

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

## Key messages

* Over the past few years, small business has been doing it tough, often due to issues beyond their control, such as COVID-19.
* These recent challenges have impacted businesses, and they have also impacted the people who own, run and work in these businesses.
* A new series of guides released by the National Mental Health Commission aims to help small business.
* The *Small Business Guides to Mentally Healthy Workplaces* provide small business owners, managers and staff with the information and guidance they needed to help create mentally healthy workplaces.
* The guides have been developed by Ahead for Business, Everymind as part of the National Workplace Initiative.
* The guides are built around the three core pillars of the Blueprint for Mentally Healthy Workplaces for creating environments that protect, respond and promote to support mental health.
* The guides provide information about key topics, clear examples, helpful tips and links to further support and guidance.
* The **Protect** guide helps small business to identify and manage work-related risks to mental health.
* The **Respond** guide helps small business to identify and respond to support people experiencing mental ill-health or distress.
* The **Promote** guide helps small business to recognise and enhance the positive aspects of work that contribute to good mental health.

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## Suggested newsletter / member communications text

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

**New guides for small business on mentally healthy workplaces**

<YOUR ORGANISATION> is pleased to support the release of the *Small Business Guides to Mentally Healthy Workplaces* by the National Mental Health Commission.

Over the past few years, small business has been doing it tough, often due to issues beyond their control, such as COVID-19.

These recent challenges have impacted businesses, and they have also impacted the people who own, run and work in these businesses.

The *Small Business Guides to Mentally Healthy Workplaces* provide information about key topics, clear examples, helpful tips and links to further support and guidance.

Developed by Ahead for Business, Everymind as part of the National Workplace Initiative, the new guides are built around the three core pillars of the Blueprint for Mentally Healthy Workplaces for creating environments that protect, respond, and promote to support mental health.

* *The Protect guide helps small business to* identify and manage work-related risks to mental health.
* The *Respond* guide helps small business to identify and respond to support people experiencing mental ill-health or distress.
* The *Promote* guide helps small business to recognise and enhance the positive aspects of work that contribute to good mental health.

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## Suggested social media posts

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| Twitter post |
| Small business has been doing it tough. New guides from the National Mental Health Commission provide small business owners and managers with the information and guidance needed to help create mentally healthy workplaces. #Ausbiz #MentallyHealthyWorkplaces #SmallBusiness  Many small businesses have faced ongoing challenges in recent years. Small business owners and managers can now access new guides by the National Mental Health Commission that help create mentally healthy workplaces for them and their staff. #Ausbiz #MentallyHealthyWorkplaces #SmallBusiness |

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| Facebook post |
| Over the past few years, small business has been doing it tough, often due to issues beyond their control, such as COVID-19.  These recent challenges have impacted businesses, and they have also impacted the people who own, run and work in these businesses.  Small business owners and managers can access new guides by the National Mental Health Commission that help create mentally healthy workplaces for them and their staff.  The *Small Business Guides to Mentally Healthy Workplaces* have been released by the National Mental Health Commission and developed alongside with small business owners and experts.  The guides are built around the three core pillars of the Blueprint for Mentally Healthy Workplaces for creating environments that protect, respond, and promote to support mental health.  The guides provide information about key topics, clear examples, helpful tips and links to further support and guidance.   * The **Protect** guide helps small business to identify and manage work-related risks to mental health. * The **Respond** guide helps small business to identify and respond to support people experiencing mental ill-health or distress. * The **Promote** guide helps small business to recognise and enhance the positive aspects of work that contribute to good mental health.   **Click** [**here**](https://www.mentalhealthcommission.gov.au/projects/mentally-healthy-work/national-workplace-initiative/small-business-guides-mentally-healthy-workplaces) **to access the guides** |

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| LinkedIn post |
| Recent challenges such as COVID-19 have impacted businesses, and they have also impacted the people who own, run and work in these businesses.  The National Mental Health Commission aims to help small business with the release of new guides that help them create mentally healthy workplaces.  Developed by Ahead for Business, Everymind through the National Workplace Initiative, the guides are built around the three core pillars of the Blueprint for Mentally Healthy Workplaces for creating environments that protect, respond, and promote to support mental health.  The *Small Business Guides to Mentally Healthy Workplaces* provide information about key topics, clear examples, helpful tips and links to further support and guidance.   * The **Protect** guide helps small business to identify and manage work-related risks to mental health. * The **Respond** guide helps small business to identify and respond to support people experiencing mental ill-health or distress. * The **Promote** guide helps small business to recognise and enhance the positive aspects of work that contribute to good mental health.   **Click** [**here**](https://www.mentalhealthcommission.gov.au/projects/mentally-healthy-work/national-workplace-initiative/small-business-guides-mentally-healthy-workplaces) **to access the guides** |