

eDM: Mental Health

Content notes:

The following suggested wording for eDM purposes has been prepared by TAL. It is available to use in white-label format for communications and is designed to provide information on positive ways to improve mental wellbeing.

While all care has been taken to ensure that the information provided is relevant and helpful at the date of this publication, neither TAL, its related body corporates nor its employees accept liability for any loss or damage caused as a result of reliance on the information. You should consider your own obligations and requirements when deciding the appropriateness of this suggested wording including any appropriate disclaimers, and how and who it makes it available to.

EMAIL 1 – promoting Mental Health Month

AUDIENCE	Members, employees, corporates
COMMUNICATION OPPORTUNITIES	RU OK? Day, October Mental Health Month, Men's and Women's health days.
MESSAGE	Mental Health Month is a chance to take simple, positive steps towards better mental health
INSIGHTS	Australians are facing diverse challenges; proactive habits can build resilience and balance.
ASSOCIATED ASSET/S	Explore tools and resources to support your wellbeing.
CTA	Business entity to provide CTA.

Subject line: Small steps can support your mental wellbeing

Preheader: Explore practical tips and resources for Mental Health Month.

Hi [\[First Name\]](#)

October is Mental Health Month, a reminder that looking after our mental wellbeing doesn't always need to start with big changes. Sometimes, small moments of connection can make a meaningful difference.

Many people are managing extra pressures at work, at home and in their day-to-day lives. Taking small, practical steps can help you better understand how you're feeling and find support when you need it.

This year's Mental Health Month theme, *A little connection goes a long way*, reminds us that connection can come in many forms:

- A conversation with someone you trust.
- Spending time with your community.
- Taking a moment to reconnect with yourself.

Through our life insurance partner, TAL, you can access practical tools, articles and resources designed to support your mental wellbeing, one step at a time.

WAYS TO SUPPORT YOUR MENTAL HEALTH

<Insert relevant links and resources here, such as: TAL mental health articles and flyers, Headlight link, Deadly tips flyer, your own wellbeing resources, and clear CTA button text.>

If you are in immediate danger or need urgent support, **call 000**. If you need to speak to someone now, you can contact **Lifeline** on **13 11 14** or **Beyond Blue** on **1300 22 4636**.

DISCLAIMER [\[please add disclaimer to your eDM\]](#)

END]

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EMAIL 2 – promoting Headlight

AUDIENCE	Members, employees, corporates
COMMUNICATION OPPORTUNITIES	• RU OK? Day, October Mental Health Month, Men's and Women's health days. • Promote Headlight as an accessible first step for self-checking mental health.
MESSAGE	Checking in on your mental health is important and easy to do with Headlight.
INSIGHTS	Australians may be experiencing varying levels of stress and uncertainty; small, simple steps feel more achievable.
ASSOCIATED ASSET/S	Headlight online tool.
CTA	Explore support options through Headlight .
IMPORTANT: If you'd like to feature Headlight during Mental Health Month, please ensure that you use your existing unique URL, if you have one. If you are unsure, please speak to your TAL Partnership Manager.	

Subject line: Take a moment to check in on your wellbeing

Preheader: Headlight can help you better understand how you're feeling.

Hi [\[First Name\]](#)

Life doesn't always go to plan. Some days feel manageable, while others can feel heavy. If you're feeling flat, overwhelmed or not quite yourself, a simple check-in may help you better understand what's going on and what support could be useful.

Looking after your wellbeing is just as important as caring for your physical health. That's why our insurance partner TAL has worked with the University of Sydney Brain and Mind Centre to develop Headlight, a confidential online tool designed to help you better understand your mental health and access resources that may support your next step.

Headlight can help you check in on your wellbeing and identify areas where extra support may help.

[Take the Headlight quiz](#)

WHAT IS HEADLIGHT?

Headlight is an online tool designed to help you better understand your mental health. It provides an easy-to-understand wellbeing score and evidence-based resources based on your responses, helping you consider small, positive actions that may support your wellbeing.

- Takes just a few minutes
- No sign-up or login needed
- Anonymous — no sign-up or login needed
- Receive an easy-to-understand mental wellbeing score
- Access suggested actions and evidence-based resources that may help address your risk factors

You don't need to fix everything at once. A short check-in can be a simple first step towards understanding how you're feeling and what support may help.

WAYS TO SUPPORT YOUR MENTAL HEALTH

< Insert Headlight CTA using the unique URL where applicable. Consider adding TAL mental health articles and flyers, Deadly tips flyer, wellbeing resources, and any relevant support services.>

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DISCLAIMER [\[please add disclaimer to your EDM\]](#)

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