

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 accurate and complete 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	Fund members, employees
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: Taking steps on your wellbeing journey

Preheader: Discover tools and tips to support your mental health today.

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

October is National Mental Health Month — a time to focus on what keeps us feeling balanced, resilient and connected.

There's no doubt many Australians are facing challenges right now and looking after our mental health has never been more important.

This year's mental health month theme is *Taking steps on your wellbeing journey*, and we've partnered with our life insurance provider, TAL, to bring you a range of practical tools, expert insights and helpful resources designed to support your mental wellbeing, one step at a time.

Mental health isn't just about managing challenges. It's also about building habits that help you feel stronger, more positive, and more in control — even during tough times.

WAYS TO SUPPORT YOUR MENTAL HEALTH

< [TAL Mental Health resources](#), [business entity to add articles/flyers or their own CTA](#) >

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

END]

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EMAIL 2 – promoting Headlight

AUDIENCE	Fund members, employees, corporates
COMMUNICATION OPPORTUNITIES	<ul style="list-style-type: none">• 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: Looking after your mental health matters.

Preheader: Take a moment to check in with 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 just not quite yourself, now is the time to pause, check in and take action.

Looking after your wellbeing is just as important as caring for your physical health. That's why our insurance partner TAL, together with the University of Sydney Brain and Mind Centre, have developed a confidential online tool called Headlight to help you better understand your mental health, discover your personal wellbeing score, and receive resources to help you take control of your mental wellbeing.

Headlight can help shine a light on your mental wellbeing blind spots.

Take the Headlight quiz

WHAT IS HEADLIGHT?

Headlight is an online tool designed to help you better understand your mental health. It aims to help you identify mental health blind spots and provides access to evidence-based resources and recommendations, based on your wellbeing score, to encourage positive action.

- Takes just a few minutes
- No sign-up or login needed
- 100% anonymous
- Receive an easy-to-understand mental wellbeing score
- Suggestions and actions for evidence-based resources from Australian and global organisations to help address your risk factors

You don't need to fix everything at once. It may surprise you how simple actions can have significant benefits.

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