

# MENTAL HEALTH MEMBER COMMUNICATION

## SUGGESTED COPY - MEMBER EMAILS

### EMAIL 1

<b>Audience</b>	Super fund members
<b>Suggested timing</b>	Mental Health Month, RU OK? Day, Men or Women’s Health Days
<b>Message</b>	Introducing the theme of positive psychology
<b>Insights</b>	<ul style="list-style-type: none"> <li>• 21.4% of Australians have experienced a mental disorder in the previous 12 months. (National Study of Mental Health and Wellbeing 2020-2021)</li> <li>• Positive psychology can help to build internal resources that can improve adaptive coping with a range of life stressors. (Algoe, et. Al.)</li> </ul>
<b>Associated Asset(s)</b>	Article link(s) – to be hosted on fund website
<b>CTA</b>	Click to read positive psychology article(s)

**<Insert greeting>**

[IF USED DURING MENTAL HEALTH MONTH] October is National Mental Health Month. It’s a time to raise awareness and promote better mental health for all Australians. This year we’ve partnered with our insurance partner [TAL](#) to bring you a range of interesting and informative content throughout the month from leading Australian mental health experts.

**Taking a positive approach**

There’s no doubt that many people are doing it tough right now, and more than ever it’s important to take some time to check in on our own mental health and of those around us.

This year for Mental Health We’ll be taking a positive approach to mental wellbeing and sharing some practical tips to help you to increase your wellbeing in both body and mind.

**What is positive psychology?**

We often think of mental health within a negative framework. It’s natural to think that mental health is all about treating conditions such as depression or anxiety. While that’s very important, for those experiencing mental health concerns, it’s not the complete picture when it comes to mental health.

Positive psychology aims to shift the focus to the promotion of wellbeing with encouragement to use strategies and skills that allow people to navigate the ups and downs of life more effectively.

**Let’s get started**

**<Option 1 – sharing a single article>**

To kick things off, you may like to get started by reading an article on **<choose from below>**

Managing financial stress **<add link>**

OR

Eating well for mental health **<add link>**

OR

Staying connected **<add link>**

OR

The power of gratitude **<add link>**

OR

**<Option 2 – sharing link to full library>**

To kick things off, head to our Mental Health content library where you'll find a range of articles on ways to positively impact your mental health including: eating well, sleep, staying connected and the power of gratitude and dealing with financial stress.

## EMAIL 2 – INTRODUCING HEADLIGHT

<b>Audience</b>	Super fund members
<b>Suggested Timing</b>	Mental Health Month
<b>Message</b>	Introducing Headlight wellbeing screening tool and the importance of mental health early intervention
<b>Insights</b>	<ul style="list-style-type: none"> <li>• Mental illness is the leading cause of sickness absence and long-term work incapacity in Australia (Black Dog Institute).</li> <li>• Early intervention on mental health can help both individuals and improve overall wellbeing in the workplace (Black Dog Institute)</li> </ul>
<b>Associated Asset(s)</b>	Headlight link (check with TAL CM for appropriate URL>
<b>CTA</b>	Click to start Headlight screening tool

*<Insert greeting>*

Did you know one in two Australians will experience a mental health condition in their lifetime?\*

Just as there are health risks to your body, there are many risks that can impact your mental wellbeing. That’s why our insurance partner [TAL](#), together with the University of Sydney Brain and Mind Centre have developed a confidential tool called ‘Headlight’ to help you discover your personal wellbeing score.

Australians are living through one of the most challenging periods in modern times, dealing with unprecedented changes to how they live and work. A Monash University study tracking the mental health effects of COVID-19 has already shown a rise in anxiety and depression amongst Australians and their fears other more severe mental health issues might show up\*. The good news is that early intervention can help prevent mental health issues from escalating.

### Introducing Headlight

Developed alongside leading academic researchers at the University of Sydney Brain and Mind Centre, Headlight is an anonymous online mental wellbeing tool that provides you with an overall wellbeing score, identifies potential ‘blind spots’ you might have and provides you with evidence-based tools and resources to support you proactively managing your mental wellbeing. The survey is quick and simple and only takes a few minutes to complete.

**<FIND OUT YOUR WELLBEING SCORE>**  
(check with your **TAL CM** for URL for button)

\* Australian Institute of Health and Welfare – Australian Mental health: Prevalence and impact (2022)

Please note: Headlight is anonymous. TAL does not receive personal information about anyone who completes the survey. For more information, you can read the Headlight Terms of Use [here](#).