

Hello open minds

Why a campaign?

The mental health workforce is made up of diverse, skilled and passionate people. It is a vital sector that contributes significantly to the wellbeing and safety of Victorians. We also know it faces its own unique challenges, including growing demand, an ageing workforce, stigma and increasingly diverse and complex clients.

This campaign is a vital part of Victoria's Mental Health Workforce Strategy to attract and retain a skilled and sustainable workforce, and drive better outcomes for people experiencing poor mental health as well as their families and carers. It's one of the first steps to realise the goals of Victoria's 10-year mental health plan.

What will it achieve?

Developed in partnership with the sector and the Mental Health Workforce Reference Group, the campaign seeks to build an overarching brand for careers in mental health.

Featuring real people and focusing on recovery as a shared process, it raises broad awareness of the many positive aspects of working in mental health. It also speaks to the realities of what these roles require, including a strong skills base and an open mind.

The two campaign videos tell the shared stories of a mental health worker and a consumer, encouraging viewers to open their mind to the opportunities presented by career in mental health.

How can you help?

You can help us broaden the reach of the campaign and encourage people to register interest for more information about careers in mental health. There are a range of materials available that you can share with your fellow students, organisation, stakeholders or networks. These include videos, material for your social media channels, posters and more.

Go to www.helloopenminds.vic.gov.au download the resources and find out more.

If you would like to discuss further collaboration opportunities to help promote the campaign, please contact the Department of Health and Human Services at helloopenminds@dhhs.vic.gov.au

To receive this publication in an accessible format, email helloopenminds@dhhs.vic.gov.au

Authorised and published by the Victorian Government, 1 Treasury Place, Melbourne.

© State of Victoria, Department of Health and Human Services July, 2017.

ISBN 978-0-7311-7297-9 (pdf/online)

Available at www.helloopenminds.vic.gov.au

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